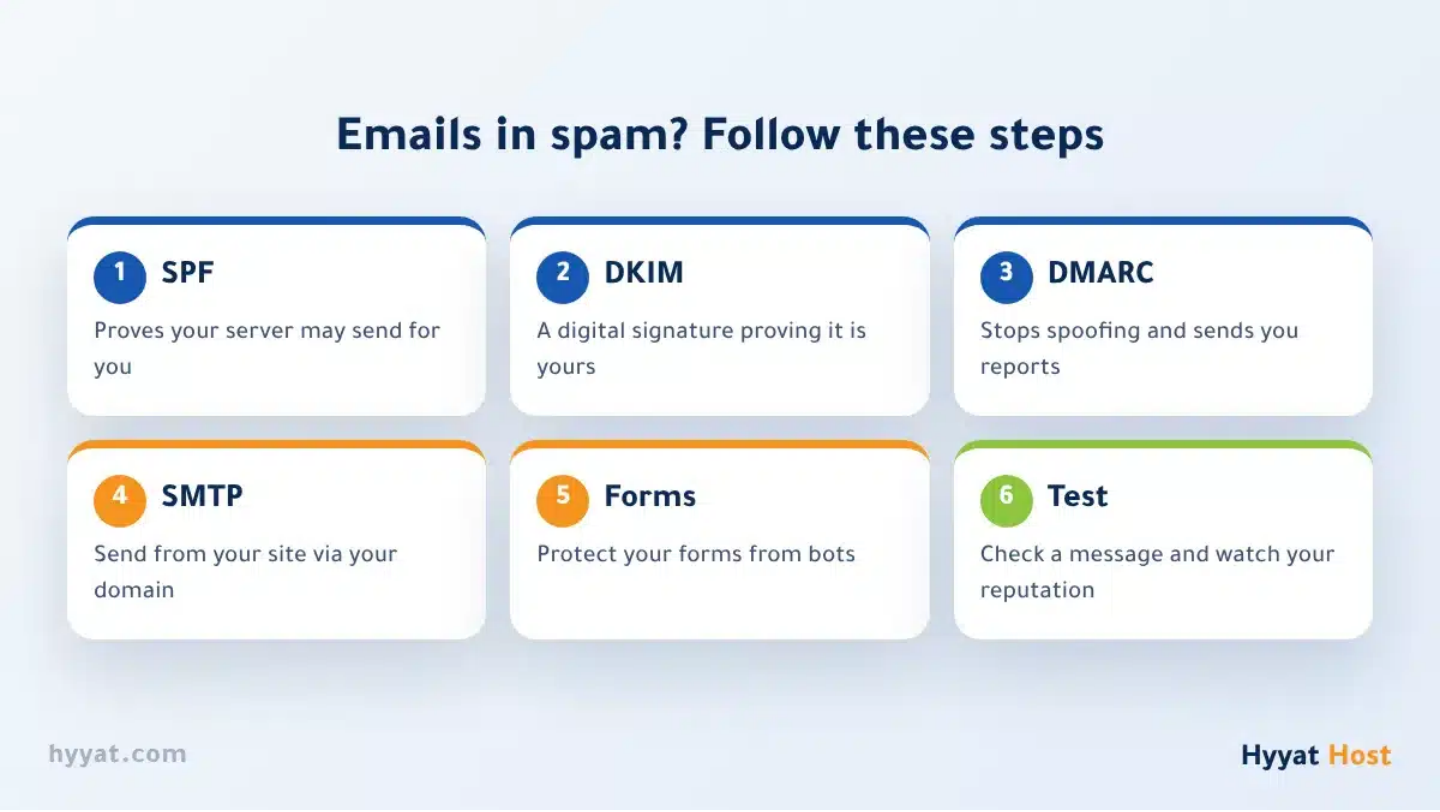
Why Do Your Website and Business Emails Go to Spam? Causes and Step-by-Step Fixes

Email · https://www.hyyat.com/en/knowledgebase/why-website-emails-go-to-spam/

In short Your emails usually land in spam because **your domain is not authenticated** with Gmail, Outlook and Yahoo, because your website sends without logging in, or because your domain's reputation has been damaged. Fix it in this order: turn on **SPF and DKIM** in cPanel, add **DMARC**, make your website send through **SMTP** from an address on your domain, and stop bulk mail to people who did not ask for it. Then send a test and watch the result.

Embedded media: https://www.hyyat.com/wp-content/uploads/2026/11/hyyat-host-spam-en.mp4?_=1

Your message may reach the inbox at Gmail but land in junk at Outlook, or the other way round. That is normal: each provider decides for itself whether to trust your email, based on your domain authentication, how you send, and your reputation as a sender. This guide has a table to match the symptom to the cause, then the fixes in order.



Diagnose it in a minute

What you see	Most likely cause	Fix
All your email goes to spam at most providers	Domain not authenticated: no SPF or DKIM	Turn them on in cPanel, step by step here
Only website and WordPress form emails go to spam	The site sends with PHP mail without logging in, or from a free address	Send through SMTP from an address on your domain
Delivered at Gmail but not at Outlook or Hotmail	Each provider has its own filters and view of your domain	See the Outlook and Hotmail case
Bounces for emails you never sent, or complaints from customers	A hacked mailbox sending spam	Follow the hacked email recovery steps
Others send email in your company's name	No DMARC record to stop spoofing	Add a DMARC record
It started suddenly after an email campaign	Recipient complaints hurt your domain reputation	Stop bulk sending and mail only people who asked

Free tool from Hyyat Host

Email domain checker

Check your domain's MX, SPF, DKIM and DMARC records and see why mail lands in spam.

Open the tool

Step-by-step fix

1. **Authenticate your domain with SPF and DKIM.** In cPanel open **Email Deliverability**, click Manage next to your domain, and install the suggested record for each. If your DNS is hosted elsewhere, such as Cloudflare, add the same records there. Full steps in enabling SPF and DKIM in

cPanel, and what DKIM means in what is a DKIM record.

2. **Add a DMARC record.** A TXT record named `_dmarc`. Start with `p=none` to watch the reports, then tighten it later. Details in what is DMARC.
3. **Send from your website through SMTP.** Create an address such as noreply@yourdomain in cPanel and make WordPress send from it with an SMTP plugin that logs in, not with PHP mail. Do not make your contact form send as the visitor's address; put the visitor's email in Reply-To instead.
4. **Protect your forms.** Bots abuse open forms to send spam from your site, which damages your domain's reputation. Add protection as in protecting your contact form from spam.
5. **Review your content.** Avoid misleading subjects, lots of shortened links, and emails that are one big image with no text. Put a clear unsubscribe link in every newsletter.
6. **Test and monitor.** Send a message to a checker such as mail-tester.com to see its notes, and watch your domain's reputation in Google Postmaster Tools.

What Gmail, Yahoo and Outlook require now

Since 2024 Gmail and Yahoo have tightened their sender rules, and Microsoft followed for Outlook.com and Hotmail. In short:

Requirement	All senders	Bulk senders
SPF and DKIM	At least one, ideally both	Both
DMARC	Recommended	Required, even with p=none
One-click unsubscribe	Recommended for newsletters	Required for marketing email
Recipient complaints	As few as possible	Must stay very low

Gmail treats you as a bulk sender if you send around 5,000 or more messages a day to Gmail accounts. Normal business email rarely reaches that, but meeting all the rules improves your delivery either way.

Is it Hyyat Host's own email landing in your spam? That is a different case: move our message to your inbox as in the Gmail guide and the Hotmail and Outlook guide.

Summary

- The most common cause is an unauthenticated domain, or a site sending without logging in.
- Turn on SPF and DKIM, then DMARC, and send through SMTP from an address on your domain.
- Mail only people who asked, and test before any campaign.

Want business email on your own domain with authentication support? See Email Hosting, or Business Hosting for your website and team email together.

Frequently asked questions

Why do my emails go to spam only at Hotmail?
Each provider judges your email its own way, and Microsoft is stricter with new or unauthenticated domains. Authenticate your domain, then ask for a review through Microsoft's sender support page if it continues.

Is my hosting the problem?
Usually not. The most common causes are domain authentication and how you send. If the server's IP address is on a blocklist, open a ticket and we will check it.

Is SPF alone enough?
No. Use SPF and DKIM together, then DMARC. That is what Gmail, Yahoo and Outlook require from bulk senders, and it improves delivery for everyone.

How do I know authentication works?
Open a message you sent to a Gmail account and choose Show original. You should see PASS next to SPF, DKIM and DMARC.

Can I send bulk email from my hosting mailbox?
Hosting email is for everyday business mail and has an hourly sending limit to protect the server. For large newsletters, use a dedicated bulk email service.

Related guides

- How to Enable SPF and DKIM in cPanel
- What Is a DKIM Record and How Does It Protect Your Email?

- What Is DMARC and How to Stop People Spoofing Your Company Email, Step by Step
- Why Do My Emails Reach Gmail but Go to Spam in Outlook/Hotmail?
- Email Hacked or Sending Spam? Steps to Recover and Secure Your Mailbox
- How to Protect Your Website Contact Form from Spam and Bots
- What Does Spam Mean? Types of Spam and How to Protect Yourself

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Need this service from Hyyat Host?Our team handles it for you, with support replying to tickets within 24 hours at most.

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