

## **WOT: A Tool for Safer Web Surfing**



For some time now, I have been using a free browser add-on tool on my Windows and Mac computers that delivers real value by making my web surfing much safer, so I am sharing this information with you in this month's newsletter.

The tool is called Web of Trust, or WOT for short. You can find it on [www.mywot.com](http://www.mywot.com) WOT is a website safety service that helps you decide whether a website is safe or not. It is based on a crowdsourcing approach where millions of user worldwide rate and comment on the safety of a website based on their personal experience.

WOT works simply by using a traffic light metaphor (green, yellow, red) and placing lights next to search results when using Google, Yahoo!, Bing, or any other search engine. The indicators are also present next to links in social networking sites such as Facebook and Twitter and email like Gmail and Yahoo! Mail. It is very fast and places little overhead on your computer.

A green traffic light means users have rated the website as trusted and reliable, red warns about potential threats, and yellow indicates you need to be cautious. A question mark means the site is unrated. By clicking the traffic light icon you can find out more information about the website's rating and user's opinions.

WOT works with Internet Explorer, Firefox, Google Chrome, Safari, and Opera, both on Windows and Mac versions. To add it to your browser, simply go to [www.mywot.com/en/download](http://www.mywot.com/en/download) and install the add-on. You will likely need to restart your browser before it can take affect.

Below is a sample Google search results screen that shows all four possible traffic lights. The search was for "download free software", and several pages into the search results, one sees this:

[My Book Download Software Address Book Software Freeware](#) 

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A website with the green traffic light  I click without any concern. Yellow or red

 or  I won't click on and a questionable website  I might click on, but will proceed very cautiously.

*As always, I hope you have found this information useful. If you do not wish to receive these emails in the future, let me know.*

*This newsletter, as well as all past newsletters, can be found on my web site (<http://steve.gimnicher.com>).*