WEB PHISING DETECTION

PROJECT OBJECTIVE:

WEB PHISING:

- Web Phishing is a type of Social Engineering attack in which the victims are psychologically manipulated to provide sensitive information or install malicious programs.
- In Phishing the cyber attackers use fake offers, warnings as bait to trap users into their scam.
- The attackers can perform Phishing through emails, SMS, phone call, fake websites, and even face to face.

DANGER IN WEB PHISHING:

- Infect the device with malware.
- Steal the private credentials to get your money or identity.
- Obtain control of your online accounts.
- Convince you to willingly send money or valuables.

TYPES OF PHISING ATTACKS:

- **Phishing email**:
  - It appears in email inbox, usually with a request to follow a link, send a payment, reply with private info, or open an attachment.

- **Domain spoofing:**
  - **It** is a popular way an email phisher might mimic valid email addresses. These scams take a real company's domain (ex: @america.com) and modify it.

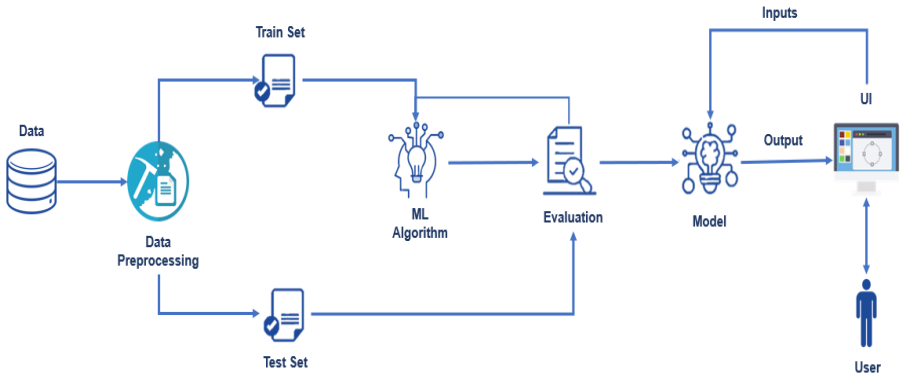
- **Voice phishing (vishing)**:
  - scammers call you and impersonate a valid person or company to deceive you. They might redirect you from an automated message and mask their phone number.

- **SMS phishing (smishing):**
  - It is similar to vishing, this scheme will imitate a valid organization, using urgency in a short text message to fool you.

- **Social media phishing**:
  - It involves criminals using posts or direct messages to persuade you into a trap.

- **Clone phishing**:
  - It duplicates a real message that was sent previously, with legitimate attachments and links replaced with malicious ones.

ARCHITECTURE FOR WEB PHISING DETECTION:



FEATURES OF WEB PHISING DETECTION:

1. URL-Based Features
2. Domain-Based Features
3. Page-Based Features
4. Content-Based Feature

URL-Based Features

URL is the first thing to analyse a website to decide whether it is a phishing or not. Some of URL-Based Features are given below.

- Digit count in the URL
- Total length of URL
- Checking whether the URL is Typo squatted or not. (google.com → goggle.com)
- Checking whether it includes a legitimate brand name or not (apple-icloud-login.com)

Domain-Based Features

The purpose of Phishing Domain Detection is detecting phishing domain names.

Page-Based Features

Page-Based Features are using information about pages which are calculated reputation ranking services. It involves:

- Global Page rank
- Country Page rank

Content-Based Features

Page contents are processed for us to detect whether target domain is used for phishing or not. Some processed information about pages are given below.

- Page Titles
- Meta Tags
- Hidden Text