

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).