



CUSTOMER SECURITY SURVEY

# Sucuri Customer Security Survey 2026

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How website owners and web professionals think  
about website protection, performance, and trust.



# Sucuri Customer Security Survey 2026

## Executive Summary

### Survey Snapshot



**51**

Completed survey responses



**7.98 /10**

Average recommendation score



**+27.5**

NPS-style score



**54.9%**

Open to future research

Website security is no longer treated as a one-time technical task. For many website owners, agencies, freelancers, and small teams, security now sits closer to daily operations: keeping sites online, protecting customer trust, responding quickly to threats, and understanding what is happening behind the scenes.

To better understand how customers use Sucuri today and what they expect from website security services moving forward, Sucuri collected feedback from 51 completed customer survey responses between November 27 and December 22, 2025.

The results show a customer base that values protection, cleanup, support, and peace of mind, but also wants clearer visibility, stronger reporting, and more proactive security capabilities. Customers are not only looking for help when something goes wrong. They also want better ways to understand risk, prevent future issues, and explain website security decisions to their teams or clients.

A strong share of respondents came from freelancers, small businesses, agencies, and web professionals. This matters because these customers often manage security with limited time, limited technical resources, or client-facing responsibilities. For them, website security must be reliable, understandable, and easy to justify as part of a broader website management strategy.

# Executive Summary

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Website security is not only a concern after a site is hacked. For many Sucuri customers, it is part of keeping websites available, trusted, and protected from threats that can affect revenue, reputation, and customer confidence.

This customer survey collected 51 completed responses between November 27 and December 22, 2025. Respondents included business owners, freelancers, agencies, web professionals, and small teams responsible for managing and protecting websites.

The results show that customers continue to value Sucuri for website protection, cleanup, monitoring, and support. At the same time, the data points to a clear need for better visibility. Customers want to understand what is happening on their websites, which risks need attention, and how Sucuri helps reduce the chance of future security incidents.

The strongest areas of feature interest were security analytics/reporting and vulnerability scanning, each selected by 43.1% of respondents. Vulnerability patching followed at 37.3%. These results suggest that customers are looking for more proactive ways to identify and address website risk before it turns into a larger problem.

Customer recommendation scores were positive overall, with an average score of 7.98 out of 10 and an NPS-style score of +27.5. However, the survey also shows that Sucuri has room to improve how customers experience and understand the value of its services. Open-ended feedback points to recurring themes around reporting, support, dashboard clarity, and easier explanations of security activity.

Interest in additional premium services exists, but many customers remain undecided. While 33.3% of respondents said they were somewhat likely to purchase additional premium security or performance services, 39.2% said they were not sure. This suggests that clearer packaging, stronger service explanations, and more direct value messaging may help customers better understand when an additional service is worth the investment.

Overall, the survey shows that customers trust Sucuri to help protect their websites, but they also want more clarity around the protection they receive. The opportunity is not only to provide strong security services, but to make those services easier to understand, explain, and act on.

# About the Survey

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## Survey Methodology

51 completed responses collected from Sucuri customers between Nov. 27 and Dec. 22, 2025.



**51**

Completed responses



**Nov. 27 – Dec. 22, 2025**

Survey collection window



### Audience

Business owners, freelancers, agencies, web professionals, in-house teams, and infosec professionals



### Question types

Multiple-choice, rating-scale, and open-ended



### Comment handling

Anonymized and grouped by theme

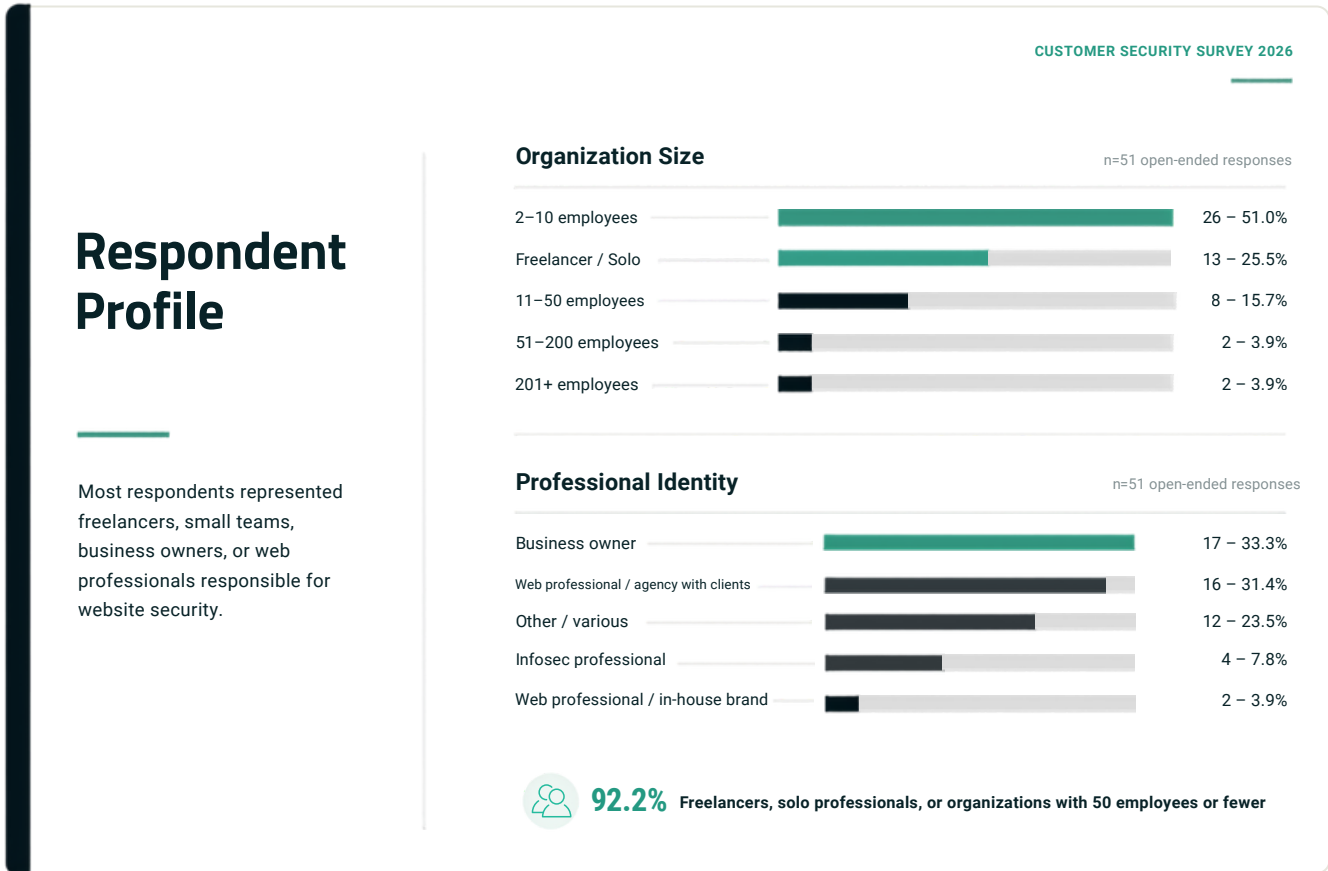
This report is based on 51 completed responses collected from Sucuri customers between November 27 and December 22, 2025. The survey was designed to better understand how customers use Sucuri, what they value most, where they see room for improvement, and which security or performance services they may be interested in using in the future.

Respondents included business owners, freelancers, agencies, web professionals, in-house website teams, and information security professionals. This mix provides a practical view of how website security is handled by the people responsible for protecting their own websites, managing client websites, or supporting security-related decisions within their organizations.

The survey included a combination of multiple-choice, rating-scale, and open-ended questions. Multiple-choice questions were used to identify measurable patterns across the customer base, while open-ended responses provided additional context around customer needs, frustrations, expectations, and feature requests. For questions answered by all respondents, percentages are calculated using the full response base of 51 completed responses. For questions that applied only to a specific group, percentages are calculated using the valid response base for that question. Percentages may not total exactly 100% due to rounding.

Open-ended comments were reviewed and grouped by theme. Any names, email addresses, phone numbers, company names, or identifying details were removed before being considered for inclusion in this report. Customer comments were lightly edited only for grammar, spelling, and readability, without changing their original meaning.

# Respondent Profile



The survey responses show that Sucuri customers are largely made up of small teams, freelancers, business owners, and web professionals responsible for keeping websites secure and available.

Out of 51 completed responses, 51.0% came from organizations with 2–10 employees, while 25.5% came from freelancers or solo professionals. Combined, 76.5% of respondents represented freelancers, solo professionals, or teams with 10 employees or fewer.

When respondents from organizations with 11–50 employees are included, 92.2% of survey participants represented freelancers, solo professionals, or organizations with 50 employees or fewer. This matters because smaller teams often manage website security without a dedicated security department.

Professional identity followed a similar pattern. Business owners made up the largest group at 33.3%, followed closely by web professionals or agencies with clients at 31.4%. This shows that Sucuri serves both customers protecting their own websites and professionals responsible for protecting client websites.

Most respondents came from small organizations or independent professionals, reinforcing the need for website security that is clear, practical, and easy to explain.

# Why Customers Use Sucuri

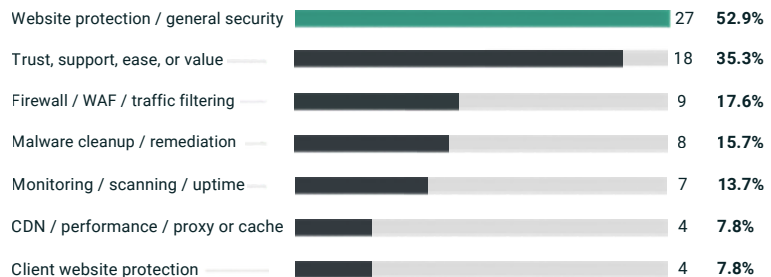
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## Why Customers Use Sucuri

Open-ended responses show customers use Sucuri for protection, trust, threat coverage, cleanup, and monitoring.

### Top Usage Themes

n=51 open-ended responses



**52.9%**

mentioned website protection or general security

Open-ended responses were manually coded by theme. Categories may overlap.

Customers most often described Sucuri as a way to protect websites, reduce security risk, and gain help when they do not have the time, expertise, or internal resources to manage security alone.

The strongest theme was general website protection and security. Out of 51 open-ended responses, 27 mentioned protection, security, safety, attacks, threats, or keeping a website secure. This represented 52.9% of all responses.

A second major theme was trust, support, ease of use, or value. This appeared in 18 responses, or 35.3% of the response base. Customers used words and ideas connected to confidence, expertise, support, good experience, ease of configuration, and trust built over time.

Firewall, WAF, and traffic filtering were also recurring reasons for using Sucuri, appearing in 9 responses. Malware cleanup or remediation appeared in 8 responses, while monitoring, scanning, or uptime appeared in 7 responses.

The responses show that customers do not see Sucuri as only one thing. Some customers use Sucuri for the firewall. Others rely on cleanup, scanning, monitoring, CDN/proxy support, or help protecting client websites. Across these answers, the broader pattern is clear: customers are looking for protection they can trust and support they can turn to when website security becomes difficult to manage alone.

A smaller set of responses were negative, inactive, or unclear. These responses should not be ignored, but they are better addressed in the improvement section of the report rather than treated as positive usage drivers.

# What Customers Value Most

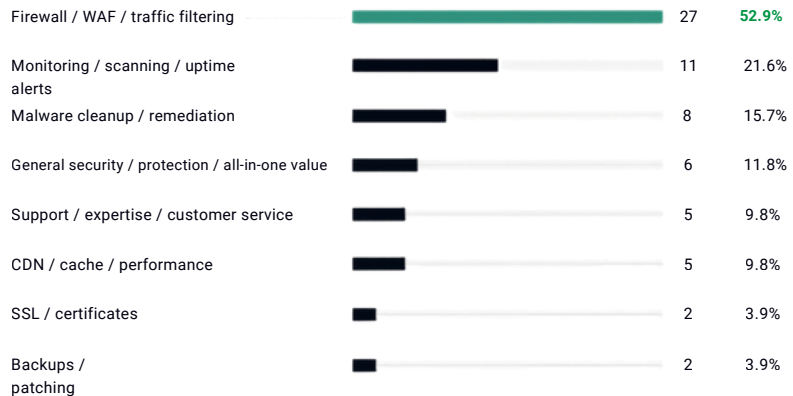
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## What Customers Value Most

Open-ended responses show the website firewall is the clearest value driver in the Sucuri customer experience.

### Top Valued Features and Services

n=51 open-ended responses



**52.9%**

mentioned the firewall, WAF, or traffic filtering as a valued feature

Open-ended responses were manually coded by theme. Categories may overlap.

When customers were asked which Sucuri features or products they value most, the website firewall was the strongest recurring theme.

Out of 51 open-ended responses, 27 mentioned the firewall, WAF, traffic filtering, geo-blocking, IP allowlisting/blocking, or reduced bot traffic. This represented 52.9% of all responses. Customers repeatedly described the firewall as a way to reduce unwanted traffic, block malicious connections, protect admin areas, and avoid worrying about attacks.

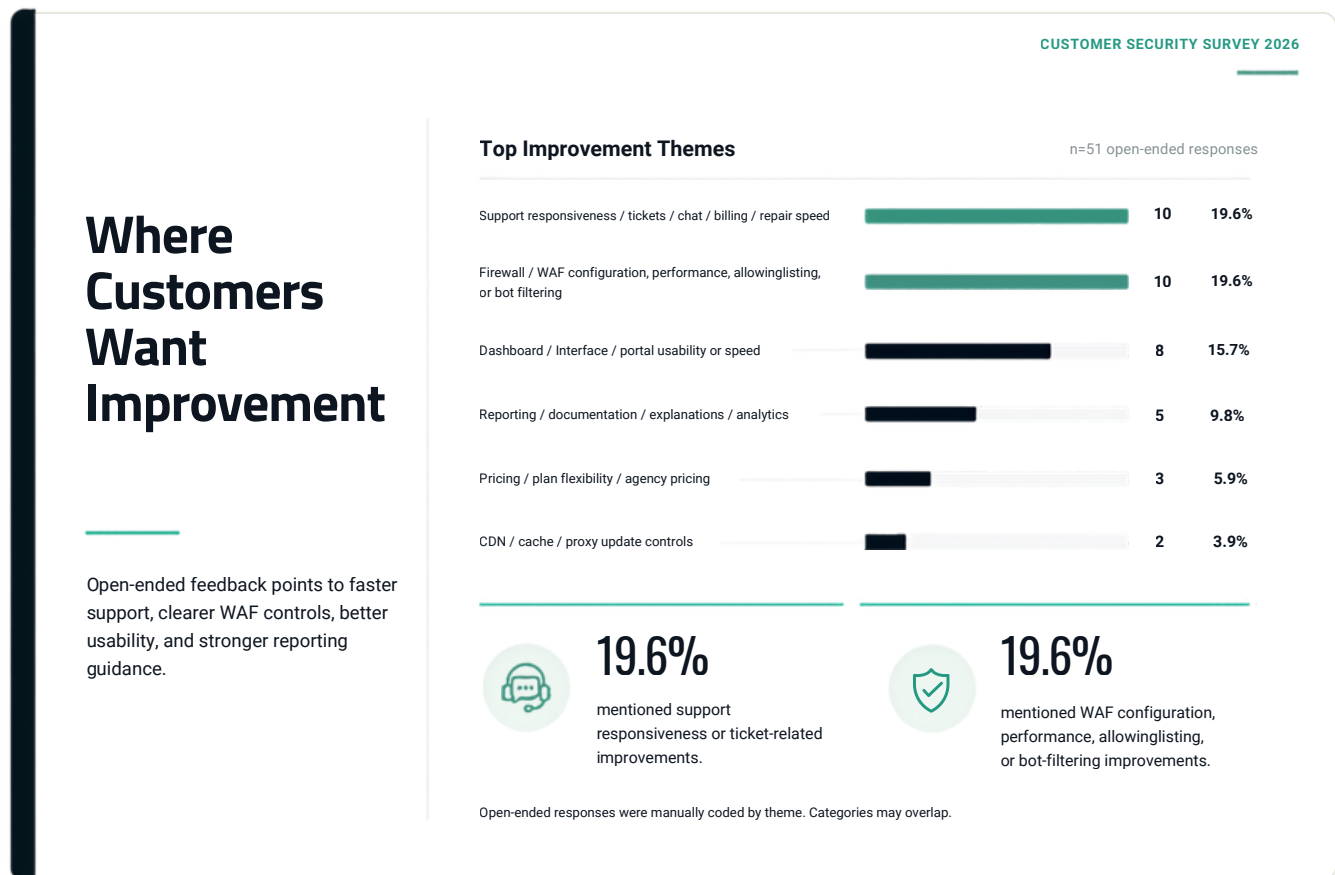
Monitoring, scanning, and uptime alerts were the second strongest theme, appearing in 11 responses, or 21.6% of the response base. These responses show that customers value not only protection, but also visibility into website status and potential issues.

Malware cleanup and remediation were mentioned in 8 responses, representing 15.7% of the total. Several customers connected Sucuri's value to help with hacked websites, malware problems, or the confidence that comes from having a service available when something goes wrong.

Support, expertise, and customer service appeared in 5 responses. CDN, cache, and performance-related value also appeared in 5 responses. While these were smaller themes than the firewall, they show that customers often evaluate Sucuri through a combination of protection, response, performance, and expert help.

Overall, the data shows that Sucuri's website firewall remains one of the clearest value drivers in the customer experience. At the same time, customers also value the broader security layer around it: scanning, monitoring, cleanup, remediation, support, and performance-related services.

# Where Customers Want Improvement



## Where Customers Want Improvement

Open-ended feedback points to faster support, clearer WAF controls, better usability, and stronger reporting guidance.

Customer feedback shows that many respondents value Sucuri, but they also want parts of the experience to be faster, clearer, and easier to manage.

The strongest improvement themes were support responsiveness and WAF-related configuration or performance. Each appeared in 10 of the 51 responses, representing 19.6% of the full response base. Support-related comments mentioned faster replies, better ticket handling, billing response time, chat or phone support, and quicker repair timelines. WAF-related comments mentioned configuration options, cache settings, IPv6 allowlisting, global IP allowlisting, bot filtering, scraper protection, and performance concerns.

Dashboard, interface, and portal usability were another recurring theme. Eight responses, or 15.7% of the response base, mentioned the user interface, dashboard navigation, portal clarity, speed, or the need to make the experience simpler for non-technical users. Several comments suggest that customers want the Sucuri experience to be easier to understand without needing deep technical knowledge.

Reporting, documentation, and explanations also appeared as an improvement area. Five responses, or 9.8%, mentioned clearer reports, better documentation, stronger traffic analysis, or more guidance on what to look for in recurring security reports.

Pricing and plan flexibility appeared in three responses, while CDN, cache, or proxy update controls appeared in two responses. These were smaller themes, but they still point to areas where clearer packaging, configuration guidance, or agency-specific options could reduce customer friction.

It is also important to note that not all feedback was negative. Ten responses said there was nothing to improve, no complaints, or that the experience was working well for their needs. This shows that improvement opportunities exist alongside a base of customers who are satisfied with the current service.

Overall, the feedback suggests that customers want Sucuri to remain strong on protection while making the experience easier to use, easier to understand, and faster to resolve when support or configuration issues appear.

# Feature Demand & Product Opportunities



The survey data shows that customers are most interested in features that help them better understand risk and take action before security issues become larger problems.

The strongest feature-interest areas were Security Analytics / Reporting and Vulnerability Scanning, each selected by 22 of 51 respondents, or 43.1% of the response base. This points to a clear customer need for better visibility into what is happening on their websites and where security attention may be needed.

Vulnerability Patching followed closely, selected by 19 respondents, or 37.3%. Together, vulnerability scanning and patching suggest that customers are looking for more proactive website security support. They do not only want to know that a risk exists; they also want help reducing that risk.

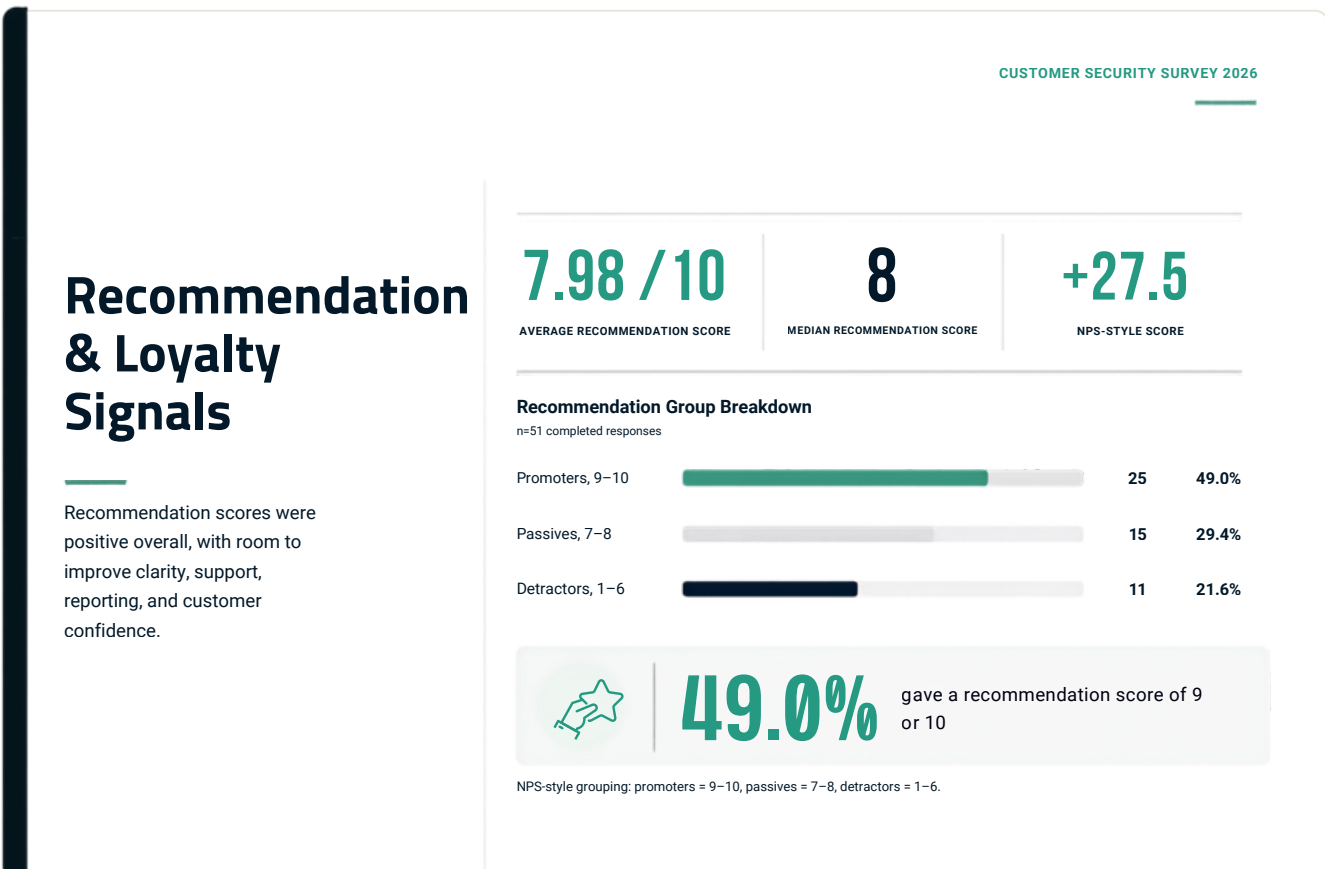
SSL Management was selected by 16 respondents, or 31.4%, while Email Security was selected by 14 respondents, or 27.5%. These results show interest in extending protection beyond malware cleanup or firewall coverage into other areas that affect website trust, communications, and customer confidence.

Lower on the list were VPN, selected by 9 respondents, or 17.6%, and API Integrations, selected by 7 respondents, or 13.7%. These may still represent useful opportunities, but the strongest signal is clearly around visibility, vulnerability detection, and practical security action.

Overall, the data suggests that customers want Sucuri to help them move from reactive protection toward a clearer, more proactive security experience. Reporting, scanning, and patching stand out as areas where customers may see direct value because they help explain what is happening, what needs attention, and what can be done next.

Respondents could select more than one option, so percentages do not total 100%.

# Recommendation & Loyalty Signals



Customer recommendation scores were positive overall, but the data also shows that the customer experience is not uniform across all respondents.

Across 51 completed responses, the average recommendation score was 7.98 out of 10, with a median score of 8. Using an NPS-style grouping, 25 respondents gave a score of 9 or 10, placing them in the promoter group. This represented 49.0% of the response base.

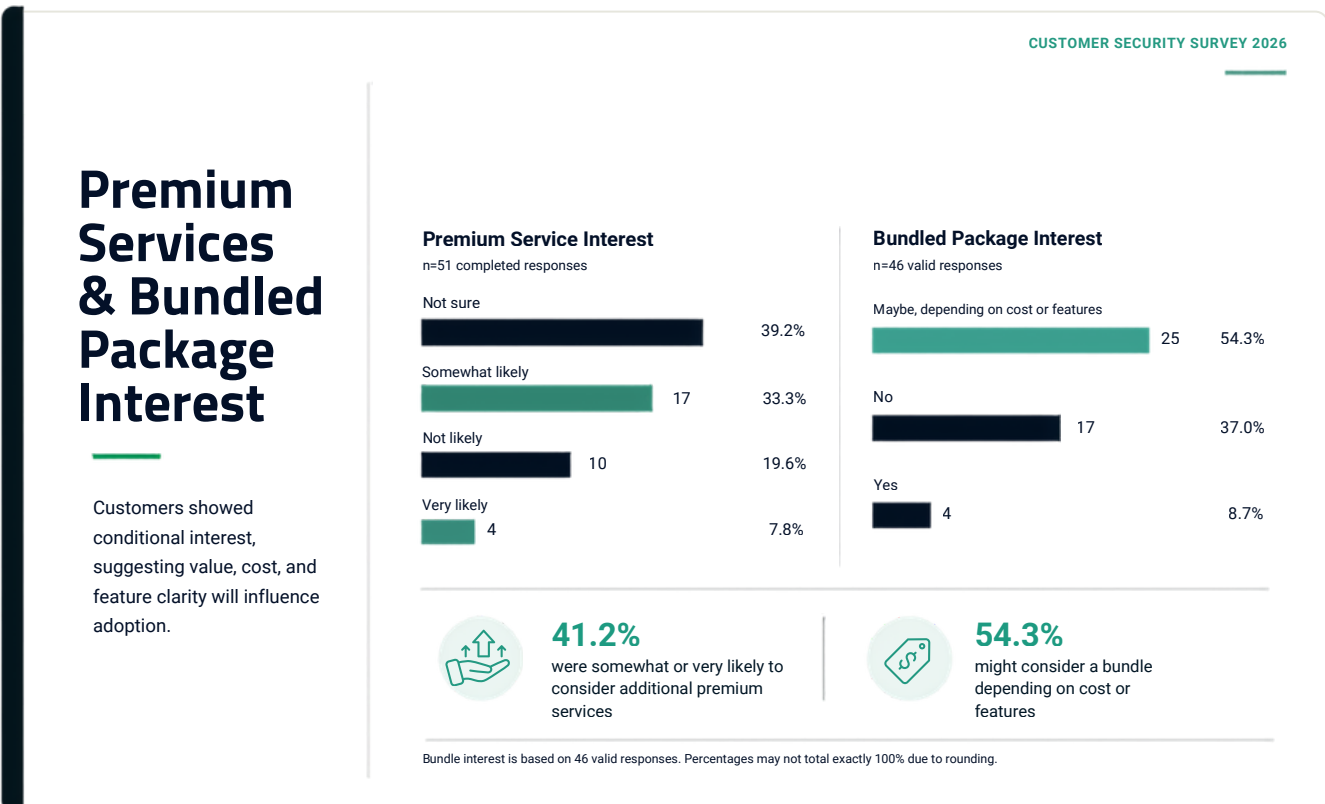
Another 15 respondents gave a score of 7 or 8, placing them in the passive group. This represented 29.4% of responses. These customers are not necessarily dissatisfied, but they may need a clearer reason to actively recommend Sucuri or expand their use of the service.

The remaining 11 respondents gave a score of 6 or lower, placing them in the detractor group. This represented 21.6% of the response base. This group is important because it helps explain where friction exists in the customer experience, especially around support, usability, reporting, pricing, or configuration concerns.

The resulting NPS-style score was +27.5. This is a positive loyalty signal, but it should not be treated as a reason to ignore customer friction. The strongest opportunity is to understand what separates promoters from passive or detractor responses, then use those insights to improve clarity, support experience, reporting, and customer confidence.

Overall, the data suggests that many customers are willing to recommend Sucuri, but stronger communication around value, security activity, and service outcomes may help move more customers from passive satisfaction to active advocacy.

# Premium Services & Bundled Package Interest



The survey results show that customers may be open to additional premium security or performance services, but many need more clarity before making that decision.

When asked how likely they would be to purchase additional premium security or performance services, 17 of 51 respondents, or 33.3%, said they were somewhat likely. Another 4 respondents, or 7.8%, said they were very likely. Combined, 41.2% of respondents showed at least some level of purchase interest.

However, the largest group was undecided. A total of 20 respondents, or 39.2%, said they were not sure. Another 10 respondents, or 19.6%, said they were not likely to purchase additional premium services.

This suggests that the opportunity is real, but not automatic. Customers may need a clearer explanation of what each premium service includes, when it is useful, how it reduces risk, and how it connects to the website problems they already care about: malware, firewall protection, monitoring, performance, support, and trust.

Bundled service packages showed a similar pattern. Among 46 valid responses, 25 respondents, or 54.3%, said they might consider a bundled package depending on cost or features. Only 4 respondents, or 8.7%, said yes outright, while 17 respondents, or 37.0%, said no.

The strongest signal is conditional interest. Customers are not simply asking for more services grouped together. They want the bundle to make sense. Cost, feature relevance, ease of use, and clear value will likely determine whether customers see a package as helpful or unnecessary.

Overall, the data suggests that Sucuri has room to position premium services and bundles around practical customer outcomes. Instead of leading only with more features, messaging should explain which problems the service helps solve, who it is best for, and why it is worth adding to an existing security plan. Bundle interest is based on 46 valid responses. Percentages may not total exactly 100% due to rounding.

## Voice of the Customer

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### Voice of the Customer

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Open-ended feedback highlights what customers value and where they want a clearer, faster, easier experience.

<p style="font-size: 0.7em; color: #008080; margin: 0;">PROTECTION</p> <p style="font-size: 1.5em; margin: 0;">“</p> <p style="margin: 0;">Keep my website safe from attacks and monitor uptime.”</p>	<p style="font-size: 0.7em; color: #008080; margin: 0;">FIREWALL</p> <p style="font-size: 1.5em; margin: 0;">“</p> <p style="margin: 0;">The firewall is the most valuable and premium feature.”</p>
<p style="font-size: 0.7em; color: #008080; margin: 0;">MALWARE CLEANUP</p> <p style="font-size: 1.5em; margin: 0;">“</p> <p style="margin: 0;">We were having recurring problems with malware on a custom PHP website. We haven't had a problem with malware since.”</p>	<p style="font-size: 0.7em; color: #008080; margin: 0;">SUPPORT</p> <p style="font-size: 1.5em; margin: 0;">“</p> <p style="margin: 0;">We do not have an IT team, and Sucuri has helped us manage website hacks in the past.”</p>
<p style="font-size: 0.7em; color: #008080; margin: 0;">REPORTING</p> <p style="font-size: 1.5em; margin: 0;">“</p> <p style="margin: 0;">I couldn't find explanations about what to look for in the weekly report I get from Sucuri.”</p>	<p style="font-size: 0.7em; color: #008080; margin: 0;">USABILITY</p> <p style="font-size: 1.5em; margin: 0;">“</p> <p style="margin: 0;">Support should be faster. The ticket system becomes a bottleneck.”</p>

Comments were anonymized and lightly edited for grammar and readability.

Open-ended feedback helped explain the numbers behind the survey. Customers described Sucuri as a service they rely on for website protection, firewall coverage, monitoring, malware cleanup, and support when security issues become difficult to manage alone.

The comments also showed where customer expectations are changing. Several respondents want faster support, clearer reporting, better explanations, improved dashboard usability, and more control over firewall or allowlisting settings.

The selected comments shown in this section were anonymized and lightly edited for grammar, spelling, and readability. Names, company details, email addresses, phone numbers, and other identifying information were removed. The original meaning of each comment was preserved.

The comments reflect two sides of the customer experience. Customers value Sucuri for protection, firewall coverage, malware cleanup, monitoring, and expert help. At the same time, some customers want faster support, clearer reports, and a simpler experience when they need to understand what is happening on their websites.

This feedback reinforces one of the clearest patterns in the survey: customers trust Sucuri to help protect their websites, but they also want that protection to be easier to see, understand,

## Protection and Peace of Mind

“Keep my website safe from attacks and monitor uptime.”  
“I use Sucuri’s expertise to keep my site free from attacks and malware.”

## Firewall and Website Protection

“The firewall is the most valuable and premium feature.”  
“The firewall and hack repair/removal are valuable.”

## Malware Cleanup and Support

“We were having recurring problems with malware on a custom PHP website. We haven’t had a problem with malware since.”  
“We do not have an IT team, and Sucuri has helped us manage website hacks in the past.”

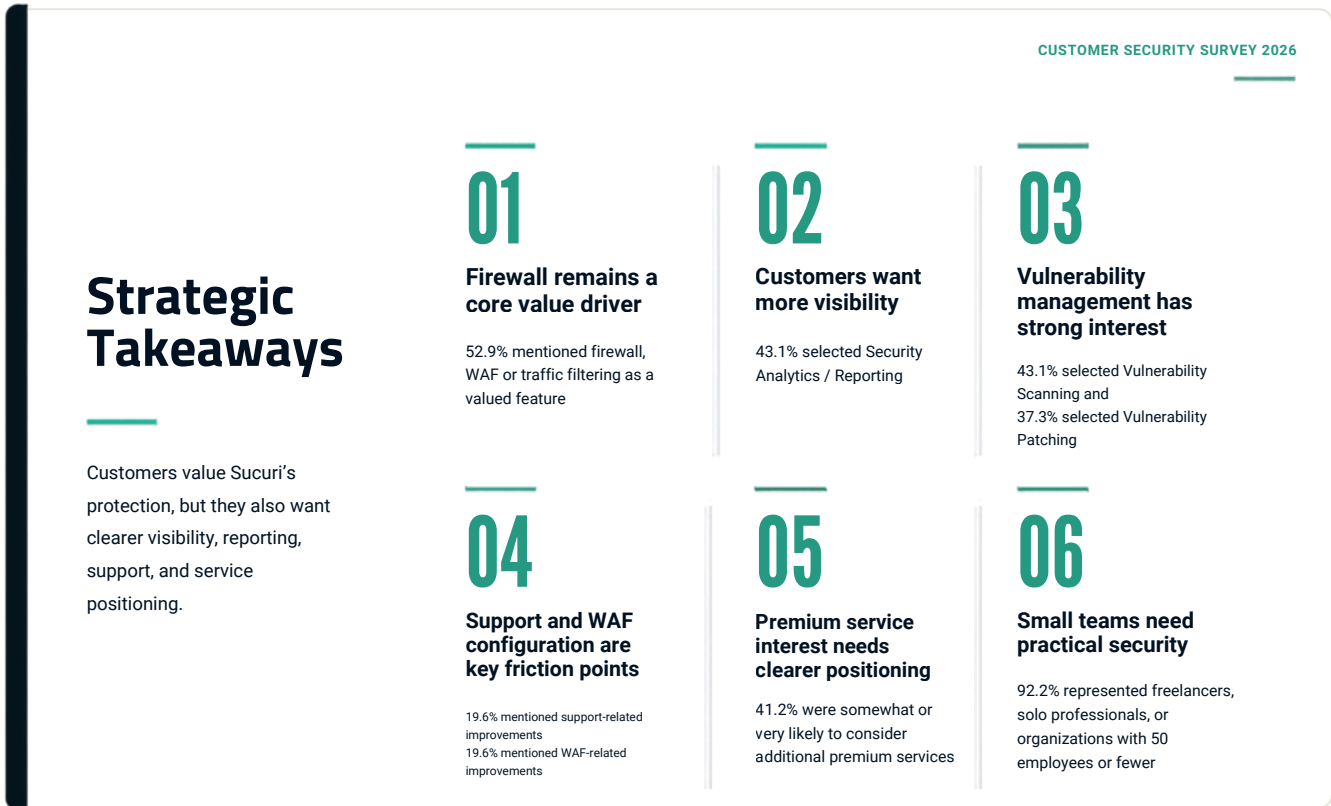
## Reporting and Usability

“I couldn’t find explanations about what to look for in the weekly report I get from Sucuri.”  
“For those of us who are not techies, make it simpler.”

## Support Experience

“Support should be faster. The ticket system becomes a bottleneck.”  
“When a site is down, the clock is running.”

# Strategic Takeaways



The survey findings point to a clear opportunity: customers value Sucuri's protection, but they also want the experience around that protection to be easier to understand, explain, and act on.

### 1. The firewall remains one of Sucuri's clearest value drivers.

When customers were asked which Sucuri features or products they value most, 52.9% of open-ended responses mentioned the firewall, WAF, traffic filtering, geo-blocking, IP allowlisting/blocking, or reduced bot traffic. This reinforces the firewall as a core part of how customers understand Sucuri's value. It is not only seen as a technical feature. Customers connect it to protection, reduced unwanted traffic, fewer attacks, and less day-to-day worry.

### 2. Customers want more visibility into website risk.

Security Analytics / Reporting and Vulnerability Scanning were each selected by 43.1% of respondents as areas of interest. Vulnerability Patching followed at 37.3%. This suggests that customers want more than background protection. They want to see what is happening, understand where risk exists, and know which actions can help reduce that risk before a website security issue becomes more serious.

### 3. Reporting and explanations should be easier to understand.

Open-ended feedback showed that some customers want clearer reports, better documentation, and more guidance on what to look for in recurring security updates.

This is especially important because the respondent base included many small teams, freelancers, business owners, and web professionals. Not every customer has a dedicated security team. Clear reporting can help customers understand the value of Sucuri's work and communicate that value to clients, teams, or stakeholders.

#### **4. Support speed and configuration clarity are important friction points.**

Support responsiveness and WAF-related configuration were the strongest improvement themes, each appearing in 19.6% of responses.

Customers mentioned faster ticket handling, better support access, clearer configuration options, allowlisting, bot filtering, cache behavior, and performance-related concerns. These comments do not undermine the value customers see in Sucuri. Instead, they show where the experience can become smoother when customers need help or want more control.

#### **5. Premium services need clearer positioning.**

A combined 41.2% of respondents said they were somewhat or very likely to purchase additional premium security or performance services. However, 39.2% said they were not sure.

Bundled packages showed a similar pattern. Among 46 valid responses, 54.3% said they might consider a bundle depending on cost or features.

This points to conditional interest. Customers may be open to additional services, but they need a clear reason to buy. Sucuri can improve adoption by explaining what each service does, who it is for, when it is useful, and how it helps solve specific website security or performance problems.

#### **6. The customer base needs practical security, not complexity.**

The survey audience was heavily weighted toward smaller organizations. A total of 92.2% of respondents represented freelancers, solo professionals, or organizations with 50 employees or fewer.

This means Sucuri's customer experience should continue to prioritize practical security: protection that works, reporting that is understandable, support that is easy to reach, and recommendations that help customers make decisions without requiring deep security expertise.

Overall, the survey suggests that Sucuri's next opportunity is not only to provide strong website security services, but to make those services more visible, understandable, and easier to connect to customer outcomes.

# Conclusion

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## Conclusion

Sucuri customers value protection, firewall coverage, cleanup, monitoring, and support – but they also want clearer visibility, reporting, and guidance.

- 1. Website security is ongoing**  
Monitoring, response, prevention, and communication all matter.
- 2. Customers want clearer visibility**  
Reporting and explanations help customers understand the value of protection.
- 3. Proactive security has strong demand**  
Reporting, vulnerability scanning, and patching were among the strongest areas of interest.
- 4. Clarity can improve adoption**  
Premium services and bundles need clear value, use cases, and service positioning.

Learn more at  
[Sucuri.net](https://sucuri.net)

The survey results show that Sucuri customers continue to value website protection, firewall coverage, malware cleanup, monitoring, and expert support. These services help customers protect websites from threats that can affect availability, reputation, revenue, and customer trust.

At the same time, the feedback shows that customers want more visibility into the protection they receive. They want clearer reporting, easier explanations, faster support experiences, and more practical guidance around website risk. This is especially important for the customers represented in the survey: small teams, freelancers, agencies, business owners, and web professionals who often manage security without a dedicated security department.

The strongest feature-interest signals point toward a more proactive security experience. Security analytics/reporting and vulnerability scanning were each selected by 43.1% of respondents, while vulnerability patching was selected by 37.3%. These results suggest that customers want to better understand where risk exists and what actions can help reduce it before a security issue becomes more serious.

Premium services and bundled packages also show opportunity, but the data suggests that adoption will depend on clarity. Customers need to understand what each service includes, when it is useful, how it supports their security goals, and why it is worth adding to an existing plan.

Overall, the survey points to a clear direction: customers trust Sucuri to help protect their websites, but they also want that protection to be easier to see, understand, and explain.



Website security is not a one-time task. It requires ongoing monitoring, response, prevention, and clear communication. Sucuri's opportunity is to continue delivering strong protection while making the customer experience more transparent, actionable, and easier to connect to real website outcomes.

To learn more about how Sucuri helps protect websites from malware, attacks, and other security threats, visit [Sucuri.net](https://sucuri.net).