

How to Stop WordPress Emails Going to Spam? Easy Solutions

It can be an extremely frustrating thing that your emails are only going to spam folders. If you want to solve the email deliverability issue of your WordPress site, this article will help you.

The purpose of your mail is to reach and connect the customers. But, spam mail can't reach your user's inbox. Also, transactional emails from WooCommerce sites may be placed in the spam folder.

Several reasons may cause WordPress spam email issues. For example, it might be for misconfiguration in your email setup, spammy newsletter content, or something else. Today, we'll guide you on how to stop WordPress emails going to spam. Let's dive in!

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Why Your WordPress Emails Are Going to Spam

A WordPress email may end up hitting only the spam folder of your recipient. Some reasons cause your WordPress emails to be classified as spam. Let's recognize them first.

1. Your Server is Listed on a Spam Blacklist

Once your server is listed in a spam blacklist, it may cause your emails to remain in the spam for further emails. That means if the server is flagged previously for engaging in spam-related activities, it will lose the **credibility of your emails**.

The problem is very frequent with **shared hostings**. In the case of shared hosting, even if a single user blacklists your mail for spamming, all other users on the same server won't get

emails in their inboxes. Another potential issue can be malware which can cause making your emails unauthorized.

2. Your Emails Contain Too Many Images or Attachments

Attaching images can elevate the spam score of your email. So, the **higher number of attachments** can be a critical factor there.

Although WordPress allows the inclusion of images in emails, the size and number of these attachments should be limited. To avoid a spam-like appearance in your mail, you should avoid using too many images or attachments.

3. You Are Using an Unconventional Top-Level Domain (TLD)

The top-level domain (TLD) plays a vital role in the computation of spam scores.

[Spamhaus](#) reports that unusual **TLDs**, such as .work, .shop, and .biz, are more likely to be marked as spam. These TLDs are also known as gTLDs (generic top-level domains) which are not affiliated with any specific geographical location.

That's why, I recommend you select a more conventional **gTLD** (like .com) that doesn't automatically label you as a spammer.

4. Your Email List Outdated

An outdated email list is another factor that can contribute to a **higher spam score**. It will decrease your domain reputation.

If your email list contains some addresses that have become out of date, then you are more likely to be suspected as a spammer. Because some recipients might no longer need to receive emails from your site.

When your recipients continuously keep your emails unopened, it creates the risk of being flagged as a spammer. So, you should implement routine **check-in emails** to your subscribers as a regular strategy. This practice enables you to know the interest of your subscribers in receiving your newsletter.

At the same time, you can remove inactive subscribers and refine your email list. In this way, you will get a higher domain reputation and minimize the possibility of going to the spam folder.

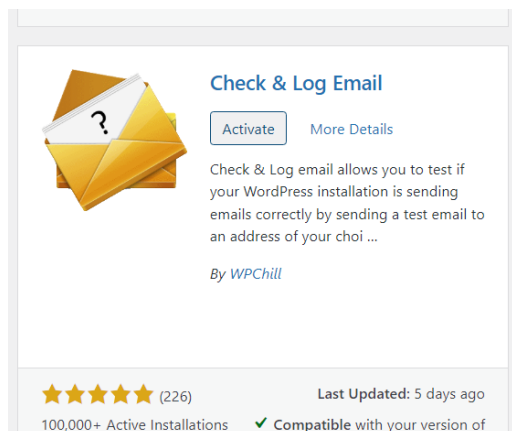
How To Fix WordPress Emails Going To Spam?

You can resolve WordPress email deliverability issues by taking a few effective steps. There are easy solutions for WordPress emails landing in the spam folder problem. Here are some tricks to follow:

1. Confirming Email Sending Status

Commonly, your WordPress emails are categorized as spam. But first of all, you've to recognize whether your emails are marked as spam or not.

You can use the **user-friendly plugin** - "[Check Email](#)" to initiate a test email to any email address. A successful test implies that WordPress is sending your emails properly. You can install and use the plugin for free from your WordPress directory.



2. Using the Right "From" Addresses

The next important step is to use the **appropriate "From" address**. If you want to ensure the best email deliverability, the recommended structure for your site's domain is: "**yourname@yourdomain.com**."

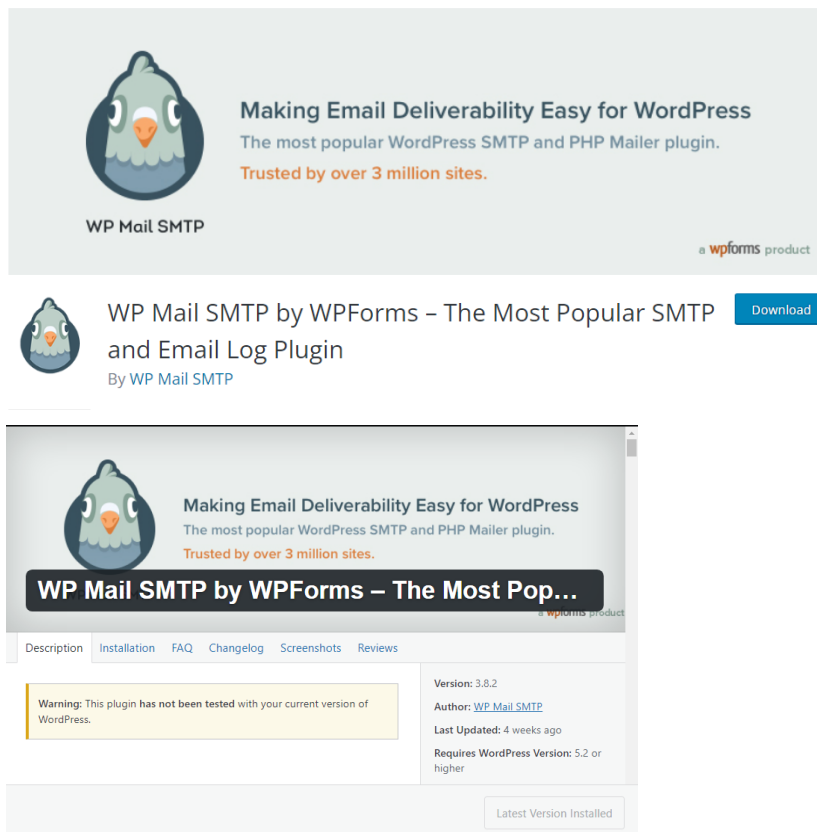
For example, a website's domain is "www.wpmailsmtp.com". The address should be - "**yourname@wpmailsmtp.com**." If there is no custom domain email, follow your hosting or email service provider's instructions to create one. Once established, remember to adjust the "From" address with a contact form plugin like [Contact Form 7](#). Go to the Form's Settings>Mail section to set the things.

3. Taking the Help of SMTP Plugins

SMTP plugins have made the WordPress email deliverability issues simpler. These WordPress plugins work to alter your PHP email-sending protocol to a more reliable SMTP protocol.

[WP Mail SMTP](#) is one of the **best WordPress SMTP plugins** that comes with both a free and paid version. The plugin streamlines the setup of SMTP email services. It enables the configuration of multiple SMTP servers, provides email logs, and offers resending emails. So, you can use the [WP Mail SMTP](#) for better email deliverability of your WordPress site. After installing **WP Mail SMTP**, configure the email service settings.

You can install the plugin for free from the WordPress directory and use it for SMTP service.

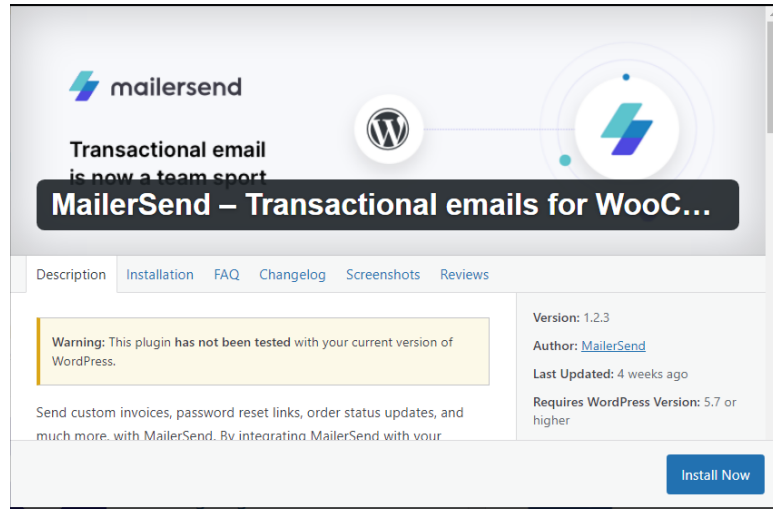


The image displays the WP Mail SMTP plugin interface and its listing on the WordPress directory. The top section shows the plugin's logo, a stylized bird, and the text "Making Email Deliverability Easy for WordPress" and "The most popular WordPress SMTP and PHP Mailer plugin. Trusted by over 3 million sites." Below this, the text "WP Mail SMTP" and "a wpforms product" are visible. The bottom section shows the plugin's listing on the WordPress directory, including the title "WP Mail SMTP by WPForms – The Most Popular SMTP and Email Log Plugin", the author "By WP Mail SMTP", and a "Download" button. The listing also includes a warning message: "Warning: This plugin has not been tested with your current version of WordPress." and a "Latest Version Installed" button.

4. Using Transactional Email Services

WordPress generates a large number of emails ranging from **form submissions** to **WooCommerce orders**. If you only rely on the hosting servers for these emails, it can affect your website's speed and lead to spam folders. Moreover, emails sent from hosting servers may eventually end up on the blacklist.

To avoid such issues, consider using a transactional email service. Transactional email services are designed to ensure reliable email delivery, especially for large quantities. You can avail of free or cost-effective offers with this. MailerSend is a great tool offering WordPress transactional email services. You can move forward to your WordPress dashboard and install it right now.



Keep in mind that an **SMTP plugin** is required to set up the transactional email service. So, you should choose a WordPress SMTP plugin before going for a transactional email service. There are plugins like MailerSend that offer transactional email services.

Overall, you have to follow the suggestions to solve the issue of WordPress emails going to the spam folders. It works from checking your email sending to using the right "From" address. Also consider using the right SMTP plugins, and transactional email services. By this, your WordPress emails should reach your customer's inbox.

Frequently Asked Questions (FAQs)

While you are facing issues with sending emails or reaching emails in the inboxes, many questions may arise in your mind. Here I've answered a few of the most asked questions on this topic.

How do I know if my email is going to spam?

If you want to know whether your email is going to spam or not, you have to perform a spam test. Steps to follow for this -

1. Search www.mail-tester.com and copy the email address in the white box.
2. Head over to your mail draft and perform a test mailing to this email address.
3. Go to the Mail Tester and choose "Then check your score"

4. Know the score. If your score is lower than 5.00, then your mail tends to be marked as spam.

Overall, these are the factors that cause your WordPress emails to be sent in the spam folder.

How do I increase my spam filter?

You can increase your spam filter by fixing the settings. Just click on the settings option. Then you will get the section “Filters and blocked addresses”. Customize the Gmail spam filter as required. Besides, use a professional and unique mail address for better reach.

Is whitelisting email safe?

Whitelisting simply means the way to approve a particular email sender. By whitelisting, the emails from that sender will never get stuck in the spam.

If a mail receiver keeps a mail address in the whitelists, it indicates that he is confirming to receive mail from the sender. Whitelisting may not always be safe for recipients.

Conclusion

WordPress emails stuck in the spam folder are one of the most common problems for WordPress users. In this article, I've tried my best to provide you with detailed guidelines on how to stop WordPress emails going to spam. In the meantime, you have got ideas on some other email deliverability problems. I suggest you to use the best WordPress SMTP plugins which will help your emails to stop going to spam.

There is some additional information given so that you get a 360 knowledge of the issue and solve it. Hopefully, it was helpful for you. If it still doesn't help, kindly let us know your issue. I'll try to help you out with your problem. Good luck with your WordPress journey!

