***How to use SMTP mail server to send Emails in WordPress***

***SMTP: Simple Mail Transfer Protocol***

Smtp is a concord for sending emails over the internet. It is basically transfer of messages via emails between mail servers. All email clients use smtp to send mails to receiving servers. Email client includes outlook, eudora or Mac OS X mail. Its foremost purpose is to send or relay emails between senders and receivers. Sometimes smtp does not come with indigenous safety so it is always advisable to use secure smtp. Make sure your emails are encrypted and not exposed to view. There are many prongs available by which you can secure your smtp. Smtp is implicit between sender mail server and receiver mail server and pop3 is implicit between receiver and receiver mail server.

***What Is The Use Of WordPress:***

Wordpress is a very good platform where you get the opportunities to write about your content. Wordpress websites are used by many websites and it is a great content management system and it uses mysql database. It is versatile for blogging, e-commerce, business and for portfolio websites. The content on the website is written in php that is a hypertext preprocessor. In wordpress you can do the backend and frontend both. You can use wordpress for many websites like for writing blogs. It gives you opportunities to relay your thoughts, messages, images and even recipes.

For ecommerce websites you can download and install a WordPress ecommerce plugin to increase the default functionality of WordPress so you can have an online store on your website.

If your business requires a website for customers to know about your company and what you will present, WordPress is the best option. Customers can associate with you and can schedule an appointment. It will help a lot for customers to get what they require.

Wordpress can also help you to adept skills in designing by creating a website on portfolio where you can show your artwork.

In event hosting, wordpress helps you to share details of your event and you can promote also.

* **How To Use SMTP To Send Email In WordPress:**

WordPress development companies are known for offering outstanding custom web development solutions . WordPress is easy to customize and use and also an open source that means small businesses can also bring great profits.

There are many companies that offer WordPress development services and custom WordPress development services. Some are the default services that include website design, plugin updates, staging maintenance that fall under the category WordPress development services whereas services where you need your custom designs for theme, plugin customization and integration with 3rd party modules comes under custom WordPress development services.

* + **Problems:**

There are a few problems in using WordPress to send emails . Mail concern in PHP is used to send emails. Many of the users out there have not configured the function properly ,or may have disbled it for avoiding abuse. In any case you won’t be able to use WordPress to send the emails. There is an alternate solution for this, which is using a third party email service that includes Mailgun ,Google Apps or Sendgrid and many more. However, you will have to pay for the account and the cost depends on how many users or accounts you are gonna send the email.

* + **Configuration:**

Firstly to begin with , install a plugin that goes by the name WP Mail SMTP . Once the plugin is downloaded and started working ,there would be a new menu under the Settings option named as Email.

Then there are few things that you need configure which include:

* **Email:** The mail address to whom you want the mails.
* **Name:** The name of the person you are sending the emails.
* **Mailer:** You can always use a default address here , but other SMTP server options would allow you to enter many other configuration details which I would describe in the next paragraph.
* **Return Path;** You can check the return path if you want.

Other options you can choose in SMTP server as mailer are:

* + - * **Host:** The hostname for your server.
      * **Port:** The working port.
      * **Encryption:** Selecting an encryption is always beneficial.
      * **Authentication:** Some SMTP servers require authentication.
      * **Username:** You can decide a username for your server.
      * **Password:** Password can be put here for security purposes.

Once the email account is created and verified , you are ready to use it in WordPress.

* + **Testing The SMTP Settings:**

Now that everything has been set up the only thing left to do is the testing of whether it is working properly or not. Firstly, you need to give an email address to receive a test email. Once you receive it try sending the email. If it reaches you successfully then , job well done . That's all for the testing. After testing make sure you secure it by suitable username and password.

* + **Pros and Cons:**
* Most obvious advantage of using WordPress is that you can use one own branded email address .
* Another advantage is that you do not have to pay once you have paid while signing up .
* Disadvantages consist of some WordPress enforce limitations .
* The mail servers are quite unreliable sometimes.
* You would not be able to know that emails are sent or not .

***Conclusion:***

Email has been a powerful boon in trading and business. It has helped business and ecommerce trading a lot to progress and generate leads. There are many things to convey in business and we cannot rely on telephone for this so we have to send mails. It is the quality means to communicate with clients and staff. It helps you to connect with many people at the same time. It is very quick, professional and concise. Emails help you to save advertising investments as in every mail you send you always mention about the brand and marketing message. It helps in building your brand and you also remain in contact with your potential customers.

An SMTP server is dominant in the mail delivery procedure. That’s why using an external SMTP server like Google SMTP is the best choice since it bestows a free and authenticated solution, especially for sites with low mail volumes.