

Is emkwolff.com legit? TrustSniffer's high-trust assessment: 75/100

emkwolff.com

Verdict

75

OUT OF 100

HIGH TRUST

emkwolff.com 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 2026-08-21 by automated analysis. Classification confidence 50%.

What this site appears to be

Personal beauty and lifestyle blog (Emily Wolff) featuring makeup tips, product reviews, lifestyle posts and recipes. Social links visible; content-centric with no obvious transaction flows or credential collection.

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.

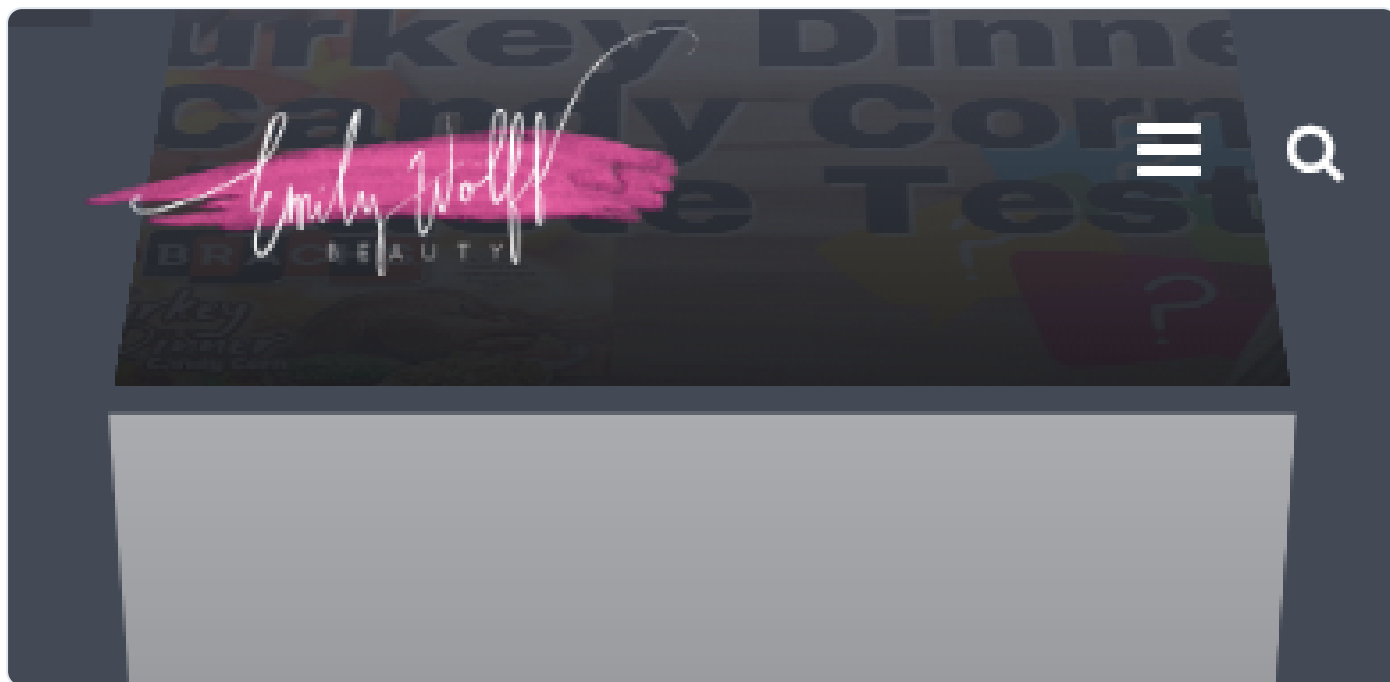
At a glance

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	29% confidence AbuseIPDB, 14 reports; shared hosting inflates reports	CLEAR
Domain age	9.4 years old Registered history	CLEAR
Web archive	Archived since 2018 Public history exists	CLEAR
Certificate	Encrypted connection Issued by WE1	NOTED

The page as captured

<https://emkwolff.com/>



What emkwolff.com served when TrustSniffer captured it on 2026-08-21. The page may look different now.

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- Public web-archive history exists since 2018.
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

This website is a personal beauty and lifestyle blog presented under the name Emily Wolff, offering makeup guidance, product reviews, travel and lifestyle writing, recipes, and related editorial content. Its apparent business model is content publishing, with possible advertising, affiliate, or sponsored-post monetization rather than direct financial or transactional services.

Scam/Impersonation Risk

No phishing, impersonation, blacklist, malicious-content, or conflicting-identity indicators were observed. The homepage and available interaction testing show an editorial site without login forms, sensitive data collection, wallet functions, or financial solicitation. A third-party abuse signal concerns a shared content-delivery IP associated with WPEngine; because the attribution is to shared infrastructure rather than the website's content or operator, it does not establish site-level abuse.

EVIDENCE

- The homepage presents makeup, beauty, travel, lifestyle, recipe, and product-review content and contains no login or sensitive form.
- The site's behavior testing recorded no hidden forms, password-external forms, wallet activity, clipboard hijacking, or cloaking.
- The external reputation record contains 14 abuse reports for a shared WPEngine content-delivery IP, with no confirmed site-level malicious or phishing finding.
- The domain registration record shows creation on 2017-03-17 and an age of 9.43 years; archive records show 50 snapshots spanning 2018–2026, covering 9 tracked years.

Regulatory Verification Notes

The available evidence is consistent with an established, apparently legitimate personal blog, but it does not independently verify the real-world operator. The About content provides a personal author description for Emily Wolff, while the site does not present a corporate entity, financial-service license, or registration number. Given the stated editorial business model, this is a transparency consideration rather than evidence of wrongdoing; any commercial affiliate or sponsored activity should be assessed against the disclosures actually displayed on relevant posts. The registration record names GoDaddy.com, LLC as registrar and shows privacy administration through Domains By Proxy, LLC, which is an administrative arrangement rather than an identity contradiction. No matching broker-reputation record was identified.

EVIDENCE

- The About page describes Emily Wolff as a writer and makeup enthusiast living in East Tennessee.
- The homepage links to Facebook, Twitter, YouTube, and Instagram accounts.
- The domain is registered through GoDaddy.com, LLC; the record lists Domains By Proxy, LLC for private registration.
- The site is served on AS209242, identified as CLOUDFLARESPECTRUM – Cloudflare London, LLC, US; its TLS certificate is issued by WE1 at DV validation level and is valid through 2026-11-12.

What to Verify Next

Before credentials or payments are introduced into any future commercial interaction, independently confirm that the relevant social profiles and contact routes belong to the same publisher, review any affiliate or sponsorship disclosures on individual posts, and confirm the merchant identity, return terms, and payment protections of any external retailer reached through the site. For ordinary content consumption, the available evidence supports normal low-risk browsing.

EVIDENCE

- The About page supplies the publisher attribution that should be matched against independently accessed social profiles.
- The Contact page is the site’s designated communication route and should be corroborated through an independent channel before sensitive exchanges.
- Product-review pages should be checked individually for commercial-relationship and sponsorship disclosures before relying on recommendations.

Summary Verdict

The overall posture is **high trust and low risk**, and the available evidence is consistent with an established, apparently legitimate website. The site presents no observed contradiction associated with phishing, impersonation, malicious behavior, or conflicting legal identities, although the operator’s real-world identity is not independently verified.

Infrastructure Integrity

The website is protected by Cloudflare CDN/WAF infrastructure, with observed traffic terminating on Cloudflare edge servers under AS209242 and no origin candidate identified in the analysis. This is a meaningful exposure-mitigation measure, but protective infrastructure alone is not proof of legitimacy.

Closing Assessment

Routine browsing is proportionate; before any credential or payment interaction, ordinary independent checks of the relevant identity, terms, and payment protections should be completed.

Written analysis generated 2026-08-21 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Signals weighed against the site

- AbuseIPDB: 14 reports on hosting IP 141.193.213.21 (WPEngine, Inc., Content Delivery Network), 29% confidence. The reports are attributed to shared infrastructure, not specifically to this website.

Identity verification

Status	LIKELY
Identity score	80/100
Identity verification confidence	40%

- Trusted social count=4

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 emkwolff.com.

- The request stayed on emkwolff.com. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-03-17. NOTED
- The earliest public archive of this site is from 2018-08-08. CLEAR
- It is hosted on CLOUDFLARESPECTRUM, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	CLOUDFLARESPECTRUM - Cloudflare London, LLC, US
Country	US
Server IP	141.193.213.21
Name servers	DAN.NS.CLOUDFLARE.COM, LADY.NS.CLOUDFLARE.COM
SSL issuer	WE1
SSL expiry	2026-11-12
Domain age	9.43 years (continuous registration)
Domain expiry	2027-03-17
Archive first seen	2018-08-08
Archive snapshots	Not counted (archive lookup incomplete)
Reputation	VirusTotal: 0 flagged AbuseIPDB: 29% confidence, 14 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about emkwolff.com 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.