

FAKE OR REAL?

CAN YOU SPOT THE DIFFERENCE?

Fraudulent websites can use domain extensions to create web addresses that are very similar to existing, popular web addresses (“.co” is popular). Not all sites with domain extensions are fake — it’s just the ones that look eerily similar to the legitimate sites you already know.

The use of exaggerated words or a headline all in CAPITALS are clues to be skeptical.

Images that are altered, manipulated, or downright fake warrant skepticism.

Grammatical errors can be a sign of low quality.

Use of outdated or fake dates should be a red flag.

Professional and expert quotes are used in most publications; lack of them should lead you to question what you are reading.

The use of a lot of exclamation points is a sign of low quality.

When a site lacks an “About Us” section or requires you to register to learn more about the site, that should be a red flag.

Beware of sites with lots of ads or images that could simply be used for clickbait.

Sponsored content is just another way to say “ad.”

