

Which Links Are Not Allowed in Emails Sent from systeme.io?

Introduction

Every hyperlink in a newsletter or automation on systeme.io is scanned by **anti-abuse systems** and by Gmail, Yahoo, and Microsoft. Certain link patterns are **not allowed** or strongly restricted because they look like phishing, spam, or reputation abuse. Official help article **3730** defines what you must follow—and breaking the rules can leave campaigns **pending** or pause sending on your account.

This guide lists **prohibited** link types, **risky** practices, and **recommended** alternatives so your mail reaches the inbox.



Official Rules (Article 3730)

systeme.io recommends and enforces the following for links in emails:

1. **Relevance:** Links must be **directly related** to the email content—no bait-and-switch URLs.
2. **Single destination:** Each link must lead to **one landing page**. **Rotating, conditional, or “smart” redirects** that send different users to different pages based on the click are **prohibited**.
3. **No blacklisted domains:** The link’s domain must not appear on **email or security blacklists**.
4. **Domain alignment:** The link domain should **match your sending domain** (same brand root). Example: send from contacts@abc.com → prefer links like <https://www.abc.com/...> or <https://offer.abc.com/...>, not unrelated third-party domains when avoidable.

1. URL Shorteners (Not Allowed)

Link reducers are restricted on systeme.io —including policies aligned with major mailbox providers (e.g. Gmail guidance cited in advanced deliverability help).

Do not use:

- Bit.ly / Bitly
- TinyURL
- Cutt.ly
- Rebrandly, Short.io, t.co-style wrappers, or any service that hides the final URL

Why: Shorteners conceal destination, are abused in phishing, and cause spam-folder placement. Accounts that ignore this may face **suspension of email sending** to protect shared IPs.

Instead: Use full <https://yourdomain.com/path> hyperlinks with clear anchor text (“Download the guide”, “Book your call”).

2. Rotating or Multi-Destination Redirects

Tools that change where a link goes over time, by geography, device, or A/B rotation in a **single URL** violate the **one landing page per link** rule.

- “Smart links” that split traffic across unrelated offers
- Affiliate rotators with one opaque entry URL
- Chains of redirects (link → tracker → tracker → offer)

Instead: Use separate tracked links in systeme.io for each destination, or one stable funnel URL on your domain.

3. Exposed, Broken, and Misleading Links

Even when not explicitly “banned,” these patterns trigger filters and manual review:

- **Exposed raw URLs** with no context (long random strings, suspicious TLDs)
- **Broken links** (404, parked domains, malware-blocked sites)
- **Mismatched anchor text** (“Your bank statement” → unrelated shop)
- **Too many links** in one email (especially stacked affiliate URLs)

Stick to **normal hyperlinks** with honest labels and working HTTPS pages.

4. Blacklisted, Unrelated, or High-Risk Domains

Linking to domains with spam/phishing history hurts **your** reputation on systeme.io.

- Known spam or malware hosts
- Free file hosts used like sketchy download traps
- Domains unrelated to your brand with no clear reason in the copy

Best practice: Primary links should live on **your authenticated sending domain** (funnel pages, blog, checkout on your custom domain connected to Systeme.io).

5. Affiliate and Third-Party Offer Links

Affiliate links are **not automatically forbidden**, but they are **high scrutiny**:

- Must be **relevant** to the message
- Must **not** pass through shorteners
- Should be **limited in number** per email
- Should point to **reputable** programs—not blacklisted redirectors

Prefer driving traffic to **your** landing page first, then one clear outbound partner link if needed.

What Is Allowed (Best Practice)

Link type	Status
Your funnel/sales page on custom domain	✓ Preferred
Your blog, webinar replay, member area	✓ Good
Systeme.io-hosted page with your custom domain	✓ Good
Unsubscribe / preference links (platform)	✓ Required
File delivery via link (not huge attachment)	✓ Recommended over attachments
Bitly, TinyURL, Cutt.ly	✗ Not allowed
Rotating smart redirect URL	✗ Prohibited
Blacklisted or broken domain	✗ Risk / block

What Happens If You Violate Link Rules?

- Newsletter status **Pending** while content is reviewed
- Send **blocked** with explanation from support
- **Email privileges suspended** on repeat or serious abuse (per advanced deliverability policy)

- Worse placement in Gmail **Promotions** or **Spam** for all users on shared infrastructure

Rules exist to protect **every** systeme.io sender—not only your account.

Pre-Send Link Checklist

1. Replace every shortener with a **full URL on your domain**.
2. Click each link in preview—confirm **one stable destination**.
3. Confirm sender domain is **authenticated** and matches primary links.
4. Keep link count **low** (one main CTA + footer).
5. Remove unrelated or expired partner URLs.
6. Use **https** only; fix mixed or broken redirects.

Frequently Asked Questions

Bitly allowed?

No—use full URLs on your domain.

Smart / rotating links?

No—one destination per link.

Domain must match sender?

Strongly recommended for optimal deliverability.

Penalty?

Pending send, block, or suspension.

Affiliate links?

Sparingly, relevant, never shortened.

Related Resources

- [How to Improve the Deliverability of My Emails \(Advanced Tips\)](#)
- [Why Do My Emails End Up in the Spam Folder?](#)
- [How Can Phishing Impact Your Marketing Emails?](#)
- [How to Authenticate Your Domain Name for Email Sending](#)

Build emails in systeme.io with **transparent, on-brand links**—not hidden redirects.

Last updated: July 3, 2026