

Succinct Update August 2008**Internet scams alert**

AdWords 'phishing' and Asian domain scams continue to arrive into inboxes around the country. These have been around for while with reports going back to 2006, but obviously they are good earners for the villains involved because they continue to flourish.

Asian domains scam

This insidious scam starts with an apparently helpful email appearing to be from an Asian internet domain registrar alerting you a possible registration conflict for the Asian version of your site's internet domain or business name i.e. www.succinctideas.cn etc.

I don't have any first hand info on how this scam evolves, but I can imagine that website owners could be coaxed into purchasing superfluous domain names, possibly at greatly inflated fees because of the alleged competition for it.

AdWords 'phishing'

These emails appear to be from Google's AdWords group advising you to re-enter payment details, and contain a link to do that just like a genuine email alert.

Clicking the link takes you to a duplication of the real site that is a trap designed to capture your credit card details. 'Phishing' refers to the deceptive redirection to another domain.

Look carefully at the mouse rollover tool-tip in the email link and you will see that the link goes to a Chinese domain e.g. adwords.google.com.cjvfh.cn and not to google.com

If you are a Google AdWords account owner you need to be diligent as these emails do look quite authentic. Generally you should not need to re-enter credit card details unless you wish to use a different card. If you have any doubts at all email me.

Forward any phishing emails you find to phishing@google.com so Google's investigative team can pursue these rogues.

There is more info on these scams on my blog www.theinternetmarketer.com.au where I will also publish any others I become aware of.

I hope you find this helpful information to coax your website into becoming a viable sales tool. If you think the information in this newsletter is useful, I encourage you to forward it to peers, business associates etc. Previous newsletters; business presentations etc are available from www.succinctideas.com.au and my blog www.theinternetmarketer.com.au

If you do decide to plagiarise my work, please acknowledge it with a link to my website **J**

Sincerely,
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