



Setting Up Our Email Sending Domain

A step-by-step guide to creating **email.thermorahealth.com** in GoDaddy for HubSpot email marketing

Prepared for Ishani · July 2026 · Takes about 20 minutes

What this does, in plain English

When we send marketing emails from HubSpot, inbox providers like Gmail and Outlook check that HubSpot is actually allowed to send email on our behalf. We prove this by adding a few records to our domain's settings in GoDaddy. We use a dedicated subdomain, **email.thermorahealth.com**, so our marketing email reputation stays separate from the main website domain.

Good news: you do not need to "build" anything. HubSpot generates four small text records, and your only job is to copy and paste them into GoDaddy. The subdomain comes into existence automatically once the records are saved.

WHAT THE 4 RECORDS ARE (NO NEED TO MEMORIZE)

- Two **CNAME** records (called DKIM): a digital signature proving emails are really from us
- One **TXT** record (called SPF): a list of servers allowed to send our email
- One **TXT** record (called DMARC): tells inboxes what to do if something fails the checks

BEFORE YOU START, YOU NEED

1. The GoDaddy login for the account that owns **thermorahealth.com**
2. A HubSpot login with permission to edit domains (an Admin can grant this)
3. Two browser tabs open side by side: one for HubSpot, one for GoDaddy

ONE RULE THAT KEEPS EVERYTHING SAFE

You will only ever **ADD** new records in GoDaddy. Never delete or edit any record that is already there. The existing records keep our website (Webflow) running. As long as you only add, nothing can break.

Part 1 · Get the records from HubSpot (5 min)

HubSpot will generate the exact records we need. Follow these clicks:

1

Log in to HubSpot

Go to **app.hubspot.com** and sign in to the Meribel Health account.

2

Open Settings

Click the gear icon in the top navigation bar (top right of the screen).

3

Go to Domains & URLs

In the left sidebar, click **Content**, then **Domains & URLs**.

4

Open the Email Sending tab

Along the top of that page, click the tab called **Email Sending**.

5

Click “Connect sending domain”

The button is in the top right of the page.

6

Enter the sending email address

When HubSpot asks which email address you will send marketing emails from, type:

hello@email.thermorahealth.com

Then click **Next**. (The part before the @ does not matter for this setup. What matters is that the part after the @ is exactly **email.thermorahealth.com**.)

7

Confirm the domain

HubSpot will show the domain it detected: **email.thermorahealth.com**. Confirm it looks right and click **Next**.

8

Choose how to connect

HubSpot now offers two paths:

Path A (easiest): If you see a button like “**Sign in with GoDaddy**”, click it, log in to GoDaddy in the popup, and approve the connection. HubSpot adds all the records for you automatically. If you do this, skip straight to Part 3.

Path B (manual): If that button does not appear, or the automatic path fails, click “**No, I’ll set it up manually**”. HubSpot will show a table of 4 records. **Keep this tab open** and continue to Part 2.

Part 2 · Add the records in GoDaddy (10 min)

1

Log in to GoDaddy

In a new browser tab, go to **godaddy.com** and click **Sign In**. Use the account that owns thermorahealth.com.

2

Open your domain

Click your name or profile icon (top right), then **My Products**. Find **thermorahealth.com** in the Domains list and click on it. This opens the Domain Settings page.

3

Open the DNS tab

On the Domain Settings page, click the tab labeled **DNS**. You will see a list of existing records. Remember the rule: do not touch anything already in this list.

4

Click “Add New Record”

The button sits above or below the list of records.

5

Copy each record from HubSpot, one at a time

Go back to your HubSpot tab. For each of the 4 rows, HubSpot has small **Copy** buttons next to the “Host” value and the “Required data” (or “Value”) value. Copy them into GoDaddy’s form fields as shown in the table below. Set **Type** to match (CNAME or TXT). Leave **TTL** at the default (1 hour).

THE #1 MISTAKE TO AVOID

GoDaddy automatically adds “.thermorahealth.com” to whatever you type in the **Name** field. HubSpot shows the FULL host name, so you must **chop off “.thermorahealth.com” before pasting**. If you paste the full thing, the record silently points to the wrong place and verification never completes. The table below shows exactly what to trim.

HubSpot shows this Host	Type in GoDaddy “Name” field	Type	GoDaddy “Value” field
hs1-XXXXX._domainkey. email.thermorahealth.com	hs1-XXXXX._domainkey.e mail	CNAME	Paste HubSpot’s value (ends in hubspotemail.net)
hs2-XXXXX._domainkey. email.thermorahealth.com	hs2-XXXXX._domainkey.e mail	CNAME	Paste HubSpot’s value (ends in hubspotemail.net)
email.thermorahealth.com	email	TXT	Paste HubSpot’s value (starts with v=spf1)
_dmarc.email.thermorahealth.com	_dmarc.email	TXT	Paste HubSpot’s value (starts with v=DMARC1)

“XXXXXX” will be a number unique to our HubSpot account. The bold part is what you chop off before pasting into the Name field.

6

Save

Click **Save** after each record (or **Save All Records** if GoDaddy lets you add several at once). If GoDaddy asks for a verification code by text message or authenticator app, that is normal Domain Protection. Enter the code.

7

Double-check

You should now see 4 new rows in the DNS list: two CNAME records and two TXT records. If one is missing, add it now.

Part 3 · Verify in HubSpot (mostly waiting)

1

Go back to the HubSpot tab

On the record screen, click **Verify** (or return to Settings → Content → Domains & URLs → Email Sending and check the status there).

2

Wait for the internet to catch up

New records usually take 10 to 70 minutes to be seen everywhere, occasionally up to 48 hours. It is completely fine to close everything and check back later.

3

Look for “Authenticated”

On the Email Sending tab, the domain status will move through:

Not authenticated → **Partially authenticated** → **Authenticated**

When it says **Authenticated** with DKIM, SPF, and DMARC all green, you are done.

YOU'RE DONE WHEN

HubSpot's Email Sending tab shows **email.thermorahealth.com – Authenticated**. Send Sam a quick screenshot of that screen and we will take it from there.

If something goes wrong

STILL “NOT AUTHENTICATED” AFTER A FEW HOURS

Nine times out of ten the Name field contains the full domain. In GoDaddy, click the pencil/edit icon on each new record and check the Name does NOT contain “thermorahealth.com”. Trim it if so, save, and wait again.

GODADDY SAYS A RECORD WITH THAT NAME ALREADY EXISTS

Do not overwrite it. Take a screenshot of the existing record and send it to Sam; we will merge them safely.

THE DNS TAB SAYS NAMESERVERS ARE “NOT MANAGED BY GODADDY”

That means the domain's records live somewhere else. Stop here and tell Sam; the same steps apply, just in a different tool.

YOU CANNOT FIND A BUTTON OR A SCREEN LOOKS DIFFERENT

Interfaces change. Take a screenshot of where you are stuck and send it to Sam. Nothing in this process is time sensitive or breakable, as long as existing records are left alone.

Questions at any point: message Sam Omid (MH1). Happy to hop on a screen share and do it together.