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SMTP Relay for agencies and developers: many client sites, each with its own credential

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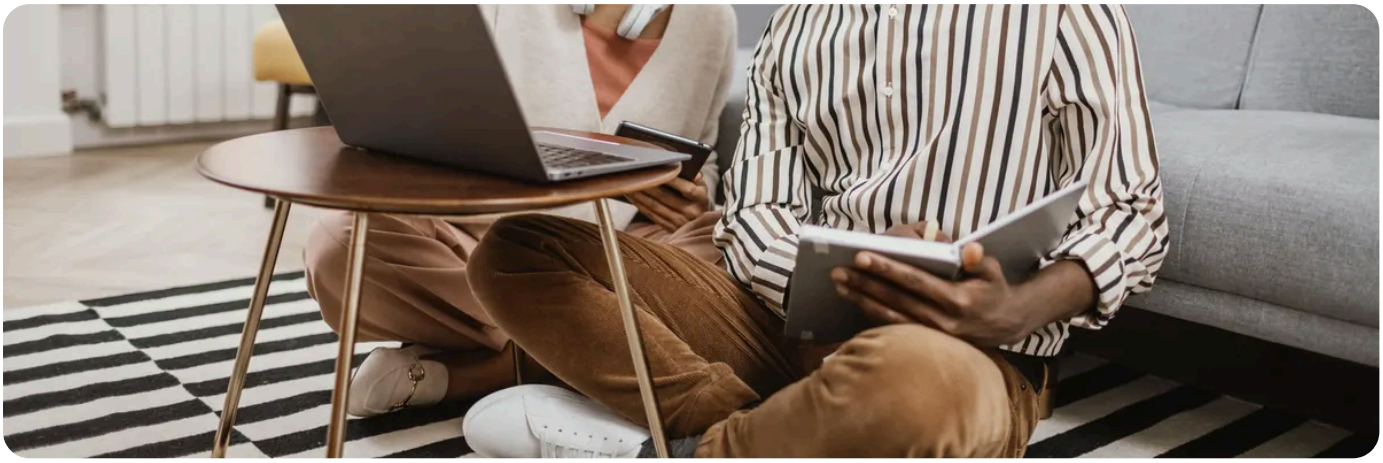
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SMTP Relay for agencies and developers: many client sites, each with its own credential

E-mail Created on **November 13, 2026** 2 min read



The short answer: if you build and maintain websites for clients, you can connect all of them to SMTP Relay with **one credential per site**, named after the client, and **one verified domain per client**, so each sends from its own address. When a client leaves, you revoke their credential and the others never notice.

Organising by client

What	How
Credentials	One per site or system, with the client and project name: `Sun Bakery, website` , `North Clinic, bookings` .
Domains	Each client sends from their own domain, verified in the Email Center. Never from the agency domain.
Sender	An address on the client domain, with their name as the From name.
Log	Search by recipient or by domain when a client asks about an e-mail.

Verifying a client domain

1. **Add the domain** in the Email Center.
2. **Put the records in the DNS:** if you manage the client DNS, you do it yourself; if not, send them the list of records and ask whoever manages the DNS to add them.
3. **Mind the SPF:** if the client already has e-mail on the domain, you merge into the existing SPF, never create a second one. See **a single SPF record**.

4 **Ask for the verification** and only then change the details on the client site.

Before you start: who pays and who sees

You can connect client sites to your account, or each client can have their own. Decide first: on your account, the agency pays for the sends and sees everyone log; on the client account, they pay and see only their own, and the agency works with whatever access they give you. If you resell hosting, see also **reseller hosting**.

Can one client sending spam hurt the others?
Each sends from their own domain, but it is your account that answers for all of them. With one credential per site, the log shows straight away where the problem comes from and you can cut off just that site.

The developer hands over the project and leaves?
Revoke the credentials they used and create new ones. See **one credential per program**.

RECOMMENDED

Managing websites for several clients? Tell us how many e-mails they send each month in total, and we will prepare a proposal for the agency.

Ask for a proposal →

SEE ALSO

- One SMTP credential per program: naming, organising and revoking only the one you stop using →
- Which sender addresses SMTP Relay accepts: verified domains, several domains, name and Reply-To →
- A domain that already has mailboxes: adding SMTP Relay with a single SPF record →
- The program says sent, the customer got nothing: finding SMTP e-mails in the Email Center log →
- How SMTP Relay is priced: paying per e-mail sent, volume discounts and asking for a proposal →

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