

Setting up Your *Email Authentication Records*

DKIM, SPF & DMARC

*For Google Workspace Users

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Why does this matter?

Email authentication records serve 2 main purposes: security & deliverability

Without all 3 records correctly in place, you could be at risk for **2 main problems:**

1. Your domain will be vulnerable to hackers
2. Your emails could land in spam (and no one will read them)

Setting up Record #1:

DKIM

Login to the Admin console: admin.google.com

Search: authenticate email

Select: generate record

Leave page, then come back

*Note: you may need to wait 24-72hrs after activating gmail to generate a record

Log in to your domain host- settings

Select: DNS records

Select: add/create new record & follow instructions from admin console

Click start authentication (*may take 48hrs for DNS changes to update)

Check back in 48hrs to make sure the status says: “authenticating gmail”

Your DKIM records are all set ✓

Setting up Record #2: SPF

Login to Admin console: admin.google.com

Search: add your SPF record at your domain provider

Log in to your domain host- settings

Select: DNS records

Select: add/create new record & follow instructions from admin console

Your SPF records are all set ✓

Setting up Record #3

DMARC

Login to Admin console: admin.google.com

Search: add your DMARC record

Log in to your domain host- settings-

Select: DNS records

Select: add/create new record & follow instructions from admin console **OR** see below:

DMARC Instructions:

Enter host value: _dmarc

Type: TXT

Date/value box: v=DMARC1; p=reject; pct=100

*Note: per instructions, there are other tags you can add, but they are not mandatory

Your DMARC records are all set ✓

How to Verify Things are Set up Correctly

Use These Tools to Check Your Authentication Status:

1. mailgenius.com
2. mxtoolbox.com
3. postmaster.google.com
4. Send yourself a test email:

*Make sure to send **to** a different gmail account that you have (or send to a friend)

Send **from** the domain you want to check, then open the email, and follow these instructions:

Select the 3 little dots on the far right

Select “Show original”

Verify that all 3 records (DKIM, SPF & DMARC) all say “PASS”

Congrats! Your email authentication records are good to go! ✓

*Please reach
out if you have
any questions
or need any
help* 

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