I've been down the deliverability rabbit hole testing out different things for years now.

Here are the steps I'd recommend:

1. Check that you have SPF, DKIM, and DMARC setup correctly in your DNS. To check you can use a tool like https://dmarcian.com/
2. Check your domain with: https://mxtoolbox.com/SuperTool.aspx?action=blacklist
3. Put the source code of one of your transactional emails into this tool and see if anything is setting off spam filters: https://spamcheck.postmarkapp.com/
4. Send a test email to https://glockapps.com/ and it will tell you which inboxes you're having a problem with and suggestions on how to correct them. (First 3 tests are free)
5. Setup a brand new gmail inbox and send a transactional email to it. Don't touch/click anything in this account, just see where the email lands. If you leave this account completely untouched you'll always get an accurate view of where your email will fall in a gmail account.

After doing all of the above here are the action steps to take:

1. If your SPF, DKIM, or DMARC are not set up correctly, fix these first. Also make sure your DMARC record is set to p=none. This will make sure none of your emails are being rejected.
2. If your domain is on a number of blacklists, go to each one and submit to be removed from those blacklists. This usually just requires you to put in an IP address or domain name.
3. Any content in your email that is causing a spam trigger, remove it.
4. Follow any recommendations from the glockapps.com report
5. If you are still landing in the gmail spam after doing 1-4 it might be something else to do with your email.

A few things that I've found cause emails to go to spam:

1. Sender name
2. Sender address
3. Subject line
4. Spam word in the body copy
5. Tracking link domain (i.e. try turning off link tracking or remove all links from the email)
6. Sending domain
7. Using images that are too big

A good way to sort this out is by sending your email to that gmail account you created, but with only the top half of the body copy in it.

If it goes to the inbox you know there is a problem in the second half of your copy.

If it still goes to spam try again with the lower half of the body copy.

Doing this over and over you can eventually figure out what part of the email is causing your emails going to spam.

If after all this, you're still going to spam, try sending from a different domain that you've owned for at least 30 days. If this fixes it, you may need to look at repairing your domain reputation or just sending from a different domain that's a variation on your existing domain.

Most of the time I've helped clients with this it's some stupid link or word in their emails that's causing this to happen. On rare occasions it's the domain, so worry about that last.

Want to learn more email marketing strategies? Visit: https://yourloyaltribe.com/blog/