DKIM Email Authentication

Last Modified on 07/08/2025 2:05 pm MST

This article applies to:

Max Classic

DKIM (DomainKeys Identified Mail) is an essential email authentication protocol that helps verify that your emails are truly coming from you. It protects against spoofing and email fraud by allowing recipient servers to validate that a message hasn't been tampered with and is authorized by your domain. DKIM plays a significant role in improving your email deliverability and inbox placement, as it builds trust with email providers and helps ensure your messages are delivered successfully. If you haven't set it up yet, follow the steps below to get started.

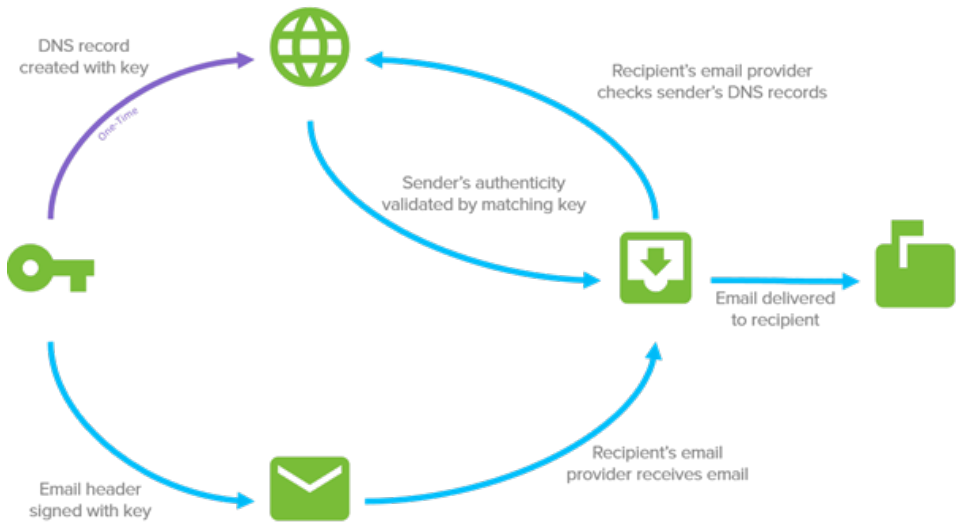
How does DKIM work?

DKIM (DomainKeys Identified Mail) works by using cryptographic authentication to verify that your email is truly coming from your domain and hasn't been tampered with.

Here's how it works:

- A **public key** is published in your DNS records.
- A **matching private key** is used by the sender (Keap) to digitally sign the header of every email you send.
- When your recipient's email provider receives the message, it checks your DNS for the public key and verifies that it matches the signature in the email.

If everything checks out, the message is delivered with a higher level of trust, improving your chances of landing in the inbox instead of the spam folder.



What's special about Keap's implementation of DKIM?

Normally, setting up DKIM requires domain owners to manually generate and manage cryptographic keys—a process that can be technical and time-consuming. Keap simplifies this for you.

We automatically generate the required public/private key pair and handle the signing process on your behalf. All you need to do is:

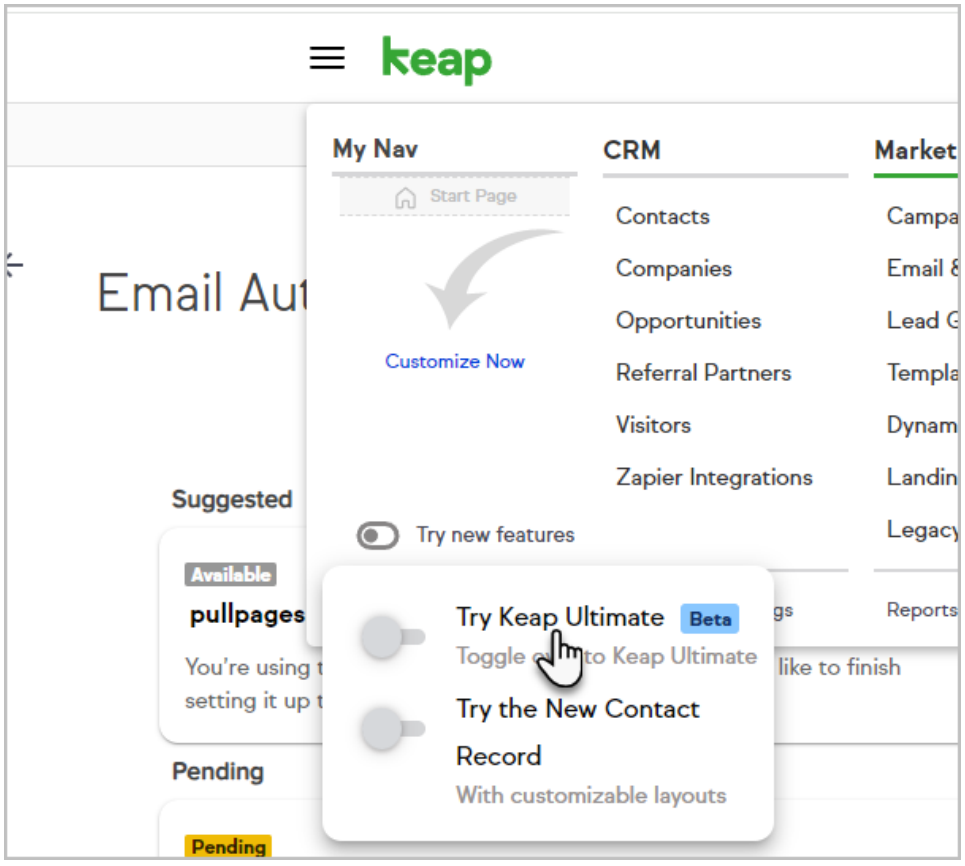
- Add **three CNAME records** to your DNS settings that point to Keap.
- Turn on DKIM in your Keap account.

That's it—no need to manage any keys yourself.

Additionally, we offer a simple way to set up **DMARC**, which can otherwise be complex due to policy configurations and interpreting authentication reports. Keap's tools streamline this for better email security with less hassle.

We also provide easy, step-by-step instructions directly in your Keap account to guide you through setup.

Note for Keap Classic users:
To access DKIM setup via Keap Ultimate, click the menu icon next to the Keap logo, then select **"Try new features"** and enable the **"Try Keap Ultimate"** switch.



If Ultimate access isn't available, you can still manage email authentication by going to **Marketing > Settings** and searching for **Email Authentication**.

How do I set it up?

Setting up DKIM requires you to add **three CNAME records** to your domain's DNS settings.

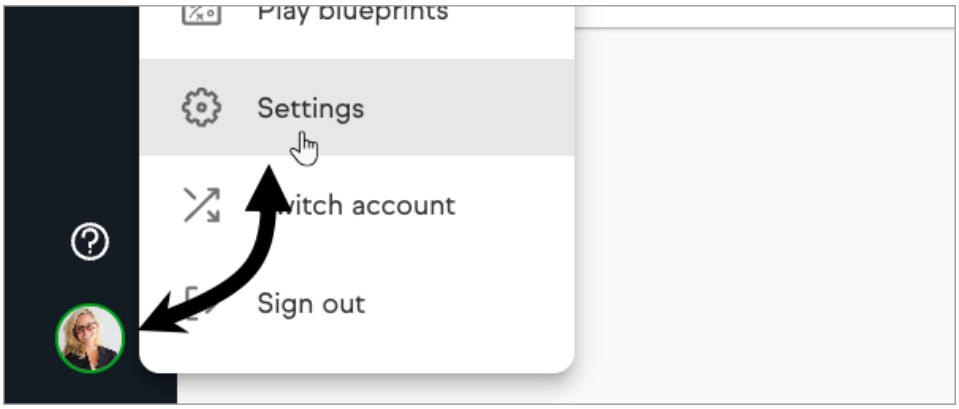
Because every DNS provider has a slightly different interface, we recommend checking with your provider's support

resources if you're unsure how to do this.

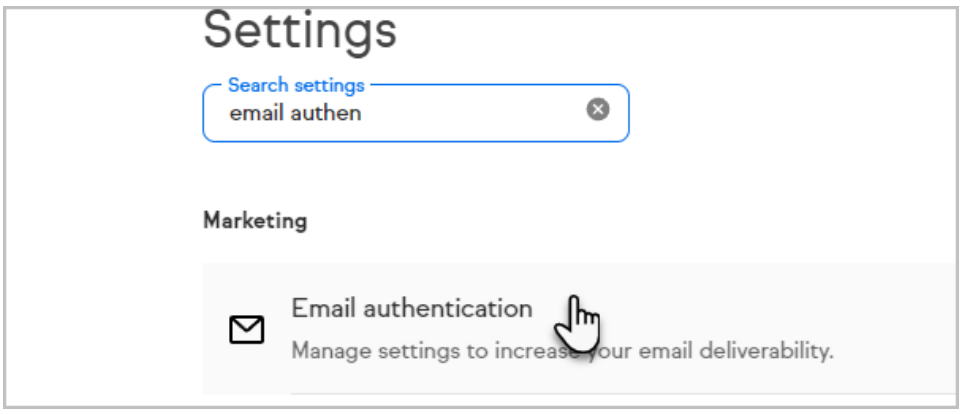
We've included links below to help guides for several common DNS providers to assist you.

- GoDaddy
- BlueHost
- Host Gator
- DreamHost
- Liquid Web
- In-Motion
- Amazon CloudFront
- Google Cloud

1. Navigate to your Keap settings by clicking your avatar located in the bottom left followed by **Settings**

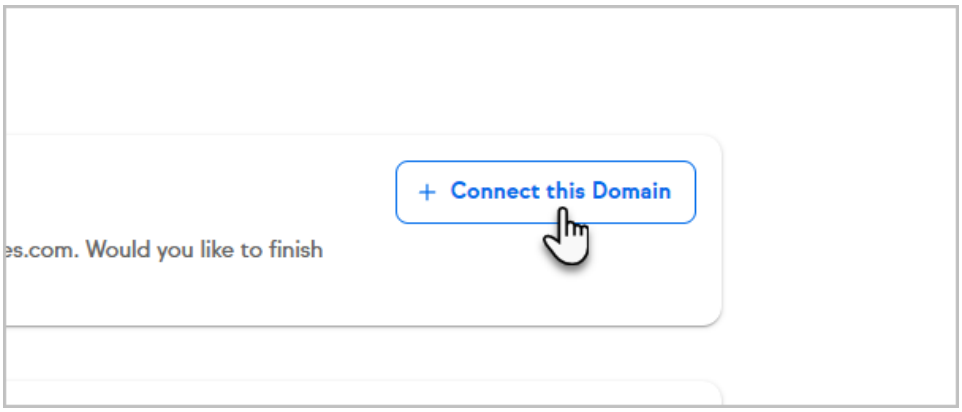


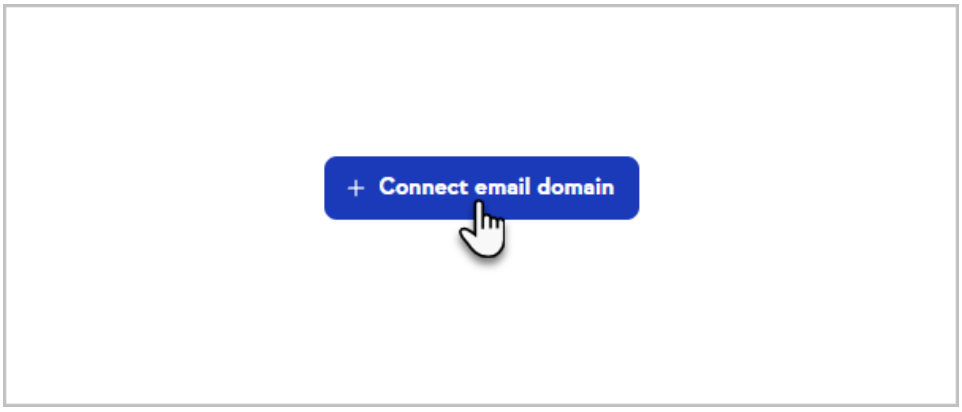
2. Search for **Email Authentication** to bring up the setting and click to open.



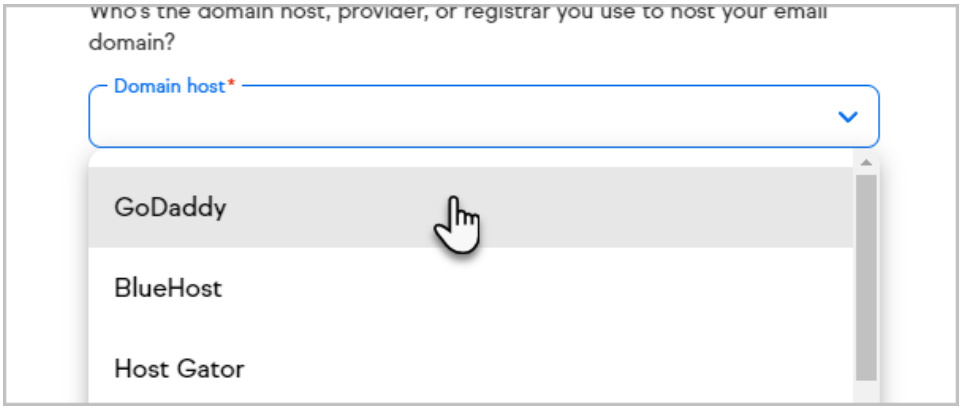
3. Under **Email**, if you have an unverified business email address domain associated with your app it will be

listed under the **Suggested** section of the page. Click on **+ Connect this domain** to begin the process. Or you can add a different email domain by clicking the stand alone **+ Connect email domain** at the top of the page

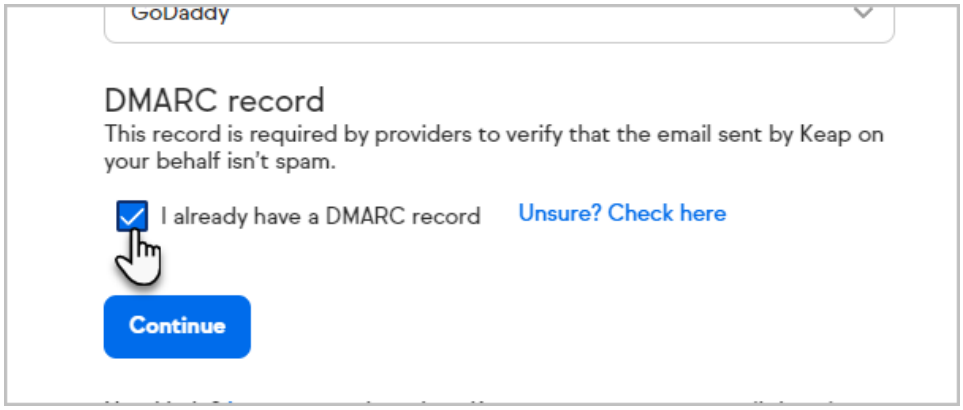




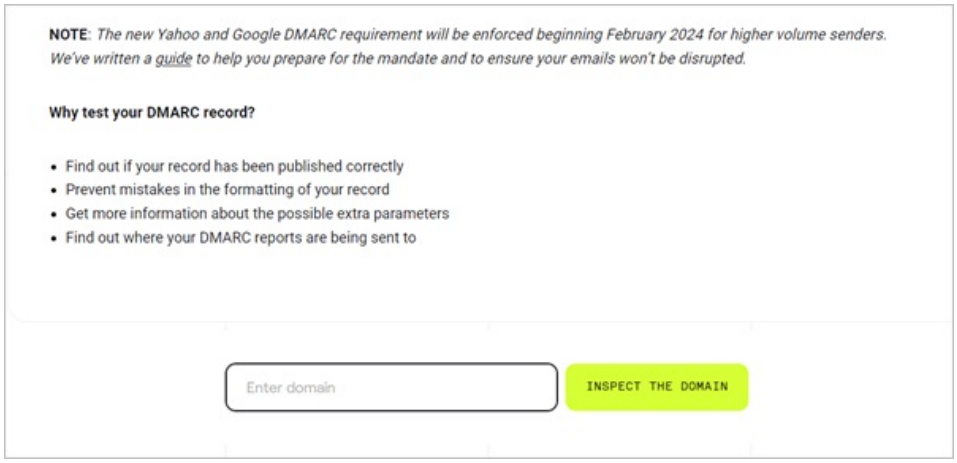
4. Select your domain provider from the drop-down



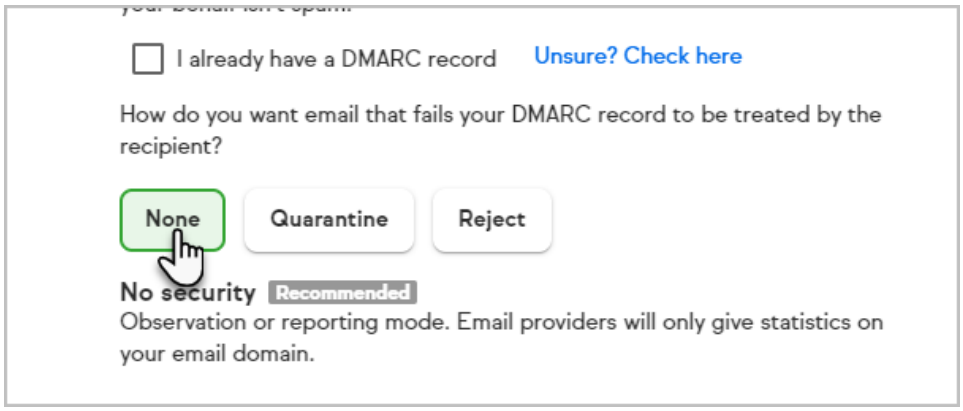
5. Determine if you have DMARC authenticated on your domain
    1. If you already have a DMARC record on your DNS you will check the **I already have a DMARC record** box



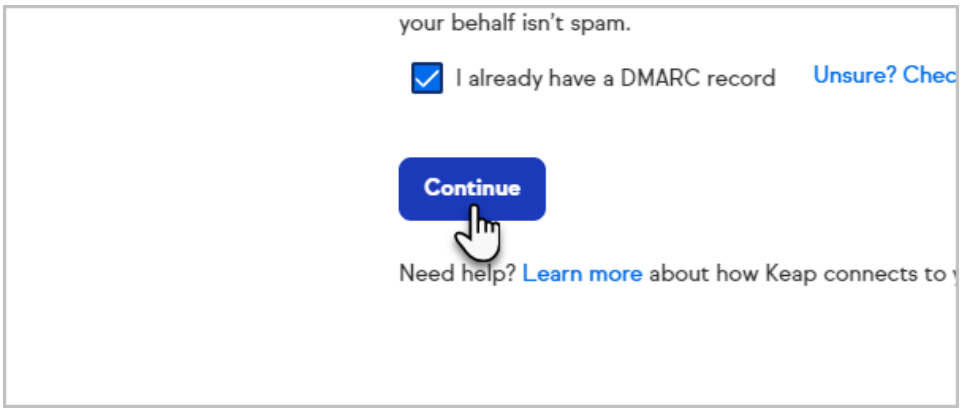
2. If you are unsure, you can use the link next to the box to check, this will bring you to the Dmarcian DMARC domain checker



3. If you do not have a DMARC record on your DNS file, you will need to select either the DMARC policy None, Quarantine, or Reject. We suggest starting off using the Quarantine policy. To learn more check here



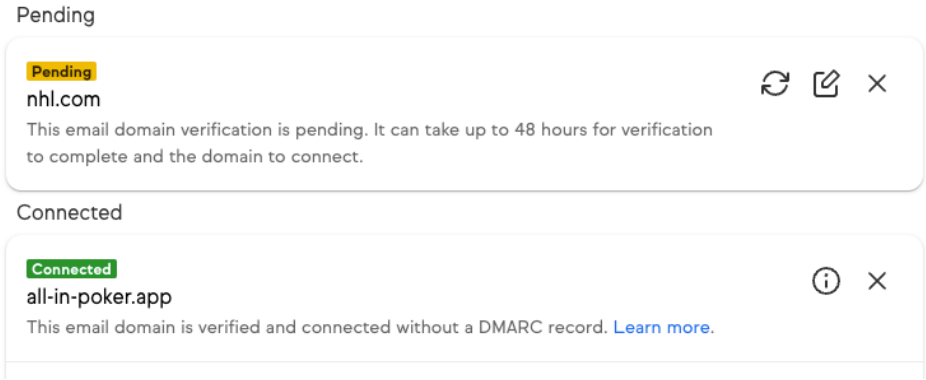
6. Click **Continue** button



7. Access your Domain Provider's platform and paste the provided CNAME records into your DNS settings. Please avoid highlighting and directly copying the record, as this might result in incorrect setup of your record. Instead, click on the intended record to ensure accurate configuration. If you are unsure on how to create and add CNAME records to your DNS provider, please see the links above or contact your DNS provider for assistance.
    1. Create new CNAME records in your provider for each row shown
    2. Copy and paste text into **Name** or **Host** field
    3. Copy and paste text into **Value** or **Points to** field

8. Click **Confirm** after the CNAME records have been added in your Domain Provider DNS records

9. You will then be taken back to the Domains home page, and your new domain will be displayed with a **Pending** status. The verification process may take up to 48 hours to complete. Once verification is complete your domain will show **Connected**.



If your domain is stuck in "Pending"

If your domain status is stuck in **"Pending"** for more than 48 hours after setup, follow these steps:

1. Click the **Edit** button (shown below).
2. Go through the setup steps again.
    - If you've already added the correct CNAME records, simply click **Confirm** when you reach the DNS record page.
3. If your records are verified, your status will change to **Connected**.
    - If not, it will remain in **Pending** until verification completes.

This can sometimes take additional time depending on your DNS provider's propagation speed.


Pending
glitteringgoldie.com
This email domain verification is pending. It can take up to 48 hours for verification to complete and the domain to connect.