

Unlocking Inbox Insight

The Roadmap to Seamless Email Deliverability

Your Facilitator



Alex Arnaut

Board Advisor, Board Member, and
CEO at GlockApps

LinkedIn: [alex-arnaut-aa8173107](https://www.linkedin.com/in/alex-arnaut-aa8173107)

Bluesky: [arenutz.bsky.social](https://bsky.app/profile/arenutz.bsky.social)

Email: alex@glockapps.co

What is “good email deliverability”?



r/SEO · 9 yr. ago
sixtyt3

Shoppingcartlike spam and SEO

Every day I get tens of spam emails such as below

From: 1ShoppingloopCart sales@1shoppingloopcart.com via amazonses.com

Subject: HOSTED SEARCH vs SEO

Basic search on an ecommerce website has shown to impact conversions by a huge percentage. It has been proven that customers who find exactly what they are looking for convert more as you can see here <http://www.1shoppingloopcart.com/articles/search>. This software uses a ranking based algorithm in its search to build keyword relevancy and it even lets you customize relationships between keywords. It also incorporates clever marketing features like autocomplete popups, an autoscroll smart view grid, thumbnail zoom and more.

After a little research, I realized all links point to www.shoppingcartlike.com

Apparently, this website is a new startup that has just discovered a wonderful way to spam. It creates a new ID, spams via Amazonses and creates new websites to point to the same domain.

I mark tens of emails as spam every day.

Is it done to improve clickthroughs ? Or get leads ? Does this sort of spamming have any SEO angle to it ?



3



0



Share



About GlockApps

17 years in
the email
industry

Our mission is to ensure that each sent email is delivered to the inbox and read with no risk for the sender and recipient.

Products we have developed:

SpamCombat
Spam filter

Email Processor

**Advanced Email
Verifier**
Email lists cleaner

Bounce Monitor

G-Lock Analytics
Email analytics

EasyMail
Email marketing platform

GlockApps
Essential deliverability test

Email sending, it's not
always as simple as hitting
the "send" button



Happy Tuesday!

This month we talked a lot about monitoring and why it is so important for your website as well as your email. We've highlighted problems you can avoid with the help of Uptime Monitoring and also prepared a fresh Deliverability report free for download.



Low Open Rate? How Email Testing and Uptime Monitoring Helps

There are many reasons why the open rate just wouldn't go high enough. Be it the content, the sender's reputation, or SMTP server issues, Uptime Monitoring can help. Find out how.

[Read More](#)

Content Side - what people make so recipient can see

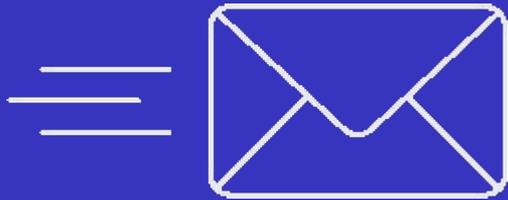
Technical Side - what recipient infrastructure (email-server) see

Email Preview

Preview Raw Message Download

```
Delivered-To: elizabethbetty6054@gmail.com
Received: by 2002:a05:7208:6146:b0:6d:a08c:3237 with SMTP id i6csp2099562rba;
Tue, 3 Oct 2023 12:14:01 -0700 (PDT)
X-Received: by 2002:a05:6830:140b:b0:6bc:b2a2:7b02 with SMTP id v11-2002a056830140b006bcb2a27b02mr200220top7.1.696360440845;
Tue, 03 Oct 2023 12:14:00 -0700 (PDT)
ARC-Seal: i=1; a=rsa-sha256; t=1696360440; cv=none;
d=google.com; s=arc-20160816;
b=f4WnbaujAltM7sjL4e37k+t6NXI+WBz8SnRgij95T6br6zenkVIUHeY4teQBi
t48DvJGer+w+cmyVeOmMqIt8vSsbkLgy/71wlxqGGGrifcWmE/RVQDSireYNKYlif1IB
a/NyR+cDzIvH0M1I11wNqFeK3HhOdEiIMCCCHO+Iik7FvovU7HgRwFczYn7KwjI1ph
8V/EwsFjh/UtpVfhnvNiddD UeMOP+sDuId3Zw183W8ixoHWID2Z6V+KQsy5G+1oK9IZn
2NHZgcHF1JKMHsWuKeHxjK95HlAICZHgcgqMjil7xzvBfvr+GNSYL0emFid3LKitC
SSUQ==
ARC-Message-Signature: i=1; a=rsa-sha256; c=relaxed/relaxed; d=google.com; s=arc-20160816;
h=to:subject:message-id:date:from:in-reply-to:references:mime-version
:dkim-signature;
bh=ptFbO7pvi9jiTd37V9TALIUVm7Hst01oAF2UmH4g/8=:
fh=p0NAUNBMjN7o33+kzeKcP8c5aCA0u5naVvN/r5qsbwo=:
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AHVhuL0Ph4uKrkqkYTy6wATWUaTOxazOcQONGGBS0vrN6pzdMlKSHHyrr96wL8GXa6
lq2A==
ARC-Authentication-Results: i=1; mx.google.com;
dkim=pass header.i=@gmail.com header.s=20230601 header.b=DXpu5iWi;
spf=pass (google.com: domain of r0cket.null@gmail.com designates 209.85.220.41 as permitted sender) smtp.mailfrom=r0cket.null@gmail.com;
dmarc=pass (p=NONE sp=QUARANTINE dis=NONE) header.from=gmail.com
Return-Path: <r0cket.null@gmail.com>
Received: from mail-sor-f41.google.com (mail-sor-f41.google.com. [209.85.220.41])
```

Close



Email Deliverability?

Deliverability - is a conditional value that can indicate whether your emails will end up in spam, so whether they have a chance of being read at all.

Insight: Email Server of your recipient decides deliverability of your email - not the recipient

Laws and sins email deliverability from



Pierre Pignault / CEO & Founder



Laws

- Authentication is a must. There is no deliverability strategy that can be implemented without them.
- Blacklists are widely overrated unless you are actually in a big one they mainly don't do much
- Managing your database engagement toward the highest possible level of positive activity is key to keeping good deliverability over time.
- Focus on improving your domain reputation, and things will follow positively
- Try to separate symptoms (going in spam, having a low domain reputation, etc.) from root causes (poor list management, no segmentation, ...)
- Google postmaster should be mandatory for anyone that sends emails
- Open rates are not accurate, but trends are meaningful.

Sins

- Dedicated IPs aren't a magic solution. If you have a deliverability issue on a shared IP, it will only be worse on a dedicated IP.
- Don't micromanage deliverability. Some days are better than others, it's OK. Focus on managing moving average trends.
- Content is very rarely the cause of your issue
- Spam words are a myth
- The promotion tab at Gmail is still the main inbox
- Don't rely solely on Microsoft SNDS insights, which can be inaccurate at times
- Delivery is not the same as deliverability

Laws and sins email deliverability from



Jesse Hernandez / Email Marketing & Deliverability Expert

  Universe Publishing, LearnEmail

Laws

- Proper Authentication
- ESP and Configuration
- Engagement-Driven Workflow
- Consistency
- Monitoring and Adjustments
- Subscriber Engagement
- Patience and Long-term Focus

Sins

- Poor Authentication
- Choosing the Wrong ESP
- Misconfigured Email Infrastructure
- Inadequate Engagement Strategy
- Ignoring Warnings
- Inconsistent Sending
- Impatience and Short-Term Focus



Anastasiia Orlovsk / Account Executive

 GlockApps

Laws

- Using Spammy Language and Tactics
- Ignoring Email Authentication
- Poor Email Testing and Quality Control
- Failing to Monitor Blocklists
- Relying Solely on Images

Sins

- Authenticate Your Domain
- Craft Engaging and Relevant Content
- Check links and images
- Avoid blocklists and spam filters
- Establish a trustworthy sender reputation
- Use a Reliable Email Service Provider (ESP)
- Test Your Emails with GlockApps



Aliaksandr Markau / Chief Product Officer

 Mailpath LLC

Laws

- Split different emails type (transaccional, promotional, notifications) by separated sub-domains
- Avoid sending too many or too few emails. So do it regularly
- Use custom(own) domain (sub-domain) for click and open tracking
- Use link-unsubscribe for most of your email types

Sins

- You don't handle your bounced and complaints email (when the recipient click "This is Spam") button
- You send email to the outdated list
- You send emails via unauthenticated domain (SPF, DKIM, DMARC) Or you have errors in setting up SPF and DKIM records
- You don't regularly review DMARC reports to identify authentication failure and suspicious activities
- You use weak password for your SMTP server. Attackers can guess your password and start sending emails through your server

Laws and sins email deliverability from



Julia Gulevich / Head of Customer Success



Laws

- Set up email authentication records for the sender's domain: SPF, DKIM, and DMARC. Monitor email authentication outcomes and switch to the DMARC 'reject' policy when the DMARC compliance rate is near 100%.
- Warm up a new sender's domain and/or IP address. It's important to start sending emails in small volumes and increase the volume gradually over a week or two until the desired sending volume is reached
- Send to the recipients who gave the consent to receive your emails. Avoid buying, renting or harvesting email addresses on the internet
- Manage the email list properly to avoid sending to invalid email addresses, the recipients who unsubscribed or reported your email as spam
- Send relevant content with a consistent frequency. Consistency in a volume and frequency represents you as a legitimate sender in the eyes of mailbox providers and increases the chance for the emails to land in the inbox
- Create a good email copy as dirty HTML, spelling errors, and spam-like content may lead to the Spam folder placements. Instead of sending a file as an attachment, upload it to your website and include the link in the email
- Test deliverability on a regular basis to be aware of any issues related to your sending infrastructure or email content before the email is sent out to the recipients

Sins

- Sending without permission. Not only is it prohibited by law in a lot of countries, it also leads to user complaints, which, in turn, ruin your sender reputation
- Not authenticating your emails. Missing SPF or DKIM records often lead to the Spam folder placements or rejections
- Changing the sender's email address frequently. If you hop from one email address to another more often than a legitimate sender would normally do, it puts a red flag with mailbox providers
- Using a 'no-reply' email address. By doing so, not only do you not allow the recipient to send a response to you, you also miss user engagement so valued by the mailbox providers when assessing your sender reputation
- Not sending consistently. Sending a high volume of emails after a long period of inactivity looks suspicious to the mailbox providers
- Sending to inactive recipients. If a recipient hasn't opened any email during the last 9-12 months, there is a chance their email address has been turned into a spam trap
- Sending irrelevant content. If you manage different mailing streams and allow people to choose the content they want to receive, respect their choice



Dmitry Vladyko / Marketing Assistant



Laws

- Use email authentication technologies like SPF, DKIM, and DMARC to verify email legitimacy and protect your sender reputation
- Compose engaging, relevant emails that engage with your audience. Avoid capitalization, spammy language, and deceptive subject lines that activate spam filters
- Only send to subscribers who have opted in to receive emails from you. Buying or using unconsented email lists might increase bounce rates and spam complaints
- Keep your email list clean by regularly eliminating inactive or bouncing addresses. High bounce rates and spam complaints can hurt your sender reputation
- Ensure a consistent sending schedule to develop trust with receivers. Subscribers may mark your email as spam if you sent too frequently or in irregular ways
- To maintain a good sender reputation and get your emails into the inbox, regularly evaluate your email practices, follow industry best standards, and adapt to email filtering algorithm updates. Check your emails with GlockApps
- Regularly check if your domain or IP address is listed on email blacklists. GlockApps Uptime Monitor can help you quickly identify and fix blacklist issues

Sins

- If you buy or use third-party email lists without clear agreement, you risk high bounce rates, spam complaints, and lost sender reputation
- Sending emails to recipients without specific consent can lead to spam complaints and harm your sender reputation
- Using misleading subject lines or content might damage your sender reputation
- Sending too many emails too quickly or bombarding subscribers with too many emails can lead to unsubscribes, and spam complaints
- Not testing emails before sending might lead to broken pictures or links. Check your emails with GlockApps before sending them to your list

7 Laws

- 1 Authentication is a must
- 2 Keep Your Email List Clean
- 3 Split Different Email Types by Separated Sub-Domains
- 4 Know your recipient email provider
- 5 Only Send to Subscribers Who Opted In
- 6 Ensure a Consistent Sending Schedule
- 7 Always! Run a test before you hit Send

1

Authentication is a must

- Set up the Email Authentication records correctly (PTR, SPF, DKIM, DMARC)
- Keep an eye on it or use monitors to get an auto-alert when something goes wrong

Authentication is a must

HELO/EHLO check

- It's an Authentication process that last during a handshake between Sending and Receiving servers.
- Your Sending Server must have PTR records with all domains you send from.

Authentication is a must



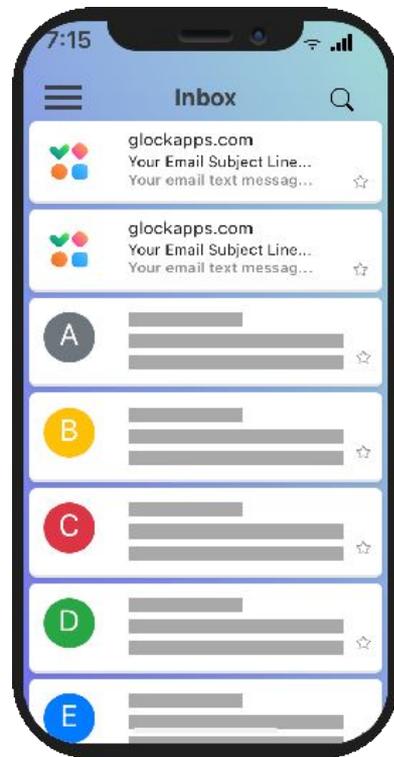
DMARC, DKIM, SPF

Authentication is a must

BIMI

With BIMI, your brand logo appears in the recipient's inbox as an icon, next to messages from your organization.

The icon can also be displayed inside the messages. The recipient email client determines where the icon appears for messages sent with BIMI.



Keep Your Email List Clean



1. Avoid HARD BOUNCE at any cost
2. Remove inactive subscribers
3. Automate this process

Keep Your Email List Clean



HARD BOUNCE

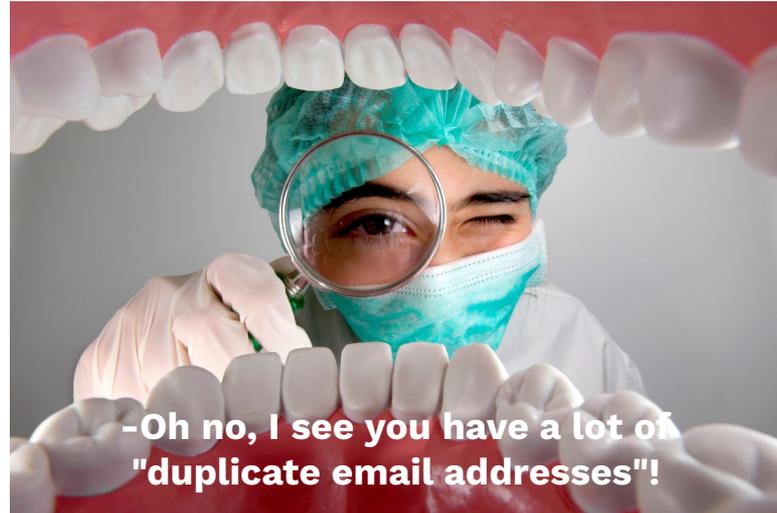
Keep Your Email List Clean

Inactive Subscribers -
first step to HARD BOUNCE

Keep Your Email List Clean

How Often Should You Clean Your Email Lists?

It's like visiting a dentist -
better never come back :)



Split Different Email Types by Separated Sub-Domains

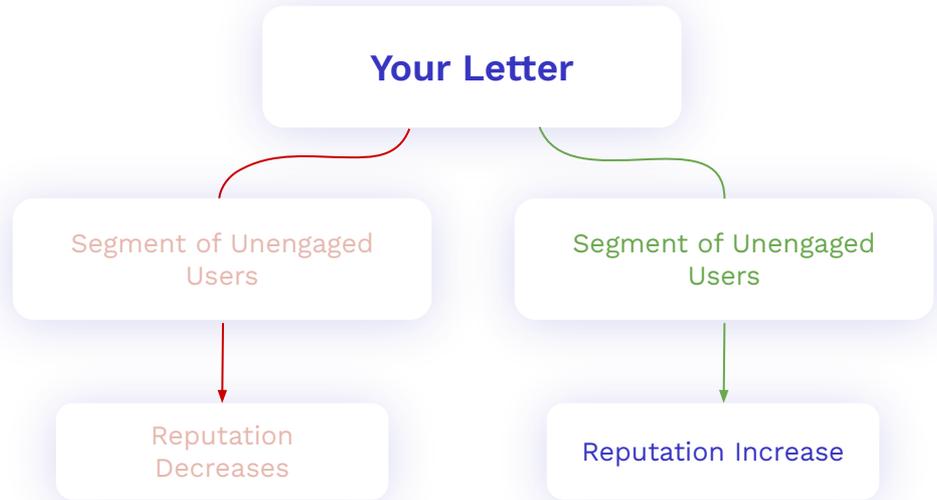
Split Email Types by Sub-Domains



3

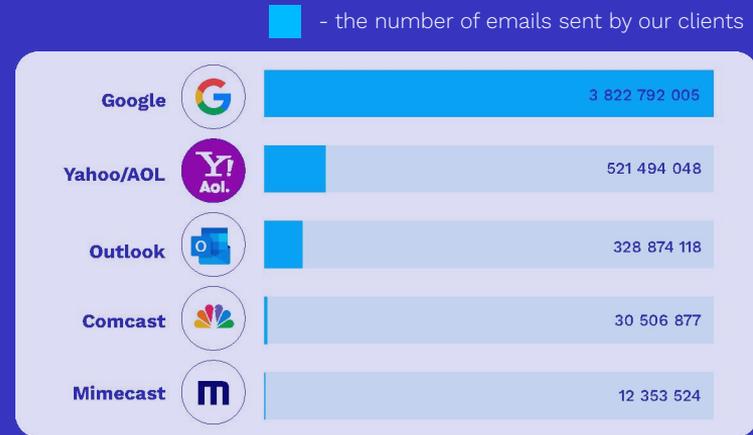
Split Different Email Types by Separated Sub-Domains

Why Use Subdomains?



Know your recipient email provider

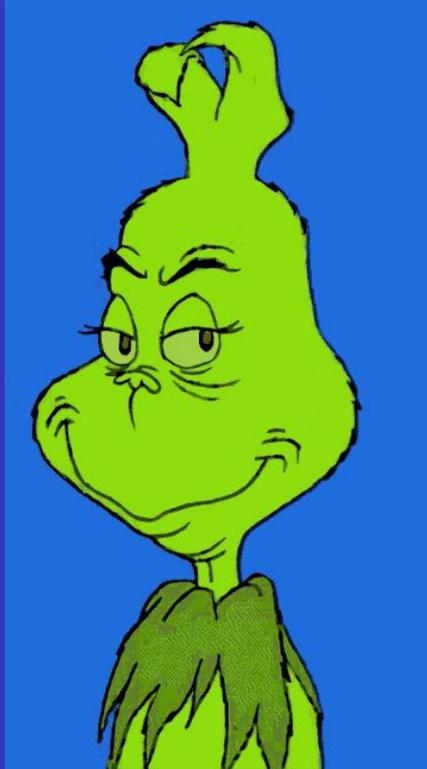
- Segment your recipients by providers
- Avoid sending to B2C and B2B lists in the same campaign



Top-5 most popular email service providers among our clients in 2023

5

Only Send to Subscribers Who Opted In



Ensure a Consistent Sending Schedule

Schedule

Newsletter:

Wed, 10 am

Sales:

Wed, 2-3 pm

Marketing Email:

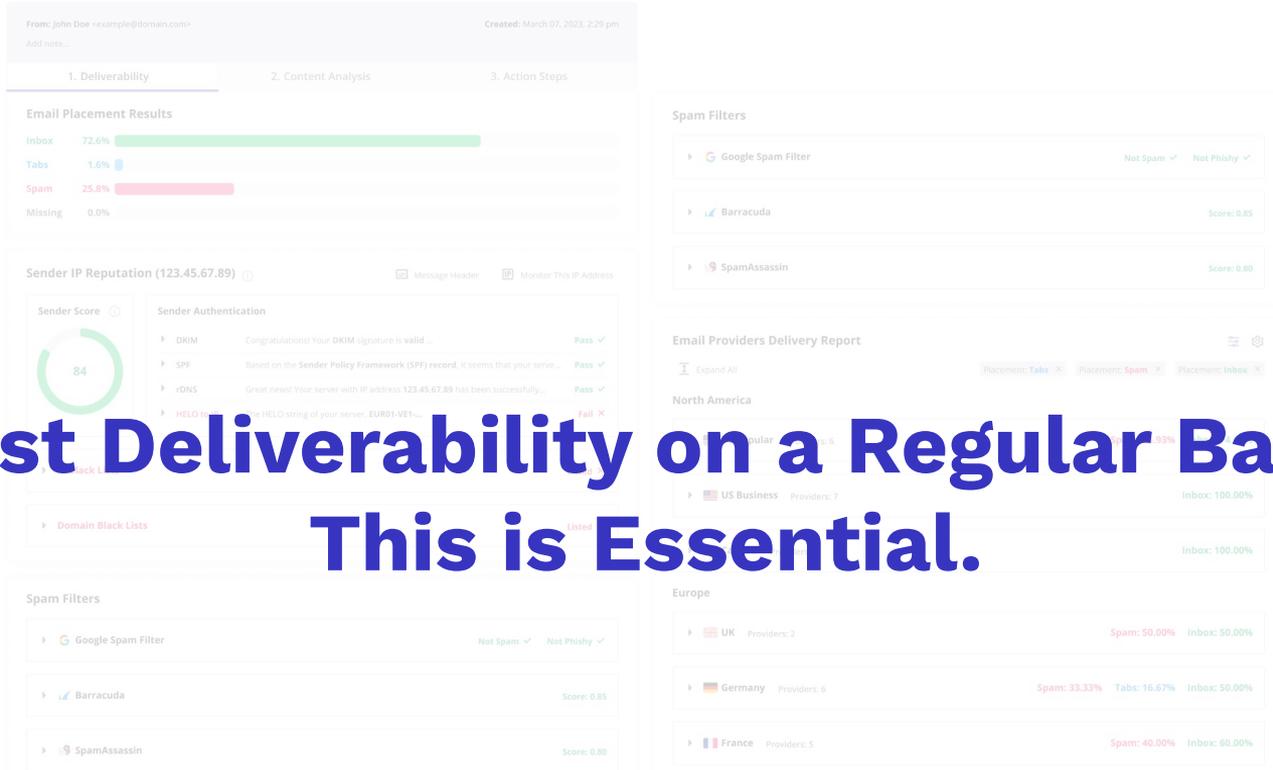
Wed, 4 pm

Product Updates:

Thu, 8-10 am

Announces:

Tue, 8-10 am



**Test Deliverability on a Regular Basis
This is Essential.**



GLOCK APPS

LinkedIn: [GlockApps](#)

Facebook: [GlockApps](#)

Twitter: [@glockapps](#)

Want to learn more?
Checkout our guide below:

