COMPANY EMAIL ALIASES

Alias email: what we found and the plan

Research only, nothing changed. HostGator cPanel + Google Admin + Slack, Oct 6 2026

How alias email works today · HostGator findings · Google Admin findings · Who still uses an alias · Setup options · The plan · How we decide what to delete · Questions for you

TL;DR

- Goal: every alias user can email anyone, inside or outside, and it lands in the inbox. Not bounced, not spam.
- Ross's bounce is confirmed: HostGator thinks it owns emazinggroup.com mail, so anything sent through HostGator to an @emazinggroup.com address dies there with 'No Such User Here'.
- We can do this all in Google. Google's own sending service (SMTP relay) is already turned on in Admin, and Google's email signature is already in DNS for all 3 domains.
- HostGator only does email for us. No website runs there and it doesn't host our DNS, so dropping it later won't break a site.
- Cleanup is big: 205 Google routing rules and 247 HostGator mailboxes, but only about 24 people still use them. 78 rules point at people whose Slack is already deactivated.

How alias email works today (3 pieces)

Piece	What it does	Status
1. Google Admin routing rule	Mail sent TO ross@emazinggroup.com gets rerouted to emazingross@gmail.com	Works. 205 rules exist.
2. HostGator mailbox	Gives the alias a password so personal Gmail can SEND through HostGator	Partly broken. Sends to @emazinggroup.com bounce.
3. Personal Gmail "Send	Adds the alias and makes it the default From address	Mixed. Some users skip HostGator and send straight from Gmail, which fails the domain's

mail as"	sender check and likely lands in spam.

HostGator findings

- **247 mailboxes** across emazinggroup.com (97), emazinglights.com (64), iheartraves.com (56), intotheam.com (26), intotheam.eu (4).
- **Only one holds real mail:** pr@emazinglights.com (1.3 GB). Every other mailbox is under 3 MB, so they're used for the password, not for storing mail.
- **Root cause of the bounce:** Email Routing for emazinggroup.com is set to **Local**. iheartraves.com and intotheam.com are set to **Remote**, which is correct. So today only @emazinggroup.com recipients bounce.
- **5 forwarders**, all old emazinglights.com ones.
- **No websites** point at HostGator. All 3 sites run on Shopify. DNS is at NameSilo (EG) and GoDaddy (iHR, ITAM), not HostGator.
- **Blind spot:** HostGator's "Track Delivery" sending log is turned off on this plan, so I can't see who actually sends through it.
- **Your old link broke** because the session number in it expires. Bookmark **https://gator762.hostgator.com:2083** instead.

Google Admin findings

- **33 paid users** (mix of G Suite Basic and Business Standard).
- **205 routing rules**, the oldest from 2015. 152 send to a personal Gmail and 53 send to another company address.
- **SMTP relay is ON**: only addresses in our domains, login required, encryption required. This is the all-Google sending path.
- **DKIM signing is on** for emazinggroup.com in Admin, and Google keys are in DNS for iHR and ITAM.
- **Dead ends:** some rules point at addresses that no longer exist. For example, julia@iheartraves.com and angel@emazinggroup.com both still forward to Anne's old address.

Who still uses an alias (checked against Slack)

Group	Rules	Meaning

Active in Slack	28 rules, about 24 people	Keep. These are the people the fix is for.
Slack deactivated	78	Former staff. Company mail is still going to their personal Gmail. **Biggest cleanup and security win.**
Not in Slack	46 to Gmail, 39 to company	Role inboxes (ebay@, amazon@, alert@) or old names. You decide each one.

Active: alfredo, aniah, ardie, camille, daina, daryll, dudix (iHR), erika, gabew, gladys, hannah, jackie, jo (all 3 brands), joan, joshn, jun, lem, lynette, mariana (iHR), remie, richard, ross, rue, ryan.

Daina's Google rule is from this month. She has no HostGator mailbox, so her setup isn't finished, which matches your screenshot.

Setup options

	Option	Tradeoff
A	Keep HostGator: flip emazinggroup.com to Remote and move everyone onto HostGator sending	Smallest change, but we keep paying for HostGator and keep 247 passwords.
B (my pick)	All Google: personal Gmail sends through Google's SMTP relay, which is already on	No new cost, and HostGator can go. Needs one company login that each Gmail uses to send. I'd test whether that's safe enough first.
C	All Google: a paid Google account per alias user	Cleanest, and company mail stays in company accounts when someone leaves. Costs about $7 to $14 per person per month (not checked) for about 24 people.

Why B: it meets the goal with tools we already pay for and lets us drop HostGator, which is what you asked for. If the test shows the shared login is a problem, C is the fallback.

The plan

1. **Finish the 4-person test** (Lynette, Dudix, Hannah, Rue). This is our before picture. *Research only.*
2. **Test option B on one person** (Ross): set her Gmail to send through Google's relay, then email all 3 domains plus an outside address and check inbox vs spam. *Needs your OK.*
3. **If it passes, roll it out** to the ~24 active users. I'd send each person a 5-minute step-by-step. *Needs your OK.*
4. **Cleanup, Google:** turn off (don't delete) the 78 rules for deactivated people and the dead-end forwards. Wait 30 days, then delete. *Needs your OK.*
5. **Cleanup, role inboxes:** you mark keep or kill on the not-in-Slack list. I'll build the list.
6. **Retire HostGator email:** save pr@emazinglights.com (1.3 GB) first, then cancel. *Needs your OK.*

How we decide what to delete

- **Delete** if: the person's Slack is deactivated AND no mail has reached the address in 90 days (I'll check Google's email log).
- **Ask you** if: it's a role inbox like ebay@ or alert@, or it still gets mail.
- **Always turn off first** and wait 30 days before deleting, so anything we miss can be switched back on.

Questions for you

1. OK to run the option B test on Ross's Gmail? It changes her send settings, not company settings.
2. Does anyone still log into pr@emazinglights.com on HostGator?
3. When someone leaves, who's supposed to turn off their Google rule? 78 were never turned off.

Generated by Claude, Oct 6 2026. Research only, no settings changed.