

KNOWLEDGE BASE · PUBLIC DOCUMENT

Collecting subscribers and sending a newsletter from a WordPress site

WordPress & CMS

CODE

RLX-AO-KB-1896

VERSION

v2026.10.15

COUNTRY · LANGUAGE

Angola · English

Interweb Angola

RLX Angola, Lda. · Group RLX Holdings

Tax ID (NIF) 500 260 5724 · Commercial registration no. 26464-25/250724

<https://www.meu.interweb.ao/knowledgebase/1896>



The short answer: the site collects the addresses (with a form), but **it should not be the one sending** a message to many people. For that you use a proper sending service, tied to the form by a plugin. That way the messages reach the inbox, the list lives outside the site, and your domain's normal e-mail stays safe.

Who does what

Part	Who handles it
The sign-up form	The site, with a plugin or the sending service's form, on a page or in the footer.
The list of addresses	The sending service, not WordPress. It lives outside the site, with the opt-out included.
The sending	The sending service, with its own delivery system. Not the hosting e-mail.
Consent	You: say what you will send and keep proof that the person agreed: Building an e-mail list legally.
Leaving	Every message carries an unsubscribe link, which works at once.

Step by step

1

Choose a newsletter sending service and create the account, with your name and the company's address.

2

Authenticate the domain (SPF and DKIM) before the first send: **SPF, DKIM and DMARC**.

3

Install the plugin or the code of the form the service offers and put it on a page or in the footer.

4

Write the consent text beside the button (“I want to receive news from... I can leave whenever I want”) and use e-mail confirmation.

5

Send a test to yourself and to a second account, and see whether it reaches the inbox: **How to write an e-mail that does not land in spam**.

Do not send to a list you bought or copied. It brings spam, complaints and can put your domain on a blocklist, which then also affects the company’s e-mail. For the full precautions, see **E-mail marketing without burning your domain**.

For notices tied to the site (an order, a password reset), the site’s SMTP is enough: **Making WordPress send e-mail properly**. For a newsletter to a list, use the sending service.

Want help tying the form to the sending service? Open a ticket with the site’s address.

[Open a support ticket](#)

SEE ALSO

[Building an e-mail list legally: consent, sign-up forms and unsubscribing](#)

[E-mail marketing: doing it properly without burning your domain](#)

[SPF, DKIM and DMARC: why your e-mail lands in spam](#)

[How to write an e-mail that does not land in spam: behaviour, recipients and limits](#)



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SIGN-UPS A DAY

Interweb Angola

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TAX ID (NIF)

500 260 5724

COMMERCIAL
REGISTRATION NO.

26464-25/250724

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