

YOUR COMPLETE GOOGLE AND YAHOO COMPLIANCE CHECKLIST

Google and Yahoo are implementing new email sender requirements, and senders that don't comply with these new standards risk not having their email delivered to inboxes.



These requirements will begin to go into effect in February 2024 and roll into the next few months:

February 2024

Regardless of volume, all senders must comply with the general email-sending practices outlined in the guidelines.

February 2024

Bulk email senders must start implementing enhanced requirements, including email authentication

April 2024

Messages that are not compliant will start getting rejected.

June 2024

Senders must implement one-click unsubscribe in all commercial and promotional messages.

To ensure your deliverability isn't impacted, utilize this checklist of requirements you need to meet:

Google and Yahoo Sending Requirements

- Authenticate all messages with DMARC
- Authenticate your messages with SPF or DKIM aligned with the From domain
- Send from a domain with a DMARC policy of at least p=none
- Have valid forward and reverse DNS that match each other
- Use the one-click unsubscribe header and an unsubscribe link in the footer as defined in RFC 8058
- Maintain a low spam rate of < 0.1%
- Encrypt your email by requiring TLS

Depending on your domain's status, setting up these requirements can be challenging and take months. Want an easy way to see which of these requirements you're compliant with?

[Check Your Compliance Status with Align>>](#)

These email sender requirements are subject to change. Be sure to check the [Valimail Blog](#) for the latest updates!