

Onboarding emails are a crucial first step in welcoming new users to your product. Done well, they set the tone, reduce friction, and encourage users to complete key actions. Done poorly, these emails overwhelm or confuse readers, resulting in missed opportunities and higher churn.

Scannability is the secret sauce for onboarding email success. Today, we'll explore how to make your onboarding emails easier to scan by applying proven UX writing techniques, plain language principles, and accessibility best practices. Along the way, we'll highlight helpful tools, eye-opening research, and real-world examples from companies like Engglo.com, Plain English Campaign, and mrq.com.

Why Scannability in Emails Matters for User Experience

User experience (UX) is the entire journey your new users take with your product – including how they engage with your onboarding emails. UX writing, particularly the microcopy within emails, plays a major role in user success metrics such as completion rates and retention.

Since most people skim emails instead of reading every word, your email headings, bullet points, and paragraph structure need to support quick comprehension. Eye-tracking research consistently shows that readers scan in an “F-pattern” — focusing heavily on top lines and the left side. This means poorly formatted text can easily hide important information.

Companies like mrq.com leverage this insight by crafting email headings that immediately highlight benefits and actions, and they use bullet points to break down steps into manageable chunks. This approach reduces cognitive load and helps users move forward.

Principles for Crafting Scan-Friendly Onboarding Emails

1. Use Clear and Descriptive Email Headings

Your email heading is the first thing users see — and it should tell them exactly why they should keep reading. Avoid vague headings like “Welcome” or “Update.” Instead, try something actionable and specific, for example:



- “Get started with your new account in 3 easy steps”

- “How to set up your profile and start benefiting today”
- “Quick tips to unlock premium features”

Engglogy.com is well-known for its knack of writing headings that double as mini-instructions. This reduces guesswork about the email’s purpose and boosts engagement.

2. Keep Paragraphs Short and Sweet

Long paragraphs are a nightmare to scan, especially on mobile devices where space is limited. Break your content into bite-sized chunks of 2–3 sentences max. Each paragraph should cover a single idea or instruction.

Microcopy that’s concise and scannable makes it easier for users to find the information they need without getting lost in walls of text.

3. Use Bullet Points or Numbered Lists

Bullet points improve readability and allow users to quickly digest key takeaways and action steps. Use bullets to:

- List features or benefits
- Outline step-by-step instructions
- Highlight important notes or warnings

Using numbered lists is particularly effective when describing a sequence of steps, since the numbering implies order. Plain English Campaign advocates for simple, consistent formatting, emphasizing that people process lists faster than dense paragraphs.

4. Follow Plain Language Principles

Plain language means using straightforward words and sentence structures. Avoid jargon, buzzwords, or technical terms that can alienate or confuse readers—especially non-native English speakers or users with lower literacy.

Implementing plain language is an accessibility issue as much as a UX one, helping ensure all users can understand and act on your message. Tools powered by **artificial intelligence (AI)** can assist here: translators and grammar assistants can simplify phrasing, check your tone, and ensure readability.



5. Use Consistent Terminology and Call-to-Action Copy

Consistency builds trust and reduces hesitation. For example, if you call your product a “dashboard” in one [content design](#) email but a “control panel” in the next, users might wonder if you mean the same thing.

Similarly, call-to-action (CTA) buttons should be crystal clear. Replace vague “Submit” buttons with labels like “Create My Account” or “Download Setup Guide” so users know exactly what will happen.

6. Incorporate Translation and Keyword Optimization

Don’t forget that many users may open your emails in other languages. Translation tools powered by AI can help you localize content accurately without losing meaning or tone. Keyword suggestions can guide you on which terms to use so your emails resonate with your audience and even avoid spam filters.

Addressing A Common Mistake: Hiding Prices in Onboarding Emails

One pitfall we see often is the failure to show pricing clearly or at all, particularly when emails are scraped to generate summaries or content previews. Without visible prices, users might hesitate or abandon onboarding due to uncertainty.

If you offer premium tiers, discounts, or trial periods, include a pricing summary in a clear, easy-to-scan table or bulleted list. This transparency helps set expectations and reduce drop-off.

Plan	Features	Price
Basic	Access to core features	Free
Pro	Priority support, Advanced analytics	\$15/month
Enterprise	Dedicated manager, Custom integrations	Contact sales

This approach is used effectively by [mrq.com](#), ensuring users never guess about costs during onboarding.

Using AI-Powered Tools to Enhance Onboarding Email Copy

Modern AI tools can significantly improve your email content:

- **Grammar Correction and Readability Analysis:** AI-powered editors review your text for natural flow and clarity—key for non-native English speakers.
- **Summarization:** Automatically generate concise highlights or TL;DR sections for users in a hurry.
- **Translation:** Reach global users by localizing without manual rework.
- **Keyword Suggestions:** Optimize subject lines and copy for engagement and spam avoidance.

Using these tools alongside an understanding of eye-tracking behavior can help you design emails where readers focus on your most important headings, bullets, and CTAs. For example, [Enggloxy.com](#) integrates AI suggestions to keep their copy crisp and actionable while testing it on actual users for scan patterns.

Final Thoughts

Designing onboarding emails that are easy to scan is a blend of art and science. By paying close attention to UX writing — including crafting clear email headings, using bullet points, keeping paragraphs short, and applying plain language principles — you create emails that respect your users’ time and cognitive bandwidth.

Don’t forget to show pricing transparently to prevent uncertainty, and leverage AI tools to polish your copy and localize at scale. Evidence from eye-tracking research confirms that when users can scan efficiently, they are more likely to complete onboarding and become loyal customers.

Getting these details right, just like experts at Engglory.com, Plain English Campaign, and mrq.com, will transform your onboarding emails from ignored clutter into valued guides on your customer's journey.