Google and Yahoo's New Email Requirements Checklist

Starting Feb 2024

Actions You Need to Take:

All Senders

- ☐ Authenticate with SPF

- ☐ Authenticate with DKIM

- ☐ Keep Spam complaints below 0.1%-.03%

Bulk Senders Only

- ☐ Align From: header with SPF or DKIM

- ☐ Authenticate with DMARC

- ☐ Add one-click unsubscribe

Actions Email Providers Should Handle Automatically:

All Senders

- ☐ Use TLS connection for sending email

- ☐ Don't impersonate Gmail From: headers

- ☐ Format messages according to Internet message Format Standard

- ☐ Set up PTR records (unless your company manages its own email servers.

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