

## HOW TO VERIFY IF A WEBSITE IS THE OFFICIAL WEBSITE FOR THE BUSINESS

1. Check for a Valid URL. It must have a valid URL address
2. Check for a Contact Address. It is recommended that it should have a form of physical address
3. Check for a padlock icon next to the URL or business name. Take notice of the “s” in the Https or http
4. Check the social media handles. View all of its handles observe if they are discrepancies in address, name, contact number or information
5. Check for a contact Number be it landline or mobile number
6. Check if the details provided matches with the URL
7. Check if the business information is found in the website
8. Check for container entities. Observe if the website is being used for a mall instead of store and many more checks.
9. Check when using a link. If the site redirects use the redirected link it is most likely that it's the official site. Avoid using URL with source or referral text.
10. Check if it is an Aggregator page. Like a curator that takes information from various sites
11. Check for HOO. Look out for the hour of operation of the business either from the web page or their social media handles
12. Check for a VOFB or any other social media handles. Verified official Facebook is a page that has been claimed or created by the actual entity, it nominally comes with a blue tick next to the entities name.