

DMARCsimple – DMARC Implementation Checklist

DMARCsimple – DMARC Implementation Checklist

Phase 1 – Preparation

- Identify all domains and subdomains, including parked or legacy domains.
- Confirm who controls DNS (internal IT, MSP, registrar or cloud provider).
- Inventory all platforms that send email, including Microsoft 365, Google Workspace, transactional providers, marketing platforms, CRMs and support systems.
- Verify that each platform supports SPF and DKIM.

Phase 2 – Configure SPF and DKIM

SPF:

- Confirm there is only one SPF record per domain.
- Remove deprecated or unknown include mechanisms.
- Keep DNS lookups under recommended limits.
- Verify all sending platforms are represented.

DKIM:

- Enable DKIM signing for each supported platform.
- Publish selector._domainkey records in DNS.
- Check that the From domain and DKIM domain are properly aligned.

Phase 3 – Enable DMARC Monitoring

- Publish an initial DMARC record in monitoring mode (p=none).
- Confirm mailbox providers start sending aggregate XML reports.
- Verify that DMARCsimple is ingesting and displaying these reports.
- Review top sending sources, failing IPs, alignment failures and unexpected senders.

Phase 4 – Fix Misconfigurations

- Address SPF failures (missing includes, wrong IPs, multiple records).
- Correct DKIM alignment issues on legitimate platforms.
- Update marketing and IT systems as needed to use authenticated domains.
- Remove or block unauthorized senders and legacy services.

Phase 5 – Move Toward Enforcement

- Move from p=none to p=quarantine and monitor for 1–2 weeks.
- Confirm that legitimate messages are not incorrectly quarantined.
- Gradually move to p=reject to block spoofed messages.
- Optionally use pct for phased rollout or sp for subdomain policies.

Phase 6 – Ongoing Operations

- Review DMARC reports in DMARCsimple on a regular schedule.
- Investigate new or unexpected sending sources quickly.
- Update SPF and DKIM when you add, remove or change email platforms.
- Maintain a simple change log for auditors and future team members.