Facebook:

One way is a page without "https" not presents at the beginning of the website's URL. For example, a website with the URL "Facebook.com/login" would be considered fake as the real website has the URL as "https://www.facebook.com"

Amazon:

Another way that can show a website's authenticity would be if the URL is misspelled. For example, a website posing as Amazon has the URL as "amaceon.com" instead of "amazon.com."

Walmart:

The last example is that many fake websites have inadequate quality sites. For example, a fake Walmart website page may have images that are blurry, misspelled words or complete sentences, and many pop-up ads. Compared to the real Walmart website, which has high quality photos, sentences, and words with correct grammar and little to no pop-up ads, the fake website shows how untrustworthy it really is.