

Get started with your dedicated IP

Setting up DKIM (DomainKeys Identified Mail) to allow email service providers to verify your identity, adhering to email sending best practices, and maintaining an updated email list of engaged subscribers will help you achieve high rates of email deliverability as you move forward with your dedicated IP.

We recommend reviewing the following information to get up and running with our dedicated IP service.

DKIM

- [What's DKIM? How does it work? And how to set it up.](#)

Best Practices

- [Keap Email Deliverability Handbook: Email Marketing Best Practices](#)
- [Email best practices playlist](#)

List Hygiene

- [Maintain and clean your email list to decrease spam traps, complaints and invalid hard bounces](#)
- [Understand what it means when your email bounces](#)

While DKIM, following best practices, and list hygiene are a good start, your success with a dedicated IP is determined by more than just these three items.

To learn more and increase the quality of your emails, we recommend reviewing [our Help Center articles on email deliverability](#).
