

4.5.5 Suspected Malicious Behavior

It may be difficult to prove that a page causes harm without experiencing harm yourself. For this reason, you may use the **Lowest** rating if you strongly suspect a page is malicious or harmful even without having proof. Any of the following should be considered untrustworthy:

- Pages or websites that you strongly suspect are scams (see these links for more information about Internet scams: [Avoid Scams 1](#), [Avoid Scams 2](#), [Internet Fraud](#)).
- Pages that ask for personal information without a legitimate reason (for example, pages that ask for name, birthdate, address, bank account, government ID number, etc.).
- Pages that appear to “phish” for passwords to Facebook, Gmail, or other popular online services. See [here](#) for information about “phishing” fraud.
- Pages with links that you strongly suspect are malware downloads.

Important: Do not continue to interact with the page if you observe these characteristics.

If you do click on a link and encounter a malware warning from your browser or antivirus software ([example](#)), please do not continue to that page. You can assume that the page is malicious for the purpose of rating and use **Lowest**.

Note that not all warnings your browser may display are related to malware (e.g., other types of browser warnings include certificate acceptance requests, content filtering warnings, etc.). If you are unsure or hesitant to continue to the page for any reason, you can release the task.

4.6 Spammy Webpages

Pages and websites should exist for the benefit of people who visit the website. There are many types of webpages that can benefit visitors, such as online shopping or banking services, videos offering entertainment, or personal pages sharing a perspective or experience. Some of these pages depend on advertising and monetization to maintain the website and create high quality content while still benefiting visitors.

However, some pages are created to benefit the website owner or other organizations and with little to no attention paid to the experience of the people who visit. When such pages use deceptive techniques to appear near the top of search results, it may disincentivize the creation of high quality content by crowding out pages created with effort, originality, talent, or skill that is helpful for visitors.

This section describes characteristics of spam or spam-like pages that should be rated **Lowest**. The [Google Search Essentials Guideline](#) is a good reference for non-website owners to learn more about different spam techniques. If you recognize any of these spam techniques on a page, please use the **Lowest** rating.

You do not need to develop spam recognition expertise or use special spam identification tools for PQ rating. Please review this section for guidance on what to look for even without having such tools or expertise.