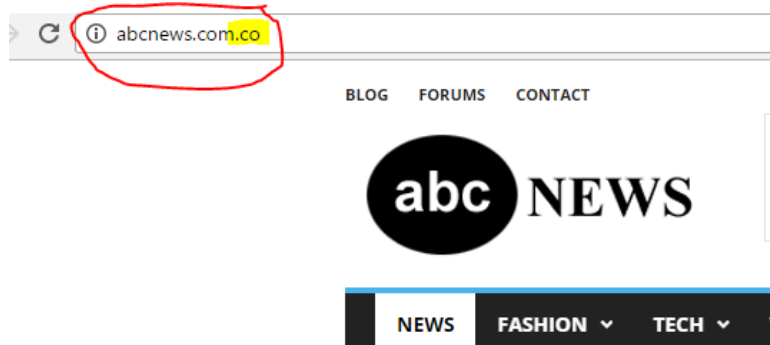


Comparing three fake websites to three real websites may be tricky because fake websites make it hard sometimes to determine if the site is a trap or not to reel people in to steal their credentials or put malware on their computer or devices from adware that are pop-ups. Here's a couple of tips to identify a website's authenticity; If you have a web advisor this makes it easier to determine the realness of a site to avoid scams and to protect you from malicious sites that can contain adware, spyware, phishing scams and viruses, The web advisor works in the background while you are on the internet, so you don't have to turn it on or implement anything beforehand.

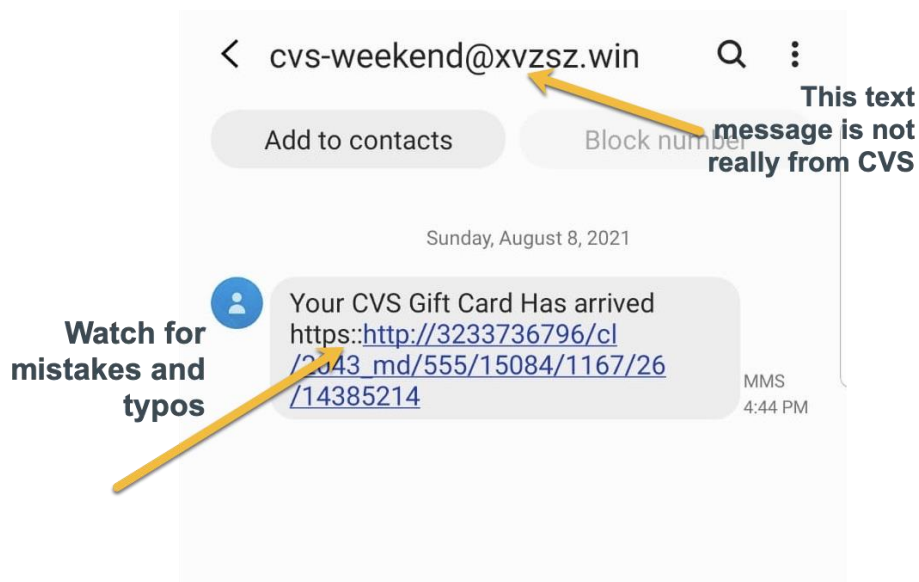
First things first, check the URL of the site you are on, then look at the padlock to see if it is open or not. If the padlock is open, this is the first sign that you are on a potential fake website. Second, check the websites trust seal, these are stamps made by a certificate authority to give you confirmation that the site is legit. Third, check the company's social media page to see if they are even a legit company in general, do some research to see if you are on the right website for the company. While you are researching, review their contact information and send an email if they have it provided and make sure it gets delivered before going any further. Fourth, study and analyze the websites overall look, are there any typos, grammar errors, poor quality images, or a messy design? What about the return policy? If you are online shopping this is a big deal since, if you buy an item and are not satisfied with the product, then you may or may not be able to return and get your money back. Finally, check the company reviews on Google or Yelp, this can give you a big indication if it is a real company or not and what others think of them by the quality of the business. Below, I have provided images of cues to look for in fake sites.



<https://libguides.middlesex.mass.edu/fakenews/checkingurls>



<https://www.bajajfinserv.in/insights/ways-to-identify-fake-websites>



<https://www.bbb.org/all/spot-a-scam/how-to-spot-a-phony-text-message>