



# FINISHED INTELLIGENCE REPORTS

## HC3: Analyst Note - SEO Poisoning



TLP:WHITE

Jun 22, 2023

On June 22, 2023, HC3 released the following analyst note on "SEO Poisoning."

Search engine optimization (SEO) poisoning, considered a type of malvertising (malicious advertising), is a technique used by threat actors to increase the prominence of their malicious websites, making them look more authentic to consumers. SEO poisoning tricks the human mind, which naturally assumes the top hits are the most credible, and is very effective when people fail to look closely at their search results. This can lead to credential theft, malware infections, and financial losses. As more organizations utilize search engines and healthcare continues to digitally transform, SEO poisoning is becoming a larger security threat. HC3 has observed this attack method being used recently and frequently against the U.S. Healthcare and Public Health (HPH) sector

To see the full report, see the attachments section.

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