



## **Email Technical Set-Up Checklist**

### **Purpose:**

The purpose of this checklist is to guide you through the process of setting up email technical requirements to improve your email deliverability and reputation.

### **Goal:**

The goal of this checklist is to ensure that your email accounts are authenticated with SPF, DKIM, and DMARC protocols, as well as custom tracking domain and MX records for optimal deliverability.

### **Checklist:**

- **Set up SPF**
  - Log in to your domain registrar account and navigate to the DNS settings
  - Create a new TXT record with "v=spf1 include:\_spf.google.com ~all" as the value
  - Save the changes
- **Set up DKIM**
  - Log in to your Google Workspace account and navigate to the Admin Console
  - Go to "Apps" > "Google Workspace" > "Gmail" > "Authenticate Email"
  - Generate a new DKIM key pair and copy the public key
  - Log in to your domain registrar account and navigate to the DNS settings
  - Create a new TXT record with "google.\_domainkey.yourdomain.com" as the name and the copied public key as the value
  - Save the changes
- **Set up DMARC**
  - Log in to your Google Workspace account and navigate to the Admin Console
  - Go to "Apps" > "Google Workspace" > "Gmail" > "Authenticate Email"
  - Click on "Set up DMARC"
  - Choose your DMARC policy (None, Quarantine, or Reject) and enter your email address to receive DMARC reports
  - Log in to your domain registrar account and navigate to the DNS settings

- Create a new TXT record with "\_dmarc.yourdomain.com" as the name and the DMARC policy value as the value
- Save the changes
- **Set up MX records**
  - Log in to your domain registrar account and navigate to the DNS settings
  - Create new MX records with the following values:
    - Priority: 1, Name/Host/Alias: ASPMX.L.GOOGLE.COM
    - Priority: 5, Name/Host/Alias: ALT1.ASPMX.L.GOOGLE.COM
    - Priority: 5, Name/Host/Alias: ALT2.ASPMX.L.GOOGLE.COM
    - Priority: 10, Name/Host/Alias: ALT3.ASPMX.L.GOOGLE.COM
    - Priority: 10, Name/Host/Alias: ALT4.ASPMX.L.GOOGLE.COM
  - Save the changes
- **Set up custom tracking domain**
  - Log in to your Google Workspace account and navigate to the Admin Console
  - Go to "Apps" > "Google Workspace" > "Gmail" > "Settings for Gmail"
  - Under "General Settings," enable "Email link click tracking"
  - Click on "Configure tracking domains"
  - Enter your custom tracking domain and verify ownership
  - Follow the instructions to set up DNS records for the tracking domain

By following this email technical set-up checklist, you can ensure that your email accounts are properly authenticated with SPF, DKIM, and DMARC protocols, as well as custom-tracking domain and MX records, to improve email deliverability and reputation.