Top 3 Ideas

* Detection based on a black list [10] and white list, detection based on Uniform Resource Locator (URL) features
* Phishing detection way is to analyze the features of URL. For example, sometimes a URL looks similar to the famous site URL or contains some special characters in the URL. Samuel Marchal*et al.* used one concept of intra-URL relatedness and evaluate it using features extracted from words that compose a URL based on query data from Google and Yahoo search engines
* The content-based detection usually refers to the detection of phishing sites through the pages of elements, such as form information, field names, and resource reference. Anthony*,* proposed an approach to detect phishing web page using Earth mover’s distance (EMD) to measure web page visual similarity. The accuracy rate of this method is high.