

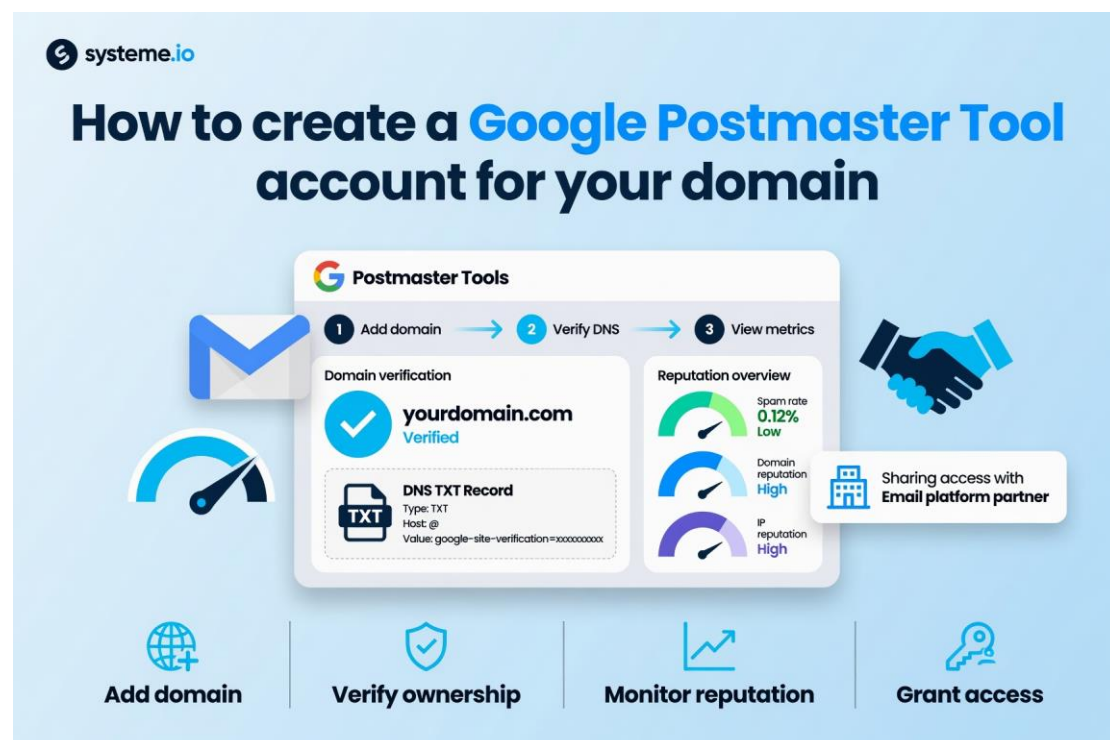
How to Create a Google Postmaster Tools Account for Your Domain

Introduction

When you send newsletters and automations from systeme.io, a large share of recipients use **Gmail**. **Google Postmaster Tools** (GPT) is Google's free dashboard for how Gmail sees your **domain reputation**, spam complaints, authentication, and delivery problems.

Official help (article 2243) explains how to **create a Postmaster account**, **verify your domain**, and **grant systeme.io access** so the deliverability team can analyze your Gmail performance when you need support.

Use this alongside domain authentication in systeme.io—see [How to Authenticate Your Domain Name for Email Sending](#).



Why Postmaster Tools Matter

Postmaster Tools helps you see signals Gmail uses internally, for example:

- **Spam rate** — user-reported spam relative to volume.

- **Domain reputation** — Bad, Low, Medium, High, or unknown while data accumulates.
- **IP reputation** — when relevant to your sending path.
- **Authentication** — SPF, DKIM, DMARC success rates.
- **Delivery errors** — bounces and deferrals Gmail reports.

These metrics explain dips in opens, Promotions-tab routing, or support tickets about “missing” mail—without guessing from systeme.io stats alone.

Prerequisites

- A **Google account** (Gmail or Google Workspace).
- The **root domain** you send marketing mail from (for example yourbrand.com—not a unrelated subdomain unless that is your From domain).
- Access to **DNS** at your registrar or host (Cloudflare, Namecheap, GoDaddy, etc.).
- Domain already used for sending on systeme.io with SPF/DKIM/DMARC configured.

Step 1 — Sign In and Open Postmaster Tools

1. If you do not have a Google account, create one at Google Account Help.
2. Go to [Google Postmaster Tools](https://postmaster.google.com) (or gmail.com/postmaster).
3. Sign in with the Google identity you want to own the Postmaster property (often your business Google Workspace admin).

Keep this account long-term—switching owners later requires re-verification and user management.

Step 2 — Add Your Domain

1. On the domain management dashboard, click **Add** (often a + button, bottom-right).
2. Enter your **domain name** (root domain used in your From address).
3. Continue through Google’s setup wizard to receive a **verification record**.

Google typically offers a **TXT** record (sometimes CNAME alternatives in other Google products—follow the exact value Postmaster shows for your domain).

Step 3 — Verify Ownership via DNS

1. Copy the **TXT** value from Postmaster (often starts with google-site-verification=...).

2. Log in to your DNS provider.
3. Create a new **TXT** record:
 - **Host / name:** @ or your root domain (per registrar UI).
 - **Value:** paste Google's string exactly—one line, no extra quotes unless required.
 - **TTL:** default (for example 3600) or automatic.
4. Save DNS changes.
5. Return to Postmaster Tools and click **Verify**.

Propagation

Verification can fail if DNS has not propagated. Wait 15 minutes to 48 hours and click Verify again. Conflicts with duplicate TXT records are a common fix—remove old verification TXT if you replaced a domain.

Note: Postmaster verification TXT is **separate** from SPF, DKIM, and DMARC records you added for systeme.io email authentication—keep both sets.

Step 4 — After Verification

Once status shows **Verified**, dashboards populate as Gmail accumulates enough volume. New domains may show **no data** for days—send consistent, permission-based mail from systeme.io and recheck weekly.

Review spam rate against Google's bulk-sender guidance (keep complaints low; pair with [How to Improve Your Email Deliverability](#)).

Step 5 — Grant systeme.io Access to Your Data

To let the systeme.io team analyze Gmail deliverability for your account, add their read-only user on **each verified domain**:

1. Sign in to [Postmaster Tools](#).
2. Find your domain in the list.
3. Click the **three dots** (⋮) next to the domain.
4. Choose **Manage Users**.
5. Click the **+** button (bottom-right).
6. In the popup, enter: customers-gpt@systeme.io
7. Confirm / add the user.

Repeat for **every sending domain** you verify if you operate multiple brands. Google does not email users when they are added—no action needed on systeme.io's side beyond your invitation.

Privacy

You only share **Postmaster metrics** for that domain—not your Google account password or systeme.io login.

Add Your Own Team (Optional)

Same **Manage Users** flow works for coworkers: they must use a **Google account email**. Non-Google addresses cannot be added. Useful for your marketing lead or agency reviewing reputation alongside systeme.io campaign reports.

Troubleshooting

Issue	Likely Cause	Fix
Verify fails	TXT not propagated or wrong host	Wait; use @ root; paste exact value.
No dashboards	Low Gmail volume	Send more compliant mail; wait.
Cannot add customers-gpt@systeme.io	Domain not verified yet	Complete DNS verify first.
“Not authorized” for teammate	Not added in Manage Users	Add their Google email.
Bad domain reputation	Complaints, list quality, content	Clean list; auth; reduce spam triggers.
Confused with systeme.io DNS	Two different TXT purposes	Keep Postmaster + email auth records.

Frequently Asked Questions

What is Postmaster Tools?

Free Gmail-side analytics for verified domains.

systeme.io email to add?

customers-gpt@systeme.io

Which domain?

Root sending domain authenticated in systeme.io.

DNS delay?

Up to 24–48 hours possible.

Google account required?

Yes.

Related Resources

- [How to Authenticate Your Domain Name for Email Sending](#)
- [How to Create a DMARC Record](#)
- [Why Do My Emails Arrive in the Gmail Promotions Tab?](#)
- [Advanced Email Deliverability Tips](#)

Send and monitor email on [systeme.io](#).

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