

example-client.com

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Auditor: Veldica

Report: \$49 sample

VERDICT: NEEDS FIXING — DO NOT SEND BULK MAIL YET

2 failures and 1 warning found. Your mail currently sends **unsigned** (no DKIM) from an **unauthenticated** domain (no SPF), with DMARC in monitoring-only mode. This is the classic spam-folder recipe. Fix time: about 30 minutes — the exact records are on page 2.

CHECK	RESULT	FINDING
SPF	FAIL	No SPF record published for example-client.com. Receiving servers cannot verify your mail — a top spam-folder trigger.
DKIM	FAIL	No TXT record at s1._domainkey.example-client.com. Outbound mail sends unsigned; any provider key is not published.
DMARC	WARNING	Record exists at _dmarc.example-client.com but policy is p=none — monitoring only, zero enforcement.
MX	PASS	Mail exchangers resolve and accept mail for the domain.
Blocklists	PASS	Sending IP not listed on major blocklists (sample check).
rDNS	PASS	PTR record present and matches the sending hostname.

VELDICA · DELIVERABILITY AUDIT — THE FIX

Copy-paste DNS records

Add these at your DNS host, in this order. Replace the DKIM key with the one your mail provider generates for you.

1 · SPF — TXT RECORD AT @ (ROOT)

```
v=spf1 include:_spf.google.com ~all
```

2 · DKIM — TXT RECORD AT s1._DOMAINKEY

```
v=DKIM1; k=rsa; p=MIGfMA0GCSqG...
```

(paste the full public key from your mail provider here)

3 · DMARC — TXT RECORD AT _DMARC

```
v=DMARC1; p=quarantine; rua=mailto:dmarc@example-client.com; fo=1; pct=100
```

ORDERED STEPS

1. **Add the SPF record.** One TXT record at the root. This alone fixes the biggest spam-folder trigger.
2. **Publish DKIM.** Generate the key pair in your mail provider, paste the TXT record at **s1._domainkey**, then switch signing on in the provider.
3. **Wait 15 minutes, then verify.** Run the free re-scan — all three checks should flip to PASS / enforcing.
4. **Tighten DMARC in two weeks.** Move **p=quarantine** to **p=reject** after two clean weeks of reports.
5. **Send a test campaign.** Seed major inboxes (Gmail, Outlook, Yahoo) and confirm placement before your next bulk send.