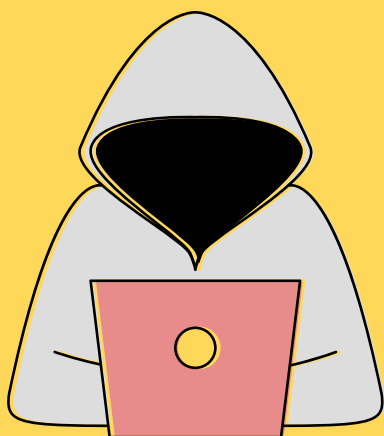


IS IT LEGIT?



Using search engines like Google or Bing can help you search the internet to find the information you need. Unfortunately, some of the information you find online will not be accurate or even written by a human!

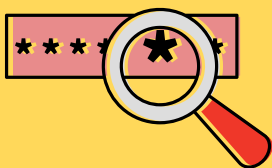
Scammers use Artificial Intelligence (AI) to create fake websites that look legitimate in an attempt to steal personal information. AI is used by bad actors to take advantage of popular search engines' algorithms, causing questionable websites to appear in the top search results.

IS IT LEGIT?

Here are some ways to evaluate search results:

Identify ads within results:

- Search engines allow paid advertisements that appear at the top of search results
- Look for results that say “ad”
- Paid results may not be relevant



Be a snippet skeptic:

- Google has auto-generated text snippets that appear at the top of search results to provide quick answers
- AI-generated fake content can sometimes appear in these snippets

Get info from websites:

- Do not rely on information found within search results
- Navigate to an organization’s official website instead

