

In this video, I want to show you how you can add and authenticate your email sending domains.

So you can be spam compliant across the web.

Now the ESPs of the world or the email service providers like Yahoo, Gmails, Outlook and so on, they do look at your email signatures or domain signatures to see if wherever you're sending emails from are authorized to send on your behalf.

Otherwise, anybody can pretend that they're sending emails on your behalf, right? That's not a good practice. So with that, you have to add.

a couple of records on your domain side of things.

Now for that step, you need login to your DNS authority.

In this case, I'm using Cloudflare, but you might be using GoDaddy, Bluehost or any third party to manage your DNS.

Once you do that, you can go to your top right, go to top down, click on settings and choose your domain sender verification. Now what you have to do here is click.

on add sender and now put in your domain. I do have an example.

So I have leadbuffer.com. Now you can add subdomains as well,.

which some companies do if they have high sending volume.

So if you're sending hundreds of thousands of emails and you want to separate the transaction all to be sent from your route and everything marketing to be sent from a subdomain such as marketing dot or perhaps send dot, you can certainly follow that structure.

But it comes in once you have a high sending volume.

In this case, I'm simply going to add my main domain.

And now you're going to see in the back, there are three records that I would like to set up.

The record number one is called SPF. It's almost like your main ID.

like a driver license. DKIM is your passport and the.

DMARC policy, although it's not a native record to VBO, it's actually something that you might find useful in general sending out emails.

It's your own policy on how you accept emails from the world.

And I'm going to dive a little deeper into this. I also have a full documentation on it.

if you'd like to find out. Now in terms of the SPF, I'm going to click on.

Settings. It's showing me the record that I need to add.

Now this is composed of three different elements Anything in the DNS world has three things.

One of them is going to be the type of element or DNS is it the TXT record.

The host name itself, this is the root If I added marketing dot lead buffer dot com,.

this would have been probably marketing dot lead buffer dot com.

And then the value that you need to add One thing to note on SPF, which is quite important,.

if you already have a record in SPF, don't add a new one All you need to do is just.

find out what that SPF record, okay, then that's really important Click.

edit and then modify the value here In this case, I already added the spark post.

So I will go ahead and save that, go back to VBOUN and verify it.

So that's pretty much done The second record is DKIM.

DKIM is really almost like a signature or a password for your sending.

So you got to be careful not to display it I'm going to do this in this demo, although.

if you're working publicly, make sure you hide that I'm going to click on settings, copy the host name All I need to do is click on it.

Go back to VBOUN and click on add record, TXT value.

Paste that Now, I want you to know the appended root domain is done by default from VBOUN.

because this varies between different DNS records Cloudflare is not a problem.

They will automatically kind of remove additional parts of it But some systems like, I believe,.

GoDaddy might just create long term So all you need to do is remove that part and keep the first part of it.

Okay, so I removed the leadbuffercom I'm going to click on the record and then paste it right in here.

And that's it I will go ahead and save and note something important.

DKIM, you can have multiple record added to the system It doesn't have to be just unique.

SPF is what needs to be unique Okay Now, on this case, I will go back to VBOUN,.

cancel and click verify Sometimes it might take up to 24 hours.

Now, I've seen this get better throughout the years within seconds in this case, especially that Cloudflare is pretty quick It gets verified almost instantly.

Now, here's a DMARC policy And again, guys, this is not VBOUN specific.

You can literally set this up with VBOUN or with any provider that you're using.

The way DMARC works is that you have a certain policy that says, if someone is sending me an email, athlete puffer, I want to quarantine them or reject them.

If the sender looks fishy, that's pretty much all it is.

If you do none, that's going to be very lenient Quarantine might be a better option.

And you might be getting some daily reports, unreadable reports as a disclaimer.

That's telling you throughout the day you've got an X amount of emails and these emails don't look good, blah, blah, blah, right? So, in this case, choose an email that you can use filtering on.

It could be an alias, or you can set up some rules that every time you see something coming with a DMARC in the subject line, add it to this folder I do this all the time And that's it It's verified.

Now, there is a new record called Be Me Record If you'd like to find out about that,.

that's literally a new addition to the email world.

And all it does is it adds to your domain or to your subject line.

Let me show you right here.

So, if you have your emails, you might not see your logo next to your brand.

The Be Me Record, B-I-M-M-I, adds your logo to the record.

I also have a full documentation on this It's not necessary or requirement whatsoever,.

but it helps your branding and it helps with authentication.

Okay, it is also a TXT record that looks something like this, TXT.

It has a default dot underscore be me Now I geek out on these things, guys, so please,.

if you didn't have to memorize this, you can certainly look this up in our documentation.

And then you can put in the whole value and the link to your logo.

It has to be an SVG format over HTTPS And these are the records that you need to set up.

The DKI-IM and SPF are required The DMARC is optional but highly recommended.

The Be Me is an extra, but also is becoming highly recommended.

This is it.