

Avoiding Phishing Scams and Fraudulent Publishing Sites

Modified on: Wed, Aug 6, 2025 at 1:28 PM

Many bad actors on the internet will attempt to mislead users by pretending to be connected with Lulu, often illegally using Lulu's brand name and imagery to pass themselves off as a service or part of Lulu. We want to help you spot these copycat sites so you can stay safe.

When we identify these sites, we share them on our social media to help you know which sites to avoid!

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Tips for Spotting Fraudulent Sites

Internet safety is vital to ensuring you are not taken advantage of by fraudulent sites. Here are some quick ways to spot a scam or fraudulent site:

- **Check the Web Address(URL)** - Check carefully for misspellings or extra characters in the domain (see examples below). Ensure the site uses HTTPS, not just HTTP. While HTTPS doesn't guarantee legitimacy, its absence is a red flag.
- **Take a Look at the Site's Design** - Look for inconsistent branding (such as logos that don't match Lulu's site), misspellings or grammar issues, and low-quality images.
- **Explore the Content** - If the site is a single page that only includes buttons to "Contact", "Get Started", or "Get a Quote", the site may be fraudulent. Legitimate sites will have subpages, links to other real content, and an "About" page.
- **Check the Contact and Policy Pages** - All legitimate websites will have a Terms & Conditions and Privacy Policy page. You should also look for FAQs or help articles, particularly ones that include return policies, information about how to use the site, and clear details about what the site offers.

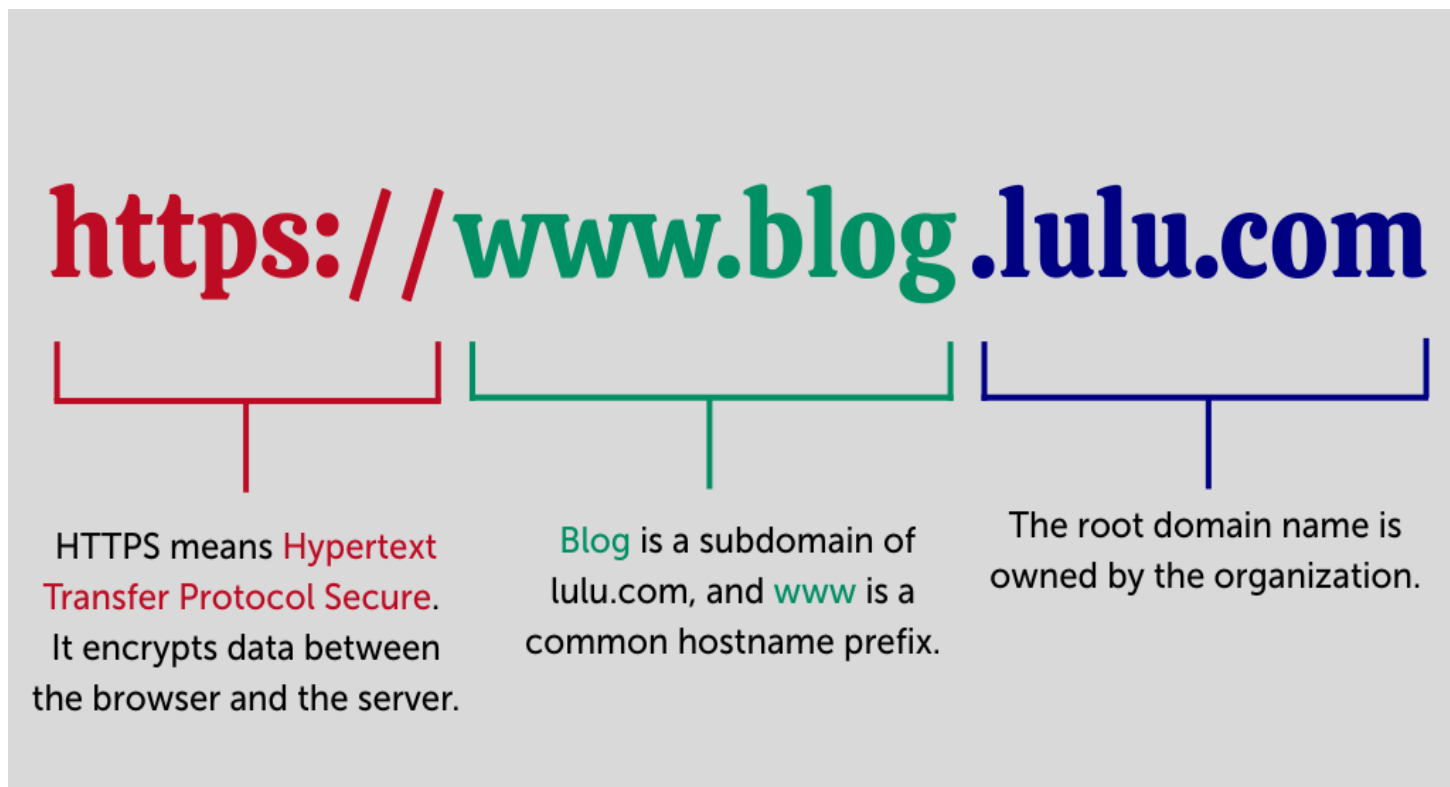
Lulu Products and Services

Lulu offers print-on-demand for books and calendars, along with ebook publishing. We also provide options for selling your books on the Lulu Bookstore, through retail distributors like Amazon and the Ingram network, and direct sales with Lulu Direct.

At this time, Lulu does not offer publishing or marketing services like copy editing, cover design, or formatting. If a site presents itself as Lulu and offers any kind of paid service, it is not a legitimate Lulu site.

What Real Lulu Sites Look Like

The only legitimate Lulu websites use the www.lulu.com domain. Any variation of the root domain indicates that the site is NOT associated with Lulu.



https://www.blog.lulu.com

https:// means **Hypertext Transfer Protocol Secure**. It encrypts data between the browser and the server.

www.blog is a subdomain of **lulu.com**, and **www** is a common hostname prefix.

The root domain name is owned by the organization.

Lulu owns and operates many subdomains. These sites will always use lulu.com as the root domain.

Examples:

- **REAL:** www.lulu.com/sell
- **REAL:** www.travel.lulu.com
- **FAKE:** www.lulupublishing.com
- **FAKE:** www.books.lulubooks.com

If you are ever in doubt, please **Contact Support** (<https://help.lulu.com/en/support/tickets/new?undefined>) to verify the legitimacy of the site.

Lulu Social Media and Content Sites

These are our **only** official social media accounts:

- Instagram - <https://www.instagram.com/luludotcom/> (<https://www.instagram.com/luludotcom/>)
- Facebook - <https://www.facebook.com/Luludotcom/> (<https://www.facebook.com/Luludotcom/>)
- LinkedIn - <https://www.linkedin.com/company/luludotcom> (<https://www.linkedin.com/company/luludotcom>)
- TikTok - <https://www.tiktok.com/@lulupublishing> (<https://www.tiktok.com/@lulupublishing>)
- X (Twitter) - <https://www.twitter.com/Luludotcom> (<https://www.twitter.com/Luludotcom>)
- Pinterest - <https://www.pinterest.com/luludotcom> (<https://www.pinterest.com/luludotcom>)
- YouTube - <https://www.youtube.com/@luludotcom> (<https://www.youtube.com/@luludotcom>)

Lulu also publishes content in a variety of forms on other platforms. These include sites that are a subdomain of the main lulu.com site (such as <https://blog.lulu.com> (<https://blog.lulu.com>)) and sites hosted independently (like <https://www.publishprosperpodcast.com> (<https://www.publishprosperpodcast.com>)).

If you are ever in doubt about whether or not a site is owned and operated by Lulu, use the form on **[this page to contact us](https://help.lulu.com/en/support/tickets/new)** (<https://help.lulu.com/en/support/tickets/new>) and inquire.

Contacting Lulu

When we reach out, we want you to feel confident that it's us. Here's how you can tell and make sure you're always contacting a real Lulu employee:

- Email communications from Lulu will only come from the @lulu.com domain.
- If a Lulu employee contacts you on social media, it will always be from an official social media account (noted above).
- Lulu employees or representatives will never contact you by phone, email, text, or other messaging services to request a payment for anything.
- If you need to contact Lulu, use the **Contact Support** (<https://help.lulu.com/en/support/tickets/new?undefined>) form to reach our support team.

Have more questions? [Submit a new ticket.](#)

Related Articles

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- [Creator Revenue: The Basics](#)
- [Publishing: The Basics](#)
- [Publishing a Print Book For Global Distribution](#)
- [Is Lulu.com Safe to Use?](#)
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