



Cloaking sounds sci-fi, but its actually a trick used today by spammers to show content moderators or search engine spiders an innocent-looking version of their site while real visitors just see ads and scams. For example, some spammers try to fool Facebooks review team and tech by showing any of its staffers IP addresses a benign landing page for links or ads, while everyone else sees diet pill scams or porn that violate Facebooks community standards and ad policies.