

Understanding and Setting Up SPF with Keap

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This article applies to:

[Max Classic](#)

What is SPF?

Sender Policy Framework (SPF) is a type of DNS (Domain Name System) TXT record that helps prevent email spoofing by specifying which mail servers are authorized to send emails on behalf of your domain.

While SPF setup is **optional** when sending through Keap, it can improve deliverability when properly configured—especially when used alongside **DKIM**, which remains Keap's **primary authentication method**. Be sure DKIM is set up first before proceeding with SPF.

Why SPF Matters

Many ISPs (Internet Service Providers) check for SPF records to verify that an email is coming from an approved source. Without a valid SPF record, your emails may be rejected or sent to spam.

SPF works by checking the DNS record of the sending domain. If the server sending the email isn't listed in the SPF record, the message may be marked as suspicious or rejected outright.

As you read these instructions, if you have concerns about updating your SPF record. Please call your hosting provider, aka - the company you purchased your website from or the private domain that you send email from.

How to Set Up Your SPF Record



SPF is implemented as a **TXT record** in your domain's DNS settings. If you already have an SPF record, you'll append Keap's include statement to your existing record. If not, you'll create a new one.

Step-by-Step Instructions

1. **Access your DNS settings** from your hosting provider or domain registrar.
2. **Create or edit a TXT record** with the following values:
 - **Type:**
 - **Host/Name:**
 - **Value:**



- If you **don't** have an existing SPF record:

```
ini
v=spf1 mx include:infusionmail.com ~all
```

 Copy  Edit

- If you **already have** an SPF record, **append** Keap's include value:

```
makefile
v=spf1 a mx ptr include:yourprovider.com include:infusionmail.com ~all
```

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(Replace `yourprovider.com` or `IP4` addresses with what's currently in your record)

3. **TTL (Time to Live):** If not already defined, set it to **1 hour** or leave the default.

Only one SPF record should exist per domain. Multiple records will break SPF validation. Always combine entries into a single TXT record.

If you're unsure how to update your DNS, contact your domain host (the company where your domain is registered or your website is hosted) for help.

Example SPF Records by Hosting Provider

Here are sample SPF records for common web hosts. Make sure to verify any existing entries before making changes.

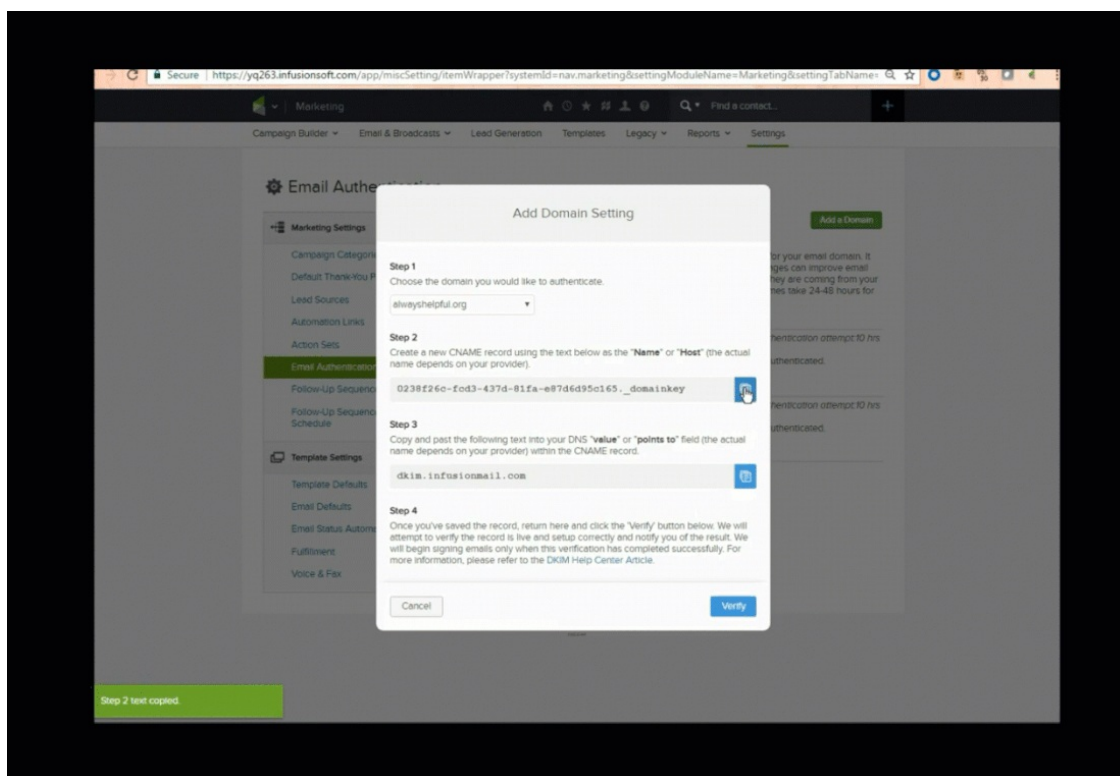
- [GoDaddy](#)- Support: 1-866-463-2339
 - `TXT | @ | v=spf1 a mx ptr include:secureserver.net include:infusionmail.com ~all`
- [Bluehost](#)- Support: 1-888-401-4678
 - `TXT | @ | v=spf1 a mx ptr include:bluehost.com include:infusionmail.com ~all`
- [HostGator](#)- Support: 1-866-964-2867
 - `TXT | @ | v=spf1 a mx include:websitewelcome.com include:infusionmail.com ~all`
- [1 and 1](#) - Support: 1-866-991-2637
 - `TXT | @ | v=spf1 include:1und1.com include:infusionmail.com ~all`
- [DreamHost](#)- Support: Chatting in for support may be most effective
 - `TXT | @ | v=spf1 ip4:208.97.132.0/24 ip4:66.33.201.0/24 ip4:64.111.100.0/24 ip4:66.33.216.0/24 ip4:208.113.175.0/24 mx include:infusionmail.com ~a`
- [Liquidweb](#)- Support: 1-800-580-4985 x1 or 1-517-322-0434 (int'l)
 - `TXT | @ | v=spf1 a mx ip4:XXX.XXX.XXX.XXX include:infusionmail.com ~all`
 - (make sure that you replace the X's with the actual IP address in the default entry)
- [MediaTemple](#) - Support: 1-877-578-4000 or documentation
 - `TXT | @ | v=spf1 a mx ip4:XXX.XXX.XXX.XXX include:infusionmail.com -all`
 - (make sure that you replace the X's with the actual IP address in the default entry)
- [Siteground](#)- Support: 1-800-828-9231

- `TXT | @ | v=spf1 +a +mx +ip4:37.60.224.72 include:infusionmail.com ~all`
- [Hostwinds](#)- Support: 1-918-960-0191
 - You'll need to call in directly and ask them how to append `mx include:infusionmail.com` to your SPF record.
- [InMotion Hosting](#) - Support: 1-888-321-4678 x2
 - You'll need to call in directly and ask them how to append `mx include:infusionmail.com` to your SPF record.

Always check with your hosting provider before making changes—they may have default SPF settings or requirements you need to preserve. *If you have any questions regarding your specific SPF setup on your hosting pages, please call your hosting service as they are the resident experts of their default SPF settings.*

Example of SPF record set up through GoDaddy using Gmail

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



Bonus Tools for Deliverability & DNS Health

- [Hetrrix Tools - Domain Blocklist Checker](#)
 - Check your domain for any blocklists
- [MXToolbox - Domain Health Checker](#)
 - Scan your domain for SPF, DKIM, DMARC, blacklist status, and other key DNS settings.
- [DMARCian - SPF Record Survey](#)
 - Analyze and validate your SPF record structure. Helpful when troubleshooting or working with your host.

If you need assistance configuring SPF for your domain, your **DNS host's support team** is the best resource. Keep

support can help explain what needs to be added, but DNS access and changes must be made by you or your domain administrator.
