

## 10 Musts for Search Engine Safety

Search engines ease the efforts of locating web sites that are relevant to your work. But sadly just as users discover the many joys of using search engines, there are others who work hard to unravel ways in which the search engines will help them in carry out malevolent work. Spam, spyware, adware, phishing, and dangerous downloads are all carried by websites search engines innocently lead you to.

The most dangerous keywords that can cause trouble are: free screensavers, bearshare, music downloads, free ringtones, winmix, and download Yahoo messenger. As the user and one at risk you must be extremely vary about where you go and which sites you choose to open. Search engines despite all efforts cannot protect you.

Protect yourself by:

1. Avoiding clicking on search engine advertisers.
2. Using keywords that are on the "danger" list.
3. Try and learn about the site's practices. This will help you protect yourself.
4. Use organic sites they are safer than sponsored sites.
5. How ever eager you may be to read/view something don't say yes to installation of any "most essential" programs.
6. Use a site advisor software like McAfee's SiteAdvisor see: [www.us.mcafee.com](http://www.us.mcafee.com).
7. Protect your Pc's search record and clear the cache regularly. People can use your IP finger prints and check on you or even do worse.
8. Read Google's page that gives instruction for cleaning out IE, Firefox, and any other browser you may be using.
9. Clear tool bar history as shown by MSN. Always check the help features on your computer to learn how best to protect yourself.
10. Protect surfing privacy by using tools such as those devised by Earthlink.

Malevolent people in the World Wide Web are well aware of what tempts users. The popular vehicle for unwanted and dangerous software are beautiful screensavers, tempting music downloads, and offer of freebies. Sites that give away these are chock-a-block with adware and spyware.

Sadly, innocently registering at a few sites also results in unwanted spam. An in depth study by McAfee and Ben Edelman found that as much as 9 % of sponsored results and 3% of organic searches led to questionable sites. Most dangerous of course are sponsored links and seemingly innocent freebies. The work revealed that free screensavers contributed 64%; bearshare contributed 57%; screensavers accounted for 55%; and winmix for 51% of the disasters.

Other than SiteAdvisor there are other tools like ScanSafe's Scandoo. This also provides warnings about pornography, pirated software and gambling apart for intermittent dangers. StopBadWare.org is a coalition formed by Google, Lenovo, and Sun Microsystem to create an intensive database of questionable Web sites. They hope to warn surfers about sites that are security threats.

The Cyber world is somewhat similar to the spy games played during the "cold war." So, you the PC owner need to protect your own back and stay one –step ahead of the enemy.

## About the Author

Andrew Bermam is a freelance writer for [Coupon code](#), the premier website for online coupon code, services to buy best coupon code, discounts, bargains, promotional coupon codes, special offers, free coupon codes and many more. He also freelances for [Credit Report](#) site.