

How to Prevent Emails from Landing in Gmail's Spam Folder

<https://www.jotform.com/help/404-how-to-prevent-emails-from-landing-in-gmails-spam-folder/>

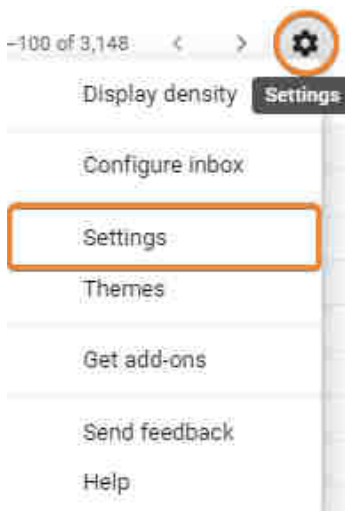
Emails that land in your spam folder are unpredictable. Sometimes they do get in there, sometimes they don't. One of the simple tricks to prevent emails from landing in your spam folder is to ensure that you have the email address (noreply@jotform.com) added in your **CONTACTS**. But, sometimes that's not enough, especially with the email delivery of alerts coming from a website service.

With Gmail, you can prevent this from happening by adding **EMAIL FILTERS**. This will help you to explicitly make a sender, or even with the use of keywords, to put filtered emails to your **INBOX**.

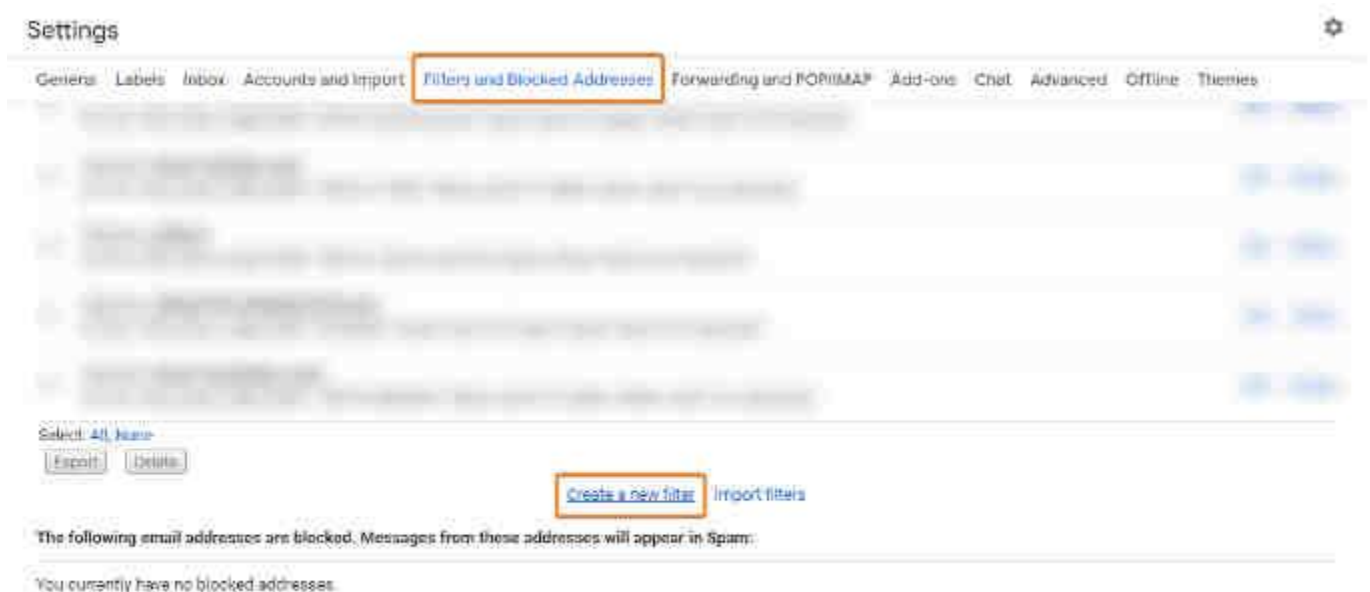
How to set Gmail Spam Filter:

1. Log in to your Gmail account.
2. Click the **GEAR** icon at the top right and then click **SETTINGS**.
3. Go to **FILTERS AND BLOCKED ADDRESSES** and click **CREATE A NEW FILTER**.
4. In the **FROM** section, type the email address of the sender that you want to keep out of your Spam Folder.
5. Click **CREATE FILTER**.
6. Check **NEVER SEND IT TO SPAM** and **ALSO APPLY FILTER TO MATCHING MESSAGES** boxes.
7. Click **CREATE FILTER** again.

Start by logging in to your **GMAIL** account > click the **GEAR** icon at the top right > then **SETTINGS**.



On the **SETTINGS** page, go to the **FILTERS AND BLOCKED ADDRESSES** tab then click **CREATE A NEW FILTER**.



Now, let's force **GMAIL** to not mark emails coming from **noreply@jotform.com** as **SPAM**. Let's create a filter by setting **noreply@jotform.com** in the **FROM** field then proceed by clicking the **CREATE FILTER** link.

Search mail

From: noreply@jotform.com

To: _____

Subject: _____

Has the words: _____

Doesn't have: _____

Size: greater than _____ MB

Has attachment Don't include chats

Create filter Search

Setup your filter upon your discretion but make sure to tick both the **NEVER SEND IT TO SPAM** and **ALSO APPLY FILTER TO MATCHING MESSAGES** checkboxes. Click the **CREATE FILTER** button once you're done.

from:(noreply@jotform.com)

← When a message arrives that matches this search:

Skip the Inbox (Archive it)

Mark as read

Star it

Apply the label: Choose label... ▾

Forward it [add forwarding address](#)

Delete it

Never send it to Spam

Always mark it as important

Never mark it as important

Categorize as: Choose category... ▾

Also apply filter to matching messages.

Note: filter will not be applied to old conversations in Spam or Trash

[Learn more](#) Create filter

Result:

Settings

General Labels Inbox Accounts and Import **Filters and Blocked Addresses**

The following filters are applied to all incoming mail:

Matches: from:(noreply@jotform.com)
Do this: Never send it to Spam

Related article from Gmail: <https://support.google.com/mail/answer/6579>

Now that you have created a filter, what should you do to apply this to a specific label that you defined in Gmail so that you can view all the filtered emails together? Please refer to our blog post to learn [how to label emails in Gmail](#).

This should filter **ALL** emails coming from **noreply@jotform.com** to your **INBOX** and never to your **SPAM** folder. It may help to add **noreply@formresponse.com** in your filter too.