



Subdomain Set-Up Checklist

Purpose:

The purpose of this checklist is to provide a guideline for setting up a cold email subdomain to improve email deliverability and prevent damaging the reputation of your primary domain.

Goal:

The goal of this checklist is to create a separate domain for your cold email campaigns, which will isolate the impact of cold email campaigns from your primary domain, reducing the risk of impacting your domain reputation and affecting email deliverability.

Tools needed:

- **Domain registrar (e.g., GoDaddy, Namecheap, Google Domains)**
- **Email service provider - Google**

Checklist:

- **Choose a subdomain name:** Select a unique subdomain name for your cold email campaigns. For example, if your domain name is leadassassin.com, you can use a similar domain name such as leadassassin.co or leadassassin.info
- **Purchase a domain:** Purchase a domain from a domain registrar. It's recommended to use a domain registrar that is different from the one used for your primary domain
- **Set up email service provider:** Set up your email service provider such as Google workspace
- **Create DNS records:** Create DNS records for your new subdomain in your DNS management tool. Add SPF, DKIM, and MX records for your cold email subdomain, similar to the settings for your primary domain. For more detailed information on how to set up these records, please refer to the Email Technical Set-Up Checklist
- **Warm up the new domain:** Before sending out any cold emails from the new subdomain, it's important to warm up the domain by gradually increasing the volume of

emails sent over a few weeks. This helps to establish a good reputation for the domain and reduces the likelihood of emails being marked as spam.

Setting up a separate subdomain for cold email campaigns is important for improving email deliverability and reducing the risk of damaging your primary domain's reputation. By following this checklist, you can create a new subdomain for your cold email campaigns and improve the overall success of your email outreach efforts.