

Is hatena.blog legit? TrustSniffer's high-trust assessment: 97/100

hatena.blog

Verdict

97

OUT OF 100

HIGH TRUST

hatena.blog 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 2026-08-11 by automated analysis. Classification confidence 70%.

What this site appears to be

Japanese multi-author blogging platform homepage showing featured posts, categories, and links to paid article features and community content. No obvious high-risk or deceptive financial offers present.

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	9.8 years old Registered history	CLEAR
Web archive	Archived since 2024 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by Amazon RSA 2048 M04	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 2024.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Hatena Blog is a Japanese multi-author blogging and publishing platform that presents featured posts, topic categories, community content, and tools for creating free blogs. Its apparent business model combines user-generated publishing with paid subscriptions, premium features, paid articles, and advertising or affiliate revenue.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents an ordinary blogging and publishing service rather than deceptive financial offers, and the reviewed content showed no phishing, brand-impersonation, hidden-form, wallet, or malicious-behaviour indicators. External reputation checks found no malicious or suspicious detections or blacklist hits, supporting a low scam and impersonation risk assessment. The domain is apparently established, although the real-world operator identity remains independently unverified.

EVIDENCE

- The homepage is classified as a blog and publishing platform, with featured articles, categories, community functions, and free blog creation.
- The domain was registered on 2016-11-10 and is approximately 9.76 years old.
- The web archive records 5,000 snapshots spanning 2024–2024, representing 1 year tracked; this supports captured continuity but does not establish the full age of the domain.
- The homepage behaviour review recorded no cloaking, hidden forms, wallet activity, clipboard hijacking, or brand-impersonation indicators.

Regulatory Verification Notes

The available evidence is consistent with an established, apparently legitimate consumer publishing service, not a regulated financial provider. No financial-services license or registration claim is presented in the reviewed site material; for this business model, that is a disclosure and verification matter rather than evidence of deception. The operator’s real-world identity is not independently verified, so the site’s apparent legitimacy should not be treated as proof of a particular legal entity. Registration through Automattic Inc. and mainstream hosting and TLS infrastructure provide supporting technical context, but neither independently establishes legal ownership.

EVIDENCE

- The domain registrar is Automattic Inc.
- The site is hosted on AS16509, Amazon.com, Inc., US.
- TLS is provided by Amazon RSA 2048 M04 at DV validation level and is valid through 2026-12-25.
- The reviewed site material contains no stated license authority or license number.

What to Verify Next

Before credential or payment interactions, an independent check should connect the site’s published operator details with a reliable corporate or business registry. Commercial use should also be preceded by review of the applicable terms, cancellation or refund provisions, and available payment-protection arrangements, particularly where paid content or subscriptions are involved.

EVIDENCE

- The operator identity is not independently verified by the available evidence.
- The site's commercial terms and payment protections are the relevant documents for confirming the conditions of paid use.
- Contact and support channels should be confirmed through independently sourced information before they are relied upon for account or payment matters.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate website with a high-trust, low-risk posture. No scam, phishing, impersonation, or other contradictory signals were identified, while the remaining uncertainty concerns attribution of the real-world operator rather than evidence of malicious activity.

Infrastructure Integrity

The website is protected by AWS CloudFront CDN/WAF infrastructure. All four observed addresses are CDN edge servers, including 52.85.154.10, 52.85.154.101, 52.85.154.19, and 52.85.154.37 on AS16509; the origin server was not observable in this analysis. This architecture mitigates direct origin exposure and is a supporting security control, not proof of legitimacy.

Closing Assessment

Normal browsing and ordinary platform use are proportionate to the assessed posture; account or payment actions should follow the stated independent identity, terms, and payment-protection checks.

Written analysis generated 2026-08-11 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	25%
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 hatena.blog.	
- The request stayed on hatena.blog. It was not redirected to another domain. CLEAR - Registration is published under Automattic Inc.. CLEAR - DNS for this domain is served by awsdns-46.org, across 4 name servers. NOTED - The registration is paid up to 2026-11-10. NOTED - The earliest public archive of this site is from 2024-03-12. CLEAR - It is hosted on AMAZON-02, from a server in US. NOTED	
Domain intelligence	
Registrar	Automattic Inc.
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	52.85.154.37
Name servers	ns-1393.awsdns-46.org, ns-2007.awsdns-58.co.uk, ns-466.awsdns-58.com, ns-733.awsdns-27.net
SSL issuer	Amazon RSA 2048 M04
SSL expiry	2026-12-25
Domain age	9.76 years (continuous registration)
Domain expiry	2026-11-10
Archive first seen	2024-03-12
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 hatena.blog 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/hatena.blog> · assessed 2026-08-11