

Is heyshops.co.za legit? TrustSniffer's high-trust assessment: 90/100

heyshops.co.za

Verdict

90

OUT OF 100

HIGH TRUST

heyshops.co.za 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 2026-08-01 by automated analysis. Classification confidence 70%.

WHAT THIS SITE APPEARS TO BE

HeyShops.co.za is a South African directory for finding shops and other local businesses by category and location, featuring city rankings, newly opened shops, maps, and owner listing options.

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           | <div>None flagged it</div> <div>VirusTotal</div>                              | <div>CLEAR</div> |
| Google Safe Browsing      | <div>Not listed</div> <div>Google</div>                                       | <div>CLEAR</div> |
| Abuse reports on the host | <div>0 reports</div> <div>AbuseIPDB; shared hosting inflates this count</div> | <div>NOTED</div> |
| Domain age                | <div>11 years old</div> <div>Registered history</div>                         | <div>CLEAR</div> |
| Web archive               | <div>Archived since 2015</div> <div>14 snapshots</div>                        | <div>CLEAR</div> |
| Certificate               | <div>Encrypted connection</div> <div>Issued by WE1</div>                      | <div>NOTED</div> |

## The page as captured

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No screenshot is retained for this report.

## Key findings

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- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2015.
- No flags from the reputation services TrustSniffer consulted at assessment time.

## Full analysis

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### Overview

HeyShops.co.za is a South African local-business directory that helps visitors discover shops and other businesses by category, location, map, city ranking, and newly opened listings, with options for business owners to submit listings.

### Scam/Impersonation Risk

No contradictions, phishing indicators, brand impersonation, or confirmed blacklist findings were observed. The homepage presents a coherent informational directory model, identifies South African locations and business categories, and does not request financial returns, promote investment products, or process purchases. Its substantial public listing content and consistent directory functionality support an established-site interpretation.

- Homepage describes the service as a guide to more than 21,000 shops in South Africa.
- Homepage provides location-based categories, maps, city rankings, and “Load more SHOPS” functionality.
- Behavioral testing recorded no wallet activity, clipboard hijacking, hidden forms, cloaking, or external password forms.
- Domain registration: 2015-05-26; age 11.19 years.

### Regulatory Verification Notes

The site operates as an informational business directory rather than a financial or transactional service. No licensing claim or registration number is identified in the supplied page content; this is a transparency item for any commercial listing or promotional arrangement, not evidence of deception. The registered organization is Ted Valentin Holding AB, and the external reputation evidence is clean, while the available authority signal is mid-range rather than dispositive.

- Archive history: 14 snapshots spanning 2015–2025, with 11 years tracked.
- Registrar: Gandi; registered organization: Ted Valentin Holding AB.
- Hosted on AS13335 (Cloudflare, Inc., US).
- TLS certificate issued by WE1, validation level DV, valid to 2026-10-30.

### What to Verify Next

Before entering into a paid listing, promotional placement, or business relationship, the prospective user should confirm the commercial terms, refund provisions, and the identity of the relevant contracting party through the

site's published business channels. Any regulatory requirement should be checked against the applicable South African registry if the proposed arrangement extends beyond directory advertising.

- Homepage identifies owner listing options but does not supply detailed commercial terms in the reviewed content.
- The site's stated business model is based on directory traffic and potentially owner-submitted or promotional listings.
- The reviewed page contains no sensitive form and no untrusted form destination.

Summary Verdict

The site presents a high-trust posture consistent with a legitimate, established informational service. No contradictory identity, phishing, impersonation, or malicious-reputation signals were found, and normal interaction—including account login and standard use—is appropriate.

Infrastructure Integrity

Cloudflare CDN/WAF protection provides a mitigating layer between visitors and the hosting origin. All four observed addresses were Cloudflare edge infrastructure, with no origin candidate identified during the analysis.

- Edge addresses observed: 104.21.5.79, 172.67.133.48, 2606:4700:3034::6815:54f, and 2606:4700:3035::ac43:8530.
- All observed edge addresses map to AS13335.
- CDN/WAF provider: Cloudflare, Inc.; registry: ARIN; country: US.

Closing Assessment

Standard browsing, account login, and ordinary directory use may proceed normally; commercial listing commitments should follow the targeted contractual and registry checks above.

Written analysis generated 2026-08-01 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 heyshops.co.za.

- The request stayed on heyshops.co.za. It was not redirected to another domain. CLEAR

- Registration is published under Gandi. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-05-26. NOTED
- The earliest public archive of this site is from 2015-09-17. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

|                    |                                                                                |
|--------------------|--------------------------------------------------------------------------------|
| Registrar          | Gandi                                                                          |
| Hosting            | CLOUDFLARENET - Cloudflare, Inc., US                                           |
| Country            | US                                                                             |
| Server IP          | 2606:4700:3035::ac43:8530                                                      |
| Name servers       | andy.ns.cloudflare.com, rita.ns.cloudflare.com                                 |
| SSL issuer         | WE1                                                                            |
| SSL expiry         | 2026-10-30                                                                     |
| Domain age         | 11.2 years                                                                     |
| Domain expiry      | 2027-05-26                                                                     |
| Archive first seen | 2015-09-17                                                                     |
| Archive snapshots  | 14                                                                             |
| 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 heyshops.co.za 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/heyshops.co.za> · assessed 2026-08-01