Detailed Checklist: Latest Google and Yahoo Email Changes in 2024

1. Email Authentication

- **Implement SPF (Sender Policy Framework):**
  - Ensure SPF records are correctly set up for your domain.
  - Verify that all IP addresses sending emails on behalf of your domain are included in the SPF record.
- **Implement DKIM (DomainKeys Identified Mail):**
  - Generate DKIM keys for your domain.
  - Publish the DKIM public key in your DNS records.
  - Configure your email server to sign outgoing emails with the DKIM private key.
- **Establish DMARC (Domain-based Message Authentication, Reporting, and Conformance):**
  - Create a DMARC policy for your domain.
  - Publish the DMARC policy in your DNS records.
  - Set DMARC to monitor (p=none) initially and gradually move to enforcement (p=quarantine or p=reject).

2. Enforcement Phases

- **February 2024: Initial Phase**
  - Prepare for minor errors in non-compliant emails.
  - Monitor and log any issues related to email authentication.
- **April 2024: Active Rejection Phase**
  - Ensure all emails comply with the new authentication requirements.
  - Monitor rejection rates and resolve compliance issues promptly.
- **June 2024: One-Click Unsubscribe Implementation**
  - Add a one-click unsubscribe link to all bulk emails.
  - Ensure the unsubscribe process is straightforward and processed within two days.

3. Email Encryption and Security

- **Use Transport Layer Security (TLS):**
  - Ensure your email server supports TLS for encrypting emails in transit.
  - Verify that all emails are encrypted during transmission to protect sensitive information.
- **Compliance with CAN-SPAM Act:**
  - Provide a clear and visible unsubscribe option in every email.
  - Honor unsubscribe requests promptly and remove recipients from mailing lists within 10 business days.
  - Include your physical address in all commercial emails.

4. Spam Compliance and Management

- **Maintain Low Spam Complaint Rates:**
  - Keep spam complaint rates below 0.3%, ideally at 0.1% or lower.
  - Regularly review feedback from email analytics to identify potential spam issues.
- **Reduce Spam Complaints:**
  - Simplify the unsubscribe process.
  - Encourage recipients to unsubscribe rather than marking emails as spam.
  - Monitor undeliverable emails and remove inactive addresses from mailing lists.

5. Email Formatting and Technical Standards

- **Adhere to RFC 5322 Guidelines:**
  - Ensure emails follow the Internet Message Format standard.
  - Use appropriate MIME types and header fields.
  - Maintain proper email formatting to enhance readability and avoid spam filters.
- **Maintain Valid DNS Records for Sending IPs:**
  - Verify the forward (A record) and reverse (PTR record) DNS entries for your sending IPs.
  - Regularly check and update DNS records to ensure legitimacy and improve deliverability.

6. Integration and Unified Email Management

- **Integrate Yahoo Mail with Gmail:**
  - Add your Yahoo account to Gmail through Gmail settings.
  - Follow the prompts to link Yahoo Mail to Gmail and manage both accounts from one interface.
- **Create a Unified Email Experience:**
  - Forward Yahoo emails to Gmail to centralize your inbox.
  - Set up filters and labels in Gmail to organize emails from different accounts.
  - Utilize Gmail's advanced functionalities, such as spam filtering and organizational tools, for all integrated accounts.

7. Compliance and Enhancement Strategies

- **Utilize Google Postmaster Tools:**
  - Track the reputation of your domain using Google Postmaster Tools.
  - Monitor sender reputation and address any issues promptly.
- **Optimize Email Size and Content:**
  - Keep email size within recommended limits (typically less than 100 KB).
  - Avoid using words and phrases commonly associated with spam.
  - Maintain a good text-to-image ratio to avoid triggering spam filters.
- **Regularly Review and Update Authentication Logs:**
  - Check DKIM, DMARC, and SPF records periodically.
  - Ensure records are up to date and correctly configured.

By following this checklist provided by Lamphills, you can ensure compliance with the latest email changes by Google and Yahoo in 2024, enhance email security, and improve overall email deliverability.