

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

smallbiztrends.com

Verdict

100

OUT OF 100

HIGH TRUST

smallbiztrends.com appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-03 by automated analysis. Classification confidence 65%.

What this site appears to be

Small Business Trends is an established online publication providing small-business news, entrepreneurship guidance, practical business resources, interviews, events, and newsletter content.

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	22 years old Registered history	CLEAR
Web archive	Archived since 2004 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by WE1	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 2004.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Small Business Trends is an established online publication presenting small-business news, entrepreneurship guidance, practical resources, interviews, events, and newsletter content for business owners and prospective entrepreneurs. Its apparent business model is publishing supported by advertising, affiliate or sponsored content, newsletters, and related commercial partnerships.

Scam/Impersonation Risk

No contradictions, phishing indicators, brand-impersonation signals, or confirmed malicious reputation findings were observed. The homepage presents a coherent editorial model covering startups, marketing, finance, operations, technology, and entrepreneurship; it contains a newsletter subscription rather than a sensitive login or payment form. The site's historical continuity and current content are consistent with an established publication, with no evidence of a repurposed or deceptive identity.

- Homepage: 0 malicious and 0 suspicious reputation detections; no blacklist or phishing finding.
- Homepage: no login form, hidden form, wallet activity, or sensitive external form was detected.
- Domain registration: registered 2004-08-21; approximately 21.96 years old.
- Web archive: 5,000 snapshots spanning 2004–2023, covering 20 tracked years.

Regulatory Verification Notes

The site functions as an informational publication rather than a financial service soliciting deposits or promising returns. The supplied content does not establish a regulated-service license or formal registration disclosure, so any institutional onboarding should treat corporate and regulatory identification as a routine documentation matter rather than as evidence of deception. Registration privacy is an administrative detail, and the overall identity, reputation, and technical signals remain consistent with a legitimate publisher.

- Hosting: AS13335, Cloudflare, Inc., United States.
- TLS certificate: issued by WE1, domain-validated, valid through 2026-09-11.
- Homepage: one newsletter-subscription form and no sensitive transaction form.
- Third-party broker dataset: no matching broker record.

What to Verify Next

For formal business engagement, confirm the publisher's current corporate entity, contracting details, and any applicable advertising or affiliate disclosures through the site's own legal and contact materials. Where a

regulated financial recommendation or commercial partnership is contemplated, obtain any relevant licensing or registration details directly from the responsible entity or applicable registry.

- Homepage: identifies the service as small-business news, advice, resources, interviews, and events.
- Homepage: displays current dated editorial content and a broad subject-matter structure.
- Homepage: links to established social platforms including Facebook, LinkedIn, YouTube, and Pinterest.

Summary Verdict

The website presents a legitimate, established, and trustworthy informational publishing operation. Its identity, content model, historical continuity, reputation, and technical operation converge without contradictory signals, making normal interaction—including account login where offered and standard use—appropriate.

Infrastructure Integrity

The site is protected by Cloudflare’s CDN/WAF and was observed on CDN edge infrastructure rather than a directly exposed origin address. This reduces direct origin exposure and is a mitigating infrastructure characteristic, though it is not by itself proof of legitimacy.

Closing Assessment

Normal browsing, newsletter use, account login where applicable, and standard site interaction are appropriate; institutional engagements should follow ordinary internal due-diligence procedures.

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	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 smallbiztrends.com.

- The request stayed on smallbiztrends.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 2027-12-02. CLEAR
- The earliest public archive of this site is from 2004-10-16. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:20::ac43:47df
Name servers	ALEXIS.NS.CLOUDFLARE.COM, DEB.NS.CLOUDFLARE.COM
SSL issuer	WE1
SSL expiry	2026-09-11
Domain age	22.0 years
Domain expiry	2027-12-02
Archive first seen	2004-10-16
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 smallbiztrends.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.

This report online: <https://trustsniffer.com/report/smallbiztrends.com> · assessed 2026-08-03