



Ssn 1 Ep 18

## **Detecting an Imposter**

How to know if an online company is legit and safety protocols for purchases.

### **SHOW NOTES**

1:10: How do you know if an online company is reputable to buy from?

1:36: Search engine ranking, ads and organic results

2:06: Are the ads that appear at the top of the SERPs (Search Engine Results Pages) reputable companies?

2:15: How Google treats outrageous claims.

2:59: Google's attempts to screen out questionable websites on the SERPs

3:28: How to pre-screen ads that pop up on your FB newsfeed

4:00: Check their website and look for the following items to make sure the website looks legit.

4:48: Search for a company with the help of the search engine

5:27: Google My Business' verification process

5:53: Check their FB page for an authentic page, good engagement rates, good feedback and reviews

7:45: Check Google reviews

8:11: Check Reddit conversations to search for comments about a company, service, or product

8:56: Analyze ads and check against reviews about the product itself

10:06: If you have any doubts about an unfamiliar company, check Amazon and see if it's available for purchase there

11:00: You've checked their website, fb page, and online reviews and you still have qualms about the company, you can research their IP address and look for discrepancies in the owner of the domain name and their geographic location.

11:38: Reasons why a company may choose to hide information about their domain, spam controls

12:30: Check the IP address. You're looking for a discrepancy in the shop's location. Go to nslookup.io, get the IP address, and go to arin.net and see where they're registered.

<https://www.nslookup.io/> --enter the URL address and copy the IPv4 address

**Nslookup.io** wizardpins.com Find DNS records Install API Contact

## DNS records for wizardpins.com

CloudFlare DNS Google DNS OpenDNS Authoritative Local DNS

The CloudFlare DNS server responded with these DNS records. CloudFlare will serve these records for as long as the time to live (TTL) has not expired. After this period, CloudFlare will update its cache by querying one of the authoritative name servers.

### A records

| IPv4 address   | Revalidate in |
|----------------|---------------|
| > 23.227.38.32 | 12m 21s       |

**AAAA records**  
No AAAA records found.

**CNAME record**  
No CNAME record found.

**TXT records**

typingdna verify Smart, user-friendly authentication to replace SMS 2FA codes. Reduce cost & improve UX. [Join now](#)  
Ad by EthicalAds

Then go to <https://search.arin.net/> and enter the IPv4 address

The screenshot shows the ARIN Whois/RDAP search interface. At the top, it displays "Your IPv4 address is 75.164.72.143" and a "Log in" button. The ARIN logo is prominently displayed. A search bar contains the IP address "23.227.38.32" and a "Search" button. Below the search bar, there are navigation links for "IP Addresses & ASNs", "Policy & Participation", "Reference & Tools", and "About". There are also "Pay Now" and "Feedback" buttons. The main heading is "ARIN Whois/RDAP". The search results for "23.227.38.32" are displayed, showing the network "NET-23-227-32-0-1". A table of details follows:

|                 |   |
|-----------------|---|
| Source Registry | ARIN  |
| Net Range       | 23.227.32.0 - 23.227.63.255   |
| CIDR            | 23.227.32.0/19  |
| Name            | SHOPIFY-NET   |
| Handle          | NET-23-227-32-0-1   |
| Parent          | NET-23-0-0-0-0  |
| Net Type        | DIRECT ASSIGNMENT   |
| Origin AS       | AS62679   |
| Registration    | Thu, 19 Sep 2013 18:57:24 GMT (Thu Sep 19 2013 local time)  |
| Last Changed    | Thu, 19 Sep 2013 18:57:24 GMT (Thu Sep 19 2013 local time)  |
| Self            | <a href="https://rdap.arin.net/registry/ip/23.227.32.0">https://rdap.arin.net/registry/ip/23.227.32.0</a>         |
| Alternate       | <a href="https://whois.arin.net/rest/net/NET-23-227-32-0-1">https://whois.arin.net/rest/net/NET-23-227-32-0-1</a> |

On the right side, there is a "Related" section with links to "Report Whois Inaccuracy", "Whois/RDAP Documentation", "ARIN Technical Discussion Mailing List", and "FAQs".

This will give you information about the domain.

13:00: How to interpret those results

14:18: Shopify and godaddy sites, payment gateways, and how to look for discrepancies of what you would expect to find.

16:16: Payment options for purchases: debit vs. credit cards and paypal payments, risks and caveats for use

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