

SaaS Email Deliverability Checklist

This checklist provides the specific technical and operational actions required to secure your sender reputation and maintain high inbox placement.

Audit DNS settings to ensure only one SPF record exists.

- Check your domain's TXT records to confirm there are no duplicate v=spf1 entries, as multiple records will cause a permanent authentication failure.

Generate and install a 2048-bit DKIM key for every sending service.

- Access your email provider's admin panel to create a unique DKIM public key and add it to your DNS records to sign your outgoing messages digitally.

Publish a DMARC policy starting at p=none.

- Add a DMARC record to your DNS to begin receiving aggregate reports (RUA) which identify any unauthorized servers attempting to send mail on your behalf.

Verify the Reverse DNS (PTR) record with your hosting provider.

- Confirm that your sending IP address resolves back to your specific domain name to satisfy the security requirements of enterprise-level B2B filters.

Enroll in Google Postmaster Tools to track domain reputation.

- Verify your domain ownership within the Google Postmaster dashboard to view your spam complaint rates and IP reputation directly from Gmail's perspective.

Configure a secondary domain for cold outbound outreach.

- Purchase a variation of your main domain for non-transactional emails to prevent marketing engagement issues from affecting your primary product notifications.

Set up a dedicated mailbox to monitor DMARC XML reports.

- Create a specific administrative email address to receive and review authentication reports, allowing you to catch spoofing attempts or configuration gaps early.

Execute a 30-day gradual sending volume ramp-up.

- Start by sending 20 emails daily to active users and increase the volume by no more than 20% each day to establish a predictable sending pattern.

Remove all hard-bounced addresses from your database immediately.

- Scan your delivery logs for "permanent failure" codes and purge these contacts to keep your bounce rate below the critical 0.5% threshold.

Replace generic no-reply addresses with monitored accounts.

- Switch your sender address to a legitimate alias like "hello@yourdomain" to encourage two-way engagement and signals of human-to-human communication.

Run a weekly spam score test using GlockApps or Mail-tester.

- Send a test version of your core onboarding sequence to an inbox seed list to identify if specific keywords or broken links are triggering filters.

Implement a sunset policy for unengaged subscribers

- Configure your CRM to automatically move users who have not opened an email in 90 days to an inactive list to protect your engagement metrics.