I've compiled a comparison list using several searches and VirusTotal entries. My first comparison is http://amaz0n-sale-deals.com, compared to https://amazon.com. Secondly, http://pa1pal-login.com versus https://paypal.com. Finally, I found http://free-iphone-promo.com, which is compared to https://apple.com. The "amazon sale deals" and the "pa1pal-login" sites use typosquatting to appear as the legitimate company name. All fake websites listed above use HTTP instead of HTTPS; subsequently, there is no certificate or data encryption. Each has a call to action prompting you to enter personal information designed to harvest user information. Some websites, such as pa1pal-login, can look very similar to the real site's login page with slight visual and operational differences.