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Thread: [Why your emails from going into SPAM](#)

JoshAllen - October 14, 2025, 2:11 pm

There are many factors on why the email your are sending is ending up in the other persons spam folder.

Here is why your emails are ending up in spam and how to avoid it.

Sending IP has a bad reputation

Your sending IP affects deliverability. IPs build a reputation.

You will have a bad reputation if emails are getting complains or bounces.

On a shared IP, your reputation is depended on everyone that uses it.

If another person is spamming, it can affect your deliverability.

If you would like to see your sender score, you can use websites like Sender Score by Validity (not affiliated)

Your domain has a bad reputation

Similar to your IP. Many people try switching IP addresses, but leaving the domain the same and having the same issues.

Email is not authenticated

If your emails don't have the right setup, spam filters will toss send them into the spam folder.

That's one of the main reasons legit emails get flagged. So, if your emails keep ending up in spam, check these things first:

Sender Policy Framework (SPF) – This is like a list of which servers are allowed to send emails for your domain.

DomainKeys Identified Mail (DKIM) – This adds a special signature to your emails to prove they weren't messed with on the way.

Domain-based Message Authentication, Reporting, and Conformance (DMARC) – This one tells inboxes what to do if someone sends fake emails using your name. If you don't have it set up, scammers can mess with your domain and make your legit emails look sketchy.

Attachments

Attachments are seen as red flags when sent to users, especially ones with no or lack of former contact.

If you can avoid it, upload the file onto your own website or another website, and provide them a link to open it.

Recipients are marking your email as spam

When people hit the spam button on your emails, that's a big red flag for inboxes.

The more people mark your stuff as spam, the worse your sender rep gets, which leads your emails going into spam.

Using Google's Postmaster tools (not affiliated), you can see the spam % rate.

No reply-to address

Email filters do not like no reply addresses and see them as spam.

If you do not want to receive replies, set up a separate working address that can receive replies.

Bad email list

Using an email list that has a high percentage of invalid emails and bounce backs is a red flag, and will start sending your emails to spam.

No Plain Text Version

Not having a plain text version of your email will be a red flag to filters.

Include a plain text version in every email to avoid being hit by spam filters. This will also help you reach people that don't view the HTML version.