EMAIL DELIVERABILITY

CHECKLIST

Give this to your Managed IT Team if you have any doubts

- [ ] Rule #1 – use an O365 Account!!

- [ ] Rule #2 – use an O365 Account!!

- [ ] Add an SPF Record on your domain DNS
  For O365 this is always: v=spf1 include:spf.protection.outlook.com –all

- [ ] Add a DKIM Record on your domain DNS
  (Google "O365 DKIM", Microsoft don't make this easy)

- [ ] Add a DMARC Record on your domain DNS
  Default = "v=DMARC1; p=none; rua=mailto:dmarc@yourdomain.com"

- [ ] If sending lots of cold emails, set up your email address on a subdomain e.g. myemail@uk.domain.com

- [ ] Avoid words in your subject or body like "free" "winner" and other spam trigger words (e.g. viagra!)

- [ ] If your open rate is under 50%, Google "Glock Apps" and run your emails through their checker