HOW TO SWITCH EMAIL AT LAUNCH

Internal Operations Guide

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SET UP THE CLIENT'S DOMAIN IN POSTMARK

At launch, the site's email switches from our dev address to the client's domain.

01 CREATE A POSTMARK SERVER

- Log in to Postmark and go to **Servers**, then **Create Server**.
- Name the server with the client's business name.
- Open the server and copy its **Server API Token**.

02 ADD THE WEBSITE DOMAIN TO POSTMARK

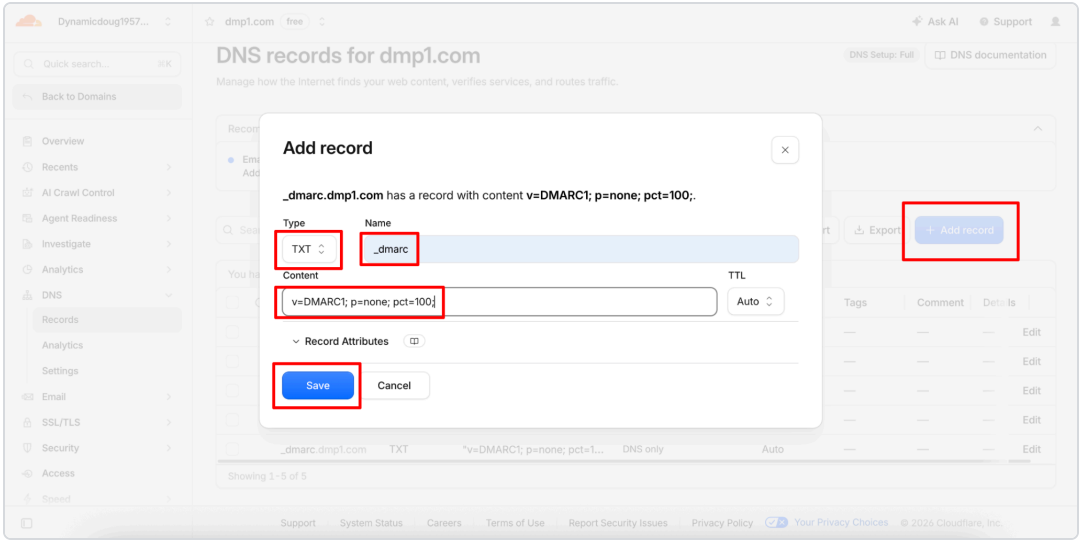
- Click **Sender Signatures**, then **Add Domain or Signature**.
- Select **Add Domain** and enter the website's root domain, for example `clientsdomain.com`.
- Postmark then shows the DNS records that authenticate the domain.

03 ADD THE POSTMARK DNS RECORDS IN CLOUDFLARE

- In Cloudflare, select the client's domain and go to **DNS**, then **Records**.
- Add the **DKIM** TXT record with the exact Name and Value Postmark gives.
- Add the **CNAME** record Postmark gives. Its hostname looks similar to `pm-bounces`.
- Set the CNAME's **Proxy Status** to **DNS Only**.

04 ADD A DMARC RECORD IF THE DOMAIN HAS NONE

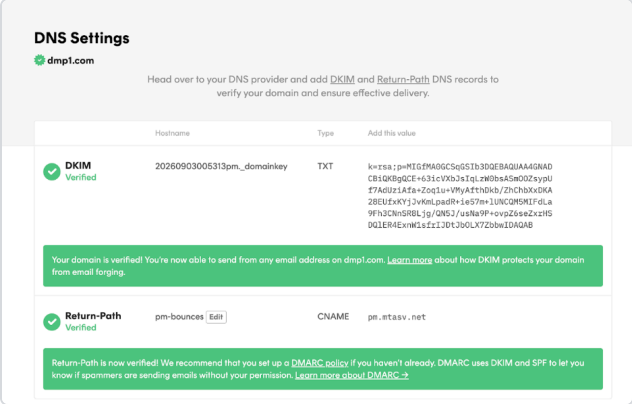
- Search the DNS records for `_dmarc`. If a DMARC TXT record exists, leave it as it is.
- If none exists, add: Type **TXT**, Name `_dmarc`, Content `v=DMARC1; p=none; pct=100;`, TTL **Auto**.



VERIFY, SWITCH AND TEST

05 VERIFY THE DOMAIN IN POSTMARK

- In **Sender Signatures**, find the domain and open **DNS Settings**.
- Click **Verify** for **DKIM** and **Return-Path**. Both show Verified before you continue.



06 SWITCH FLUENTSMTP TO THE CLIENT'S DOMAIN

- In the client's WordPress dashboard go to **Settings**, then **FluentSMTP**, and open **Settings**.
- Edit the Postmark connection that was set up when the site was created.
- **From Email:** `no-reply@` followed by the client's verified domain, for example `no-reply@clientsdomain.com`.
- **From Name:** the client's business name.
- **API Key:** the Server API Token from step 01. It replaces the VWD Dev Sites token.
- Save the connection.

07 CHANGE THE FROM ADDRESS ON EVERY FORM

- In **Forms**, open each form's **Settings**, then **Notifications**.
- Set **From Email** on every notification to the same address, for example `no-reply@clientsdomain.com`.
- On any email the public receives, set **Reply To** to an address that reaches the client.

08 SEND A FLUENTSMTP TEST

- In FluentSMTP click **Send Test Email**, enter your own address, and send the test.
- Confirm the email arrives.

09 TEST THE WEBSITE ITSELF

- Submit each form once with test data.
- Confirm each email arrives, the Thank You page shows, and any file link in an email works.
- Delete the test entries.