Email Authentication

Google and Yahoo recently announced new email rules kicking in **February 2024**. If you're running a business, these changes are more than just a minor headache- they can have you ending up in the dreaded spam folder or worse, get rejected outright.

This isn't about jumping through hoops. It's about beefing up your email security and saying goodbye to phishing attempts, making the whole email experience a lot smoother for you and your customers. It means a bit of homework, though. You need to set up email protocols.

Why This Needs to Happen:

- **Avoid Email Rejection:** New authentication protocols like SPF, DKIM, and DMARC are required for your emails. Think of them like a special ID that proves your emails are real. This helps stop your emails from being wrongly marked as spam or not sent at all.
- **Enhanced Email Security:** Implementing these protocols is crucial for preventing phishing attacks and spam. DMARC secures your emails, ensuring they are not used for phishing scams or impersonation.
- **Better User Experience:** These changes aim to improve the overall email experience for both senders and recipients. It's important to make it easy for recipients to unsubscribe and keep spam rates low.

What's Included:

- **Set Up Email Authentication Protocols:** These will become mandatory and setting them up correctly is crucial for ensuring your emails are delivered.
    - **SPF (Sender Policy Framework):** Checks your email's sending servers, confirming they're authorized to send emails on your behalf. This helps prevent others from sending emails pretending to be from you.
    - **DKIM (DomainKeys Identified Mail):** Adds a digital "signature" to your emails. This signature makes sure the content of your emails hasn't been tampered with and isn't spammy, building trust with email providers.
    - **DMARC (Domain-based Message Authentication, Reporting, and Conformance):** Aligns with SPF and DKIM and adds an extra layer of verification. It makes sure emails are consistent with SPF and DKIM standards and makes sure your emails being successfully delivered.

	Initial Setup	Monthly Fee
Investment	$500	$25