



**Looks legit. Feels urgent. Clicks-regret.**

Attackers create deceptive or look-alike web addresses to trick users into entering credentials, payment details, or downloading malware.

## Spot the Spoof

- Misspelled domains: One character changed can hide a fake site (e.g., paytmn.com).
- Hidden links (behind words/buttons): Hover to preview URLs—buttons can hide malicious destinations
- Shortened URLs: Tiny links mask the real destination—be cautious on social media and SMS
- Keyword stuffing: Scammers add familiar brand words (sale, secure, login) to fake domains to appear legitimate.

