

FREE RESOURCE 01 – DELIVERABILITY

Deliverability pre-launch checklist.

INSIDE

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Fourteen things to check before a single email sends. Skip any one and you're burning domains.

(01) BEFORE YOU SEND

Tick all fourteen. **Then** press launch.

Every item here is something I've seen burn a domain. None of them are hard — they just get skipped when people are in a rush to send.

01 Domains

4 CHECKS

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- ☐ 01 **Secondary domains only**
Never send cold from your main brand domain. If it burns, your company email burns with it.
 - ☐ 02 **Domains aged 2+ weeks minimum**
Before any warmup starts. Brand-new registrations get filtered harder.
 - ☐ 03 **Redirect every sending domain**
301 to your main site. An unresolvable domain is a spam signal.
 - ☐ 04 **Buy domains in batches over time**
Not 30 at once from one registrar on one day. Bulk same-day registration is a pattern filters look for.
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02 Authentication

4 CHECKS

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- ☐ 05 **SPF**
One record, one lookup chain, under 10 DNS lookups. Multiple SPF records fail silently.
 - ☐ 06 **DKIM**
2048-bit where supported, published and verified for every sending domain.
 - ☐ 07 **DMARC**
Start at p=none with reporting on, move to quarantine once you have clean data. Never launch without a DMARC record at all.
 - ☐ 08 **Custom tracking domain**
The shared tracking domain your platform gives you is used by thousands of senders — some of them spammers. You inherit their reputation.
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03 Inboxes

4 CHECKS

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- ☐ **09 Three inboxes per domain, maximum**
More than that and the domain looks like a farm.

 - ☐ **10 Warmup for 14–21 days**
Before real sends. Not 7. Leave warmup running permanently after launch.

 - ☐ **11 Ramp gradually**
5/day in week one, 10–15 in week two, cap at 25–30. Going from 0 to 30 overnight is the single most common mistake.

 - ☐ **12 Every inbox needs a real profile**
Name, photo, signature, and ideally a populated calendar. Empty inboxes look automated.
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04 List & content

2 CHECKS

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- ☐ **13 Verify every contact before upload**
Target under 2% bounce; above 5% and you're in trouble. Strip catch-alls, role-based addresses (info@, sales@) and anything unverifiable.

 - ☐ **14 Turn open tracking off**
Tracking pixels are a spam signal, and open data is unreliable since Apple Mail Privacy Protection. Replies are the only metric that matters.
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THE ADVANCED BIT MOST PEOPLE SKIP

Seed-test before launch. Send to a set of your own inboxes across Gmail, Outlook and Yahoo and check where it lands. Inbox placement is not the same as delivery rate — a 99% delivery rate means nothing if it's all landing in Promotions.

CHECKED BY

DATE

DOMAINS IN THIS BATCH

(02) THE NUMBERS TO HOLD

Your launch-day scorecard.

If any of these is off, don't send. Fix it first — a week of patience is cheaper than a burned domain.

≤3 INBOXES PER DOMAIN	14–21 DAYS OF WARMUP	25–30 SENDS / INBOX / DAY CAP	<2% BOUNCE RATE
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↗ Ramp schedule, per inbox

WEEK	SENDS / DAY	WARMUP	WHAT TO WATCH
-3 to 0	0	On	Domains aged, DNS verified, profiles complete
1	5	On	Bounces, any spam-folder placements in seed test
2	10–15	On	Reply rate starting to show; bounce still under 2%
3+	25–30 cap	On — permanently	Inbox placement above 80%; pause any inbox that dips

! Red flags — stop sending if you see these

BOUNCE > 5% List problem Re-verify the list and pause the affected inboxes before sending another email.	SEED IN SPAM Reputation problem Check authentication, cut volume and look up the domain on blacklists.	REPLIES → 0 Placement problem A sudden drop to zero replies usually means you're in spam, not that the copy stopped working.
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Want someone to check all fourteen for you?

I set up and audit sending infrastructure for B2B teams — domains, DNS, warmup and ramp. Send me your setup and I'll tell you what's at risk.

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