

Front Site Detection

Detect merchant misrepresentation before transactions begin

Identify deceptive front sites that can pass standard onboarding checks and focus review on the merchants that need attention.

A merchant website can look legitimate and still misrepresent the business behind it. Polished content, a working checkout, and completed KYB checks may not reveal restricted activity, scams, or hidden payment activity.

When misrepresentation is discovered after transactions begin, you are left managing chargebacks, investigations, regulatory scrutiny, and costly cross-team escalations.

Front Site Detection uncovers signs of business misrepresentation across a merchant's declared website, domain behavior, and online presence.

Expert-designed analysis and AI surface high-confidence findings that help you prioritize review before exposure grows.

From legitimate-looking websites to actionable findings



Declared merchant website

Submitted site + claimed business



Site and risk analysis

Website behavior + domain and online presence signals



Front-site risk findings

Explainable signals + evidence for review or escalation

**Looks legitimate.
Behaves differently.**

Front Site Detection looks beyond surface-level checks

Key Outcomes

- ✓ Identify deceptive or misrepresented merchants during onboarding
- ✓ Support decisions with explainable signals and high-confidence findings
- ✓ Prioritize merchants showing the strongest signs of front-site risk
- ✓ Reduce post-approval investigations and reactive escalations
- ✓ Reduce noise from broad rules and manual website checks
- ✓ Strengthen onboarding without slowing legitimate merchants

Why Front Site Detection matters

A polished website can still conceal business misrepresentation

A merchant may have an active domain, professional content, listed products, and a working checkout with no immediate onboarding red flags.

Front sites are built to appear credible while masking misrepresented business activity, illicit goods, scams, or proxy payment flows.

Expert-designed, AI-powered detection

Expert-designed signal frameworks and AI evaluate subtle inconsistencies across live websites, domain data, and online presence.

Front Site Detection surfaces focused, explainable findings so you can quickly identify the merchants that require review or escalation.

Website, domain, and online presence analysis

Front Site Detection evaluates three connected areas to determine whether the merchant's claims align with how the business presents and operates online.

Business authenticity

Assess whether the website content, products, services, pricing, and stated line of business tell a consistent story.

Domain integrity

Evaluate whether the domain shows signs of a credible operating business or a disposable front.

Online presence

Verify whether search results, reviews, directories, social profiles, and third-party references support the merchant's claims.

Front Site Detection asks...

- ✓ Is this merchant who they say they are?
- ✓ Are they selling what they claim to sell?
- ✓ Is there evidence of a real operating business?

Learn more: G2RiskSolutions.com/front-site-detection

Talk to a merchant risk expert: G2RiskSolutions.com/contact