

Is echo-news.co.uk legit? TrustSniffer's high-trust assessment: 100/100

echo-news.co.uk

Verdict

100

OUT OF 100

HIGH TRUST

echo-news.co.uk 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 2026-08-03 by automated analysis. Classification confidence 75%.

What this site appears to be

Homepage of the Southend Echo, an established Newsquest-owned local newspaper covering South Essex news, emergencies, crime, sport, events, business, traffic, and national stories. It promotes subscriptions, newsletters, classifieds, and advertising while publishing clear ownership, address, regulatory, and editorial-contact information.

Evidence status and limitations

Evidence completeness: UNKNOWN

- 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	21 years old Registered history	CLEAR
Web archive	Archived since 2006 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by GeoTrust TLS RSA CA G1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2006.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is the established digital edition of the Southend Echo, presenting local journalism on South Essex news, crime, emergencies, transport, business, sport, and events through an audience-funded and commercial publishing model.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing activity, or other fraud indicators were observed. The site's Newsquest identity is consistent with its long-established domain provenance, extensive historical continuity, substantial global traffic presence, and clean external threat reputation. These converging signals support the assessment that it is the authentic Southend Echo website.

- The domain was registered on 6 February 2006 and is approximately 20.5 years old.
- The domain has 5,000 archive snapshots spanning 21 April 2006 to 14 November 2021, covering 16 tracked years with no gap exceeding one year.
- External reputation checks recorded 0 malicious and 0 suspicious detections, no phishing finding, no external threat listing, and no reported infrastructure abuse.
- The homepage identifies itself as "South Essex News, Sport, Events – Southend Echo," with no detected brand-impersonation indicators, hidden forms, or sensitive credential forms.

Regulatory Verification Notes

The homepage clearly identifies Newsquest Media Group Ltd as the operator and provides corporate registration information, an address, editorial standards, policy information, and editorial contact routes. This is an appropriate disclosure profile for an established local newspaper; the site does not present itself as a financial broker or other business requiring the financial-services licensing analysis applicable to investment platforms. Its transport and hosting arrangements provide additional technical assurance without substituting for the published corporate disclosures.

- The homepage publishes the operator's legal name, registered-company details, address, editorial standards, and relevant policy information.
- The domain is registered through Newsquest Media Group Limited trading as Newsquest Digital Media, with registration valid until 6 February 2028.
- The site is served from AS8075, operated by Microsoft Corporation in the United States.

- The site's transport encryption uses a DV certificate issued by GeoTrust TLS RSA CA G1, valid until 13 November 2026.

What to Verify Next

For paid subscriptions or advertising purchases, prospective customers may confirm the applicable price, renewal, cancellation, and refund terms at checkout and retain the transaction record. Organizations relying on published reporting should also review the stated editorial and complaints procedures. Any unusual payment or account request can be confirmed through an independently accessed corporate contact channel.

- The homepage offers digital subscriptions and access to a digital edition.
- The homepage provides advertising-booking, classified-listing, jobs, cars, homes, and public-notice services.
- The homepage publishes editorial-contact and policy routes suitable for confirming complaints or corrections.
- The observed homepage contained no sensitive form, external password form, wallet-connect mechanism, clipboard manipulation, or cloaking behavior.

Summary Verdict

This is a legitimate, established, and trustworthy local-news website. Its identity, operating model, historical presence, technical posture, and external reputation align without contradiction, supporting normal interaction, including account login and standard use.

Infrastructure Integrity

The site uses a trusted CDN/WAF arrangement in which the observed address was an edge server and the origin was not exposed. This reduces direct origin-server exposure and is a useful protective control, although infrastructure protection alone is not evidence of organizational legitimacy.

Closing Assessment

Prospective users may use the website normally, applying routine care to payment terms and unexpected account communications.

Written analysis generated 2026-08-03 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 echo-news.co.uk.

- The request stayed on echo-news.co.uk. It was not redirected to another domain. CLEAR
- Registration is published under Newsquest Media Group Limited t/a Newsquest Digital Media [Tag = NEWSCOMM]. CLEAR
- DNS for this domain is served by azure-dns.com, across 4 name servers. NOTED
- The registration is paid up to 2028-02-06. CLEAR
- The earliest public archive of this site is from 2006-04-21. CLEAR
- It is hosted on MICROSOFT-CORP-MSN-AS-BLOCK, from a server in US. NOTED

Domain intelligence

Registrar	Newsquest Media Group Limited t/a Newsquest Digital Media [Tag = NEWSCOMM]
Hosting	MICROSOFT-CORP-MSN-AS-BLOCK - Microsoft Corporation, US
Country	US
Server IP	20.90.133.1
Name servers	ns1-03.azure-dns.com, ns2-03.azure-dns.net, ns3-03.azure-dns.org, ns4-03.azure-dns.info
SSL issuer	GeoTrust TLS RSA CA G1
SSL expiry	2026-11-13
Domain age	20.5 years
Domain expiry	2028-02-06
Archive first seen	2006-04-21
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 echo-news.co.uk 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.