

# Whitelisting Emails

What does it mean to “whitelist” an email?

If you’ve ever heard of “blacklisting”, then “whitelisting” quickly becomes simple concept: it’s essentially the opposite of blacklisting. Whitelisting an email means that you add the specific email or domain to the approved senders list, which tells your server that these emails shouldn’t go to the junk or spam folder. Whitelisting emails is for subscribers and business alike. For subscribers, whitelisting means you stay up-to-date on the brands you care about and more easily engage with their content; for businesses, it means regularly engaging with your subscriber base and knowing that they’re receiving the content you worked hard to produce. Overzealous spam filters can stunt a businesses ability to reach subscribers, but they also affect how a subscriber can stay in the loop.

Knowing how to whitelist an email is key to having access to the information you want. Good news is, the process is incredibly simple.

Whitelist in Gmail, Yahoo, Outlook, and AOL:

Whitelisting is an incredibly simple process that you or your subscriber will only need to do once. It basically comes down to finding a gear icon and adding the email to your contacts or moving it out of spam. We’ll show you how to whitelist an email in Google, Yahoo, AOL, and Outlook.

Gmail:

- Log into your Gmail account in your browser
- In the top right corner on the homepage you’ll spy a gear icon. Click the icon and select "See all settings"
- Click on "Filters and Blocked Addresses" in the top menu
- Select "Create a new filter"
- Add a specific email or a whole domain in the "From" field
  - The “From” field is where you can specify if you want to whitelist an email (ex: goodmorning@domain.com), or you can whitelist the whole domain by only including the at symbol and the domain name (ex: @domain.com).
- Click "Create filter."
- Check "Never send it to Spam" in the checklist
- Click "Create filter" and you’re done!

Yahoo:

If an email suddenly arrives in spam, the easiest way to whitelist it is to search for the email in spam and click "Not spam" at the top of the page to move the email to your inbox. This will permanently whitelist emails, so they'll enter your inbox from then on.

If you'd like to get more technical, you can do the following:

- Open your yahoo account online
- Click the gear icon in the top right corner of the page
- Click "More Settings" below
- Select "Filters" on the left side of the screen
- Select "Add new filters", name the filter, add the email you want to whitelist, then, at the bottom of the page, name the folder you want it to be added to.
  - This will not put the email in your general inbox! This will guide specified emails to a specific folder that you can access from your homepage buy scrolling to the bottom of the menu on the right. If you want an email generally waitlisted, then using the "not spam" button will be your best bet.

Outlook:

- Log into your Outlook account online
- Find the gear icon in the top right corner of the page and select "View all Outlook settings"
- Select "Mail" from the settings menu
- Choose "Junk email" from the submenu
- Select "Add" under "Safe senders and domains"
- Enter the email address that you want whitelisted
- Choose "Save"

AOL

- Log in to your AOL account online
- Open "Contacts" from the left navigation pane.
- Click the "New Contact" icon and add the email address.
- Click the "Add Contact" button
- Done!

I hope this tutorial has been helpful for all of you seeking to gain understanding and knowledge in a free world.