

There are a few reasons:

- **Make sure you have added the SPF record correctly, without duplication:**
<https://mailwish.com/guides/which-records-should-i-add-to-make-my-email-working/>
- Add DKIM record(Optional, but may improve deliverability): <https://mailwish.com/guides/how-to-set-dkim-record/>
- Add DMARC record(Optional, but may improve deliverability):
<https://mailwish.com/guides/which-records-should-i-add-to-make-my-email-working/>
- **Check you have inserted the records correctly** with the following tool: <https://mxtoolbox.com/SuperTool.aspx>
- Your domain age is under 30 days.

There is a new policy that Blocks NODs (Newly Observed Domains). The following rules are added to your domain by default(We can't do anything)

- [SEM-FRESH](#) — Domains registered in the last 5 days
- [SEM-FRESH10](#) — Domains registered in the last 10 days
- [SEM-FRESH15](#) — Domains registered in the last 15 days
- [SEM-FRESH30](#) — Domains registered in the last 30 days
- [DAY OLD BREAD](#) — Domains registered in the last 5 days (requires Registration to use their DNSRBL)

Solution: You have to wait for your domain to be removed from the **SEM-FRESH** list. It will be removed automatically.

- Check your account is healthy in **MailWish** and not suspended



My emails going to spam, why? (Including Blacklist possibility)

- **Make sure your domain is not blacklisted:**
Check here <https://mxtoolbox.com/blacklists.aspx>