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Email Deliverability: the panel that audits your domain

Delivery & Spam

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Email Deliverability: the panel that audits your domain

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You send a message and it lands in the recipient's spam folder. You send another and it never arrives at all. The natural question is «is something misconfigured?», and cPanel has a screen that answers it without you needing to understand DNS.

It is called **Email Deliverability**, it is under **Email**, and it does one simple thing: it walks through the domains on your account and checks, domain by domain, the signals receiving servers look for before they accept a message from you.

> **This article is about the tool, not about the records.**
> What SPF, DKIM and DMARC are, what they do and how they are written is set out in **SPF, DKIM and DMARC: why your e-mail lands in spam**. Read that one to understand; read this one to use the screen.

What it measures

Signal	What the screen checks
SPF	Whether the domain's DNS zone carries the line saying who is allowed to send on its behalf, and whether that line includes this server.
DKIM	Whether messages leave signed, and whether the key that proves the signature is published in DNS. Without that, the signature is worth nothing at the other end.
Reverse DNS	Whether the IP address your mail leaves from has a name of its own. It is the oldest test receiving servers run, and it has an article of its own: **PTR and reverse DNS**.

Every domain on the account gets its own line and its own status. An addon domain has a line of its own: having the main domain in order does not put the others in order.

When it can repair, and when it cannot

This is the part that saves an argument, and it turns entirely on **where your domain's DNS zone lives**.

Where the zone is	What the screen can do
Here, on our nameservers	**It repairs by itself.** It writes the missing record, or corrects the wrong one, and the line turns green.
Somewhere else, at Cloudflare or at the registrar for instance	**It can only show you.** It has no way of writing into a zone it does not run. It shows you the exact record that ought to be there, and you copy it to wherever the zone lives. To find out where that is: **how to check a domain DNS**.
Reverse DNS	**It never repairs this, and never will.** That record belongs to whoever owns the IP address, which is us, not to the owner of the domain. If the screen flags it, open a ticket.

Two SPF records on one domain is worse than none.
The standard allows exactly one; with two, many receiving servers give up validating and the message ends up worse off than before. This genuinely happens when somebody adds a record instead of fixing the one already there. If the screen repairs it for you, check afterwards that you are left with **one** SPF line, not two.

If you send through other services, read what got written.
A campaign tool, an invoicing system, a form hosted elsewhere: each of those has to be authorised in the SPF record. An automatic repair rewrites the line, and it may leave out what was there. After repairing, read the record and check your other senders are still in it.

What green means, and what it does not

It means	It does not mean
Your domain is telling receivers the right things, and configuration has stopped being the suspect.	It does not promise the inbox. The receiver decides, and they decide on content, on history and on who has complained about you.
The tool looked at DNS just now and found it correct.	It does not stand guard. If somebody edits the zone tomorrow, the screen only notices next time you open it.
The technical part is done.	It does not fix habits. Bought lists, mass advertising and messages with no way out still land in spam with every record green: **how to write an e-mail that does not land in spam**.

Visit this screen at three moments.

When you create the domain, to start clean. After changing nameservers or moving the zone elsewhere, because that is where records get lost. And at the first complaint that a message of yours never arrived, before you suspect anything else.

If the problem is not just spam and mail is neither leaving nor arriving, start with **why your e-mail is not sending or receiving** instead.

NEED A HAND?

Is the screen flagging reverse DNS, or is your zone at another provider? Send us the domain.

Open a support ticket →

SEE ALSO

- **Professional E-mail: the plan and what it includes** →
- **Support Policy: how far our help goes** →

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