

Is businessday.ng legit? TrustSniffer's high-trust assessment: 100/100

businessday.ng

Verdict

100

OUT OF 100

HIGH TRUST

businessday.ng appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-08-13 by automated analysis. Classification confidence 70%.

What this site appears to be

BusinessDay-style Nigerian business news site. Contains news articles, opinion, subscription (premium) prompts, and a detailed consent/TCF vendor list for advertising. No evident credential-harvesting forms or high-risk financial solicitations in the captured content.

Evidence status and limitations

- Evidence completeness: UNKNOWN
- The real-world operator identity was not independently verified.
 - Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	7.6 years old Registered history	CLEAR
Web archive	Archived since 2019 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by WE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- Public web-archive history exists since 2019.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

BusinessDay.ng is a Nigerian business-news and media publisher presenting coverage of companies, markets, the economy, banking, agriculture, aviation, maritime affairs, real estate, opinion, and related business services. Its apparent model combines advertising, third-party advertising technology, optional premium subscriptions, conferences, and other publisher-led services.

Scam/Impersonation Risk

No contradictions were observed. The site presents a coherent news-and-media proposition, with no detected brand-impersonation, phishing, credential-harvesting, or high-risk financial-solicitation pattern in the captured content. External reputation checks found no malicious or suspicious detections, no blacklist hit, and no reported abuse associated with the observed content-delivery infrastructure. The site's dynamic advertising and consent-management activity produced some script, network, and page-mutation observations, but these were not accompanied by hidden forms, password-exfiltration forms, wallet-drainer behavior, clipboard manipulation, or cloaking; in context, they are more consistent with a complex advertising-supported publisher than with an impersonation scheme.

EVIDENCE

- Domain continuity records indicate an age of approximately 7.59 years.
- Web-archive records show 5,000 snapshots from 2019-01-10 through 2022-02-02, spanning 4 tracked years.
- External reputation results recorded 0 malicious detections, 0 suspicious detections, and no blacklist hit; the site ranked 33005 in the cited traffic dataset.
- The homepage contains substantial news content and navigation, while form analysis detected 0 forms, no sensitive form, no hidden form, and no external password form.

Regulatory Verification Notes

The site provides an institutional publisher structure through About Us, Our Board, Our Management, and Our Profile pages. The captured content does not present a financial-services license or registration number; for this apparent media and subscription business, that is a disclosure item to clarify for any regulated or payment-related engagement rather than evidence of a scam. The operator's real-world identity is not independently verified, so the available evidence supports an established, apparently legitimate website without proving the identity of the underlying legal entity. No matching broker signal was returned in the available third-party context.

EVIDENCE

- The homepage identifies the service as “Business News Nigeria | Daily Updates | Nigerian News” and exposes publisher sections including Companies, Markets, Economy, Banking, Agriculture, Aviation, Maritime, and Real Estate.
- The site’s transport encryption uses a DV certificate issued by WE1, valid to 2026-10-02.
- The page includes About Us, Our Board, Our Management, and Our Profile navigation entries.
- The publisher’s advertising model includes a detailed consent and vendor-list presentation for advertising activity.

What to Verify Next

Before credential or payment interactions, an independent check should connect the publisher to the legal entity responsible for the service, confirm the applicable terms and return or cancellation provisions for premium products and events, and ensure that payment protections are available. Official contact channels should also be confirmed through an independently obtained business source or offline route rather than relying solely on contact details reached through the site.

EVIDENCE

- The homepage exposes distinct “Login / Signup,” “Log In,” and “Sign Up” pathways that warrant confirmation as part of account-access review.
- The homepage presents a “Go Premium” pathway, making subscription terms, cancellation rights, billing identity, and payment protections relevant verification points.
- The site presents publisher-led services including BD Conferences, BD Foundation, BusinessDay Intelligence, and Adverts & Rates, creating separate commercial surfaces for identity and contracting checks.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate website and supports a high-trust, low-risk posture with no observed scam or impersonation contradiction. The principal qualification is that the real-world operator identity remains independently unverified.

Infrastructure Integrity

The website is protected by Cloudflare’s CDN and WAF, and all observed addresses were CDN edge servers rather than identified origin infrastructure. This provides a meaningful exposure-mitigation layer, although protective hosting alone does not establish legitimacy.

EVIDENCE

- Hosting is provided through AS13335, CLOUDFLARENET — Cloudflare, Inc., US.
- The infrastructure record contains 6 observed edge IP addresses and 0 likely origin IP addresses.

Closing Assessment

Ordinary use is proportionate to the available risk posture, subject to the independent merchant-identity, contractual, and payment-protection checks described above before credentials or payments are submitted.

Written analysis generated 2026-08-13 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	UNVERIFIED
Identity score	30/100
Identity verification confidence	50%

- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of businessday.ng.

- The request stayed on businessday.ng. It was not redirected to another domain. CLEAR
- The earliest public archive of this site is from 2019-01-10. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Not available
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:20::ac43:4aa2
Name servers	Not available
SSL issuer	WE1
SSL expiry	2026-10-02
Domain age	7.59 years (continuous registration)
Domain expiry	Not available
Archive first seen	2019-01-10
Archive snapshots	5000
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about businessday.ng at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/businessday.ng> · assessed 2026-08-13