



# Online Searches

Scammers use paid search results to trick you. They might use another company's name, include the name of a government service, or use misleading tag lines to make you think you're dealing with someone else. They might even put their number alongside a trusted company's name or link to a website that looks official to steer you away from the business or government agency you were looking for.

## How to Avoid Search Result Scams

**Know that the first search results you see might be paid ads.**

They show up based on what you search and may or may not be what you're looking for.

**Type a company's website address directly into your browser.**

If you're paying a bill, type in the address or call the number from your bill directly.

**Don't assume the phone number that comes up in search is legit.**

You could be calling a scammer who doesn't want you to know you're in the wrong place. To make sure you're dealing with who you think you are, scroll to the unpaid search results to make sure you have the right website for a business.