

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

placeholder.co

Verdict

90

OUT OF 100

HIGH TRUST

placeholder.co appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-17 by automated analysis. Classification confidence 75%.

What this site appears to be

Documentation and usage examples for Placeholder, a free image placeholder generation service describing URL formats for size, format, color, text, fonts, and retina images. Includes support contact and mentions ads.

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	11 years old Registered history	CLEAR
Web archive	Archived since 2016 287 snapshots	CLEAR
Certificate	Encrypted connection Issued by WE1	NOTED

The page as captured

<https://placeholder.co/>

Placeholder

A simple, fast and free image placeholder service.

What placeholder.co served when TrustSniffer captured it on 2026-08-17. The page may look different now.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2016.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Placeholder.co is a documentation-led image placeholder service that provides free, URL-based image generation for developers and websites, with configurable dimensions, formats, colours, text, fonts, and retina variants; its apparent business model is utility access supported by advertising and related support activity.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents a coherent technical service rather than an investment, custodial, or payment proposition, and it contains no login form, sensitive form, wallet connection, or financial solicitation. The documented URL syntax and supported formats are specific and internally consistent, while external reputation checks identified no malicious or suspicious detections and no confirmed impersonation or phishing indicators. Behavioural testing did observe external requests, including non-whitelisted requests, but found no hidden forms, password submissions, cloaking, wallet activity, clipboard manipulation, or other high-risk abuse pattern; this is consistent with ordinary documentation, analytics, and advertising functionality rather than a fraud mechanism.

EVIDENCE

- The homepage documents image generation using dimensions from 10×10 to 4000×4000 pixels, SVG, PNG, JPEG, GIF, WebP, and AVIF formats, colour parameters, custom text, font options, and retina image syntax.
- The homepage has no login form, sensitive form, hidden form, wallet-provider detection, wallet-drainer run, or clipboard-write detection.
- The domain registration record shows registration on 2015-04-18 and an age of 11.34 years; the registrar is Namecheap Inc.
- Historical records contain 287 archive snapshots from 2016-10-27 through 2026-08-05, covering 11 tracked years.

Regulatory Verification Notes

The site appears to operate as an informational software utility and does not present financial investment, custodial, brokerage, or other regulated-service functionality. The available homepage documentation does not state a legal entity, regulatory authorization, or registration number, so operator identity and any formal business registration remain independently unverified; this is a transparency item rather than evidence of deception. No matching broker-related third-party record was identified, although that absence is contextual reputation information and is not a licensing determination.

EVIDENCE

- The homepage describes a free image-placeholder API/service monetized through advertising and possibly donations or support, with no financial or custodial flow identified.
- The site's transport encryption uses a DV TLS certificate issued by WE1, valid through 2026-10-10T10:17:33+00:00.
- The site resolves through AS13335, operated by CLOUDFLARENET – Cloudflare, Inc., US.
- The registration record lists Namecheap Inc. as registrar and an expiration date of 2027-04-17T23:59:59Z.

What to Verify Next

Before any future credential or payment interaction, an organization should independently confirm the operator's official contact and merchant identity through a trusted, offline or previously established channel. If the service introduces paid plans, donations, or account functionality, the applicable terms, refund arrangements, data-handling practices, and payment-protection mechanisms should be reviewed before use. For ordinary unauthenticated image-generation and documentation access, no additional high-risk verification step is indicated by the observed site behaviour.

EVIDENCE

- The homepage currently exposes documentation and service examples without a login or payment form.
- The homepage identifies advertising through Carbon Ads and includes a support contact reference, providing specific channels to validate independently if commercial interaction is later introduced.
- The documented service is limited to image-placeholder generation and does not describe investment, custody, trading, or financial returns.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate, low-risk utility website. The high-trust posture is supported by coherent site content, sustained historical continuity, clean external reputation findings, and stable technical operation, while the real-world operator identity remains unverified. The site is not assessed as a scam or impersonation site on the evidence supplied.

Infrastructure Integrity

The website is protected by Cloudflare’s CDN/WAF infrastructure, with all observed addresses belonging to Cloudflare edge servers and no origin server address observable in this analysis. This reduces direct exposure of the underlying host and is a mitigating infrastructure signal, but it does not independently establish operator identity or legitimacy.

Closing Assessment

Normal read-only service use is proportionate to the evidence; if credentials, payment details, or a new commercial workflow are introduced, ordinary independent identity, terms, refund, and payment-protection checks should precede those interactions.

Written analysis generated 2026-08-17 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 placeholder.co.

- The request stayed on placeholder.co. It was not redirected to another domain. [CLEAR](#)
- Registration is published under NAMECHEAP INC. [CLEAR](#)

- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-04-17. NOTED
- The earliest public archive of this site is from 2016-10-27. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	NAMECHEAP INC
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:3030::ac43:a9af
Name servers	RUBEN.NS.CLOUDFLARE.COM, HOLLY.NS.CLOUDFLARE.COM
SSL issuer	WE1
SSL expiry	2026-10-10
Domain age	11.34 years (continuous registration)
Domain expiry	2027-04-17
Archive first seen	2016-10-27
Archive snapshots	287
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 placeholder.co 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.