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Which e-mail addresses a business should create: role addresses and personal ones

Business E-mail & Migration

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Which e-mail addresses a business should create: role addresses and personal ones

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The short answer: create two kinds. **Role addresses** (such as `info@`, `sales@`, `support@`) are what customers see and that someone else can take over when a person leaves. **Personal addresses** (`name@`) belong to each person on the team. With the company domain, it is only a matter of creating them.

Role addresses, and when each makes sense

Address	What it is for
`info@` or `hello@`	The general contact, the one to put on the site and on cards.
`sales@`	Quote requests and questions about what you sell.
`support@` / `help@`	For existing customers with problems.
`billing@` / `accounts@`	For invoices and payments, especially if you write to companies: the accountant may be the one reading it.
`hr@` or `careers@`	Applications, if you receive them.
`postmaster@` and `abuse@`	Technical addresses that many e-mail services expect to exist, for warnings of problems. Forward them to someone who reads them.

How to organise them

1. **Create one mailbox per person** (`maria@`), so each can send and receive under their name. See **How to create an e-mail account in cPanel**.

2 **Make the role ones forwards** to one or more people, not separate mailboxes. That way nobody has to open five accounts. See **Mailing lists**.

3 **Reply from the same kind of address** as the one you received on: if they wrote to `sales@`, reply as sales.

4 **Put the same signature on all of them: Signature**.

5 **When someone leaves,** switch to whoever stays and redirect the person's address for a while, instead of deleting it at once.

! **Do not use a free personal address for the business.**
It looks less serious and, if the account is blocked, you lose your contacts. See **Free e-mail or e-mail on your own domain**. And watch out for spam: role addresses get more, because they are in view on the site.

Start with few: a general one and one per person. Create more when volume asks for it. If you want your e-mail account in order, start with the **right login**.

NEED A HAND?

Want help designing your company's addresses? Open a ticket with the number of people and what the company does.

Open a support ticket →

In our plans

Every shared hosting plan has unlimited e-mail accounts, so you can create one mailbox per person and all the role addresses you want. Create each mailbox in cPanel under Email Accounts. For role addresses that only alert people (info@, sales@), use Forwarders in the same section and point them to the mailboxes that should read them; the Statistics sidebar shows how many accounts you have so far.

What does have a ceiling is sending per hour: 100 e-mails on Pro, 200 on Plus, 300 on Ultra. A team that answers customers all day rarely gets near it.

SEE ALSO

- How to create an e-mail account in cPanel?
- Mailing lists in cPanel: one address for a whole group
- Adding a signature to your e-mails: webmail, computer and phone
- Free e-mail address or e-mail on your own domain: what changes for a business

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