International Research Journal on Advanced Engineering Hub (IRJAEH)
e ISSN: 2584-2137
Vol. 02 Issue: 04 April 2024
Page No: 1662-1665
https://irjaeh.com
https://doi.org/10.47392/IRJAEH.2025.0236

AI-Powered Mobile App for Detecting Fraudulent Search Rankings

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Abstract
In the digital era, search engine rankings play a crucial role in shaping online visibility and user engagement. However, fraudulent practices such as search ranking manipulation, click fraud, and SEO poisoning have become increasingly prevalent, compromising the credibility of search results. This project introduces an AI-powered mobile application designed to detect fraudulent search rankings and ensure fair visibility for legitimate content. The system leverages deep learning algorithms and data analytics to identify anomalies in search patterns, traffic sources, and keyword manipulation techniques. By analyzing user behavior, backlink authenticity, and ranking fluctuations, the app effectively distinguishes between organic growth and artificially inflated rankings. The AI model, trained on diverse datasets, continuously adapts to evolving fraudulent strategies, enhancing detection accuracy. The proposed solution empowers businesses, marketers, and search engines to maintain a transparent digital ecosystem, mitigating the impact of ranking fraud and ensuring a trustworthy online search experience.

Keywords: *AI-Powered Detection; Artificial Intelligence; Click Fraud; Data Analytics; Deep Learning; Digital Transparency; Fraudulent Search Rankings; Search Engine Manipulation; SEO Fraud; Ranking Anomalies.*

1. Introduction
In today's digital landscape, search engine rankings play a critical role in determining online visibility and business credibility. As a result, many organizations invest heavily in SEO strategies to improve their placement. However, some exploit unethical practices to manipulate rankings, resulting in fraudulent search results that mislead users and harm fair competition. Fraudulent tactics such as fake clicks, keyword stuffing, link farming, and bot traffic are becoming increasingly sophisticated. These practices distort the accuracy of search engine algorithms, making it difficult to differentiate between genuine and manipulated content. This not only affects user experience but also damages the reputation of legitimate businesses. To address this growing issue, our project aims to develop a mobile application powered by artificial intelligence. The app is designed to detect anomalies in search rankings by analyzing user behavior patterns, traffic sources, and keyword performance. Through machine learning, it can identify red flags and provide alerts about suspicious ranking activities. By offering a smart, accessible tool for detecting search fraud, this app empowers users—ranging from digital marketers to web administrators—to maintain transparency and integrity in the digital space. The solution not only promotes ethical SEO practices but also contributes to a healthier, more trustworthy online ecosystem [1].

1.1. Problem Statement
Traditional search engine algorithms and manual monitoring methods often fall short in detecting sophisticated ranking fraud. With increasing automation in SEO manipulation, there's a growing need for intelligent, adaptive systems that can analyze large datasets, detect anomalies, and provide actionable insights. This project addresses that gap by leveraging AI to build a mobile application that autonomously scans, flags, and reports suspicious ranking behaviors, helping ensure transparency and trust in search ecosystems [2].

1.2. Objective
The primary goal is to develop a user-friendly mobile

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app that uses machine learning models to detect irregular search patterns, identify potential fraud, and alert users or administrators with relevant analytics. By integrating advanced data processing and intuitive mobile interfaces, the app empowers individuals and businesses to monitor their digital presence, safeguard reputation, and promote ethical SEO practices [3].

2. Method

The method begins with collecting data from search engines, user logs, and SEO tools. This data is then cleaned and normalized to ensure consistency. Key features that indicate fraudulent behavior like abnormal traffic patterns or keyword spikes are extracted for analysis. A machine learning model is then trained using algorithms such as Random Forest and XGBoost to detect these patterns. The trained model is integrated into a mobile app developed using Flutter or React Native. An alert system notifies users of any suspicious ranking behavior, and the model is regularly updated with new data to improve accuracy over time [4].

Table 1 Method Overview

STEP	PHASE	TOOL/TECH
1	Collect	APIs, GSC
2	Clean	Python, Pandas
3	Extract	Regex, Scikit
4	Train	RF,SVM,XGB
5	Build App	Flutter
6	Alert	Firebase
7	Update	AutoML

2.1.Tables

The table 1 outlines the seven main steps in the project method. In Step 1 (*Collect*), data is gathered from platforms like Google Search Console and API endpoints. Step 2 (*Clean*) involves using tools like Python and Pandas to preprocess the data. Step 3 (*Extract*) focuses on identifying features relevant to fraud detection using techniques like regular expressions and machine learning libraries. In Step 4 (*Train*), models such as Random Forest and XGBoost are used to classify patterns. Step 5 (*Build App*) covers the development of the mobile application using Flutter or React Native. Step 6 (*Alert*) introduces a notification system to alert users of suspicious activities, while Step 7 (*Update*) ensures the model stays accurate through regular updates using automated scripts or cloud-based solutions.

2.2.Figures

The below figure 1 shows a verification result generated by an AI-powered app analysis tool for "WhatsApp Messenger." It confirms that the app is genuine and safe to download, with a high rating of 4.7 out of 5 based on 3 user reviews. Key details such as the app name, package name (com.whatsapp), developer name (WhatsApp LLC), and a short app description are clearly displayed to help users identify the app accurately. Additionally, the screen shows the app's availability on both the Play Store and App Store, indicating its authenticity. It also lists the permissions requested by the app, including access to the camera, contacts, location, and storage, while permissions like call log, microphone, and SMS remain unchecked. This structured layout helps users quickly assess the safety and legitimacy of any application before installation [5].

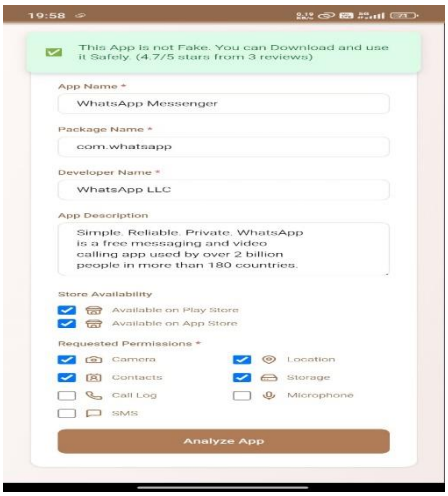

Figure 1 App Verification Result Screen WhatsApp Messenger

3. Results and Discussion

3.1. Results

The application "WhatsApp Messenger" received a high trust score of 87 out of 100, indicating a strong confidence level in its authenticity. It is verified as an Official App and is confirmed to be legitimately

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available on both the Play Store and App Store. Additionally, the app has received a user rating of 4.7/5 based on three reviews, supporting its credibility and user satisfaction. The app also falls under the Communication category and has a confidence score of 95% in its classification as a genuine application [6-8].

3.2. Discussion

The result highlights the effectiveness of the AI-powered detection system in accurately validating well-known apps like WhatsApp. The system's use of cross-verification methods, including app store availability, permission checks, user reviews, and metadata analysis, ensures reliable output. The presence of user reviews with positive feedback and minimal issues further supports the system's conclusion. This reinforces the tool's capability to distinguish legitimate applications from potentially fraudulent ones, ultimately helping users make safer choices when downloading apps, Figure 2.

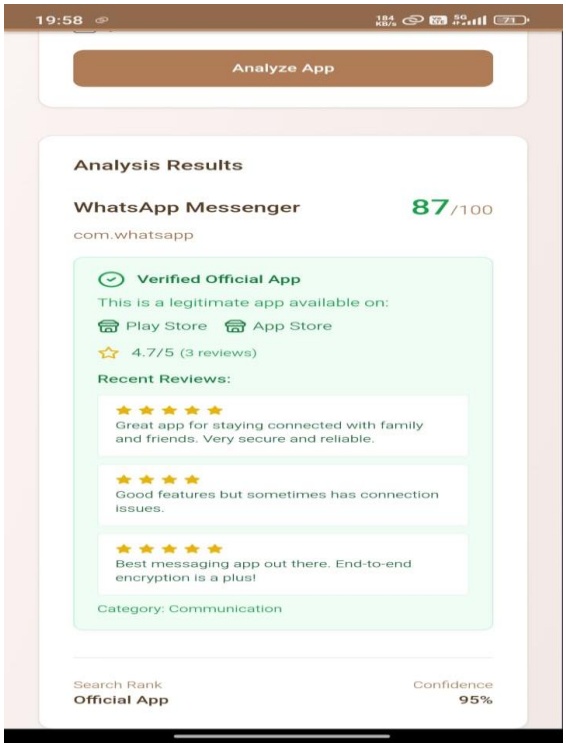

Figure 2 App Analysis Result and Review Summary for WhatsApp Messenger

Conclusion

The AI-powered mobile app for detecting fraudulent search rankings demonstrates an effective and user-friendly approach to verifying app authenticity. By analyzing key parameters such as store availability, requested permissions, developer information, and user reviews, the system provides a reliable assessment of whether an app is genuine or potentially harmful. The results obtained from the WhatsApp Messenger analysis show the system's ability to accurately identify official and trusted apps, giving users confidence in their download decisions. With a high trust score and clear review visibility, this tool can play a crucial role in preventing the spread of fake or malicious applications. Overall, the project offers a practical solution for enhancing app security and user safety in the mobile ecosystem.

Acknowledgements

We would like to express our sincere gratitude to all those who contributed to the successful completion of this project. Firstly, we extend our deepest appreciation to our Adviser Ms.V.Gayathri, whose guidance and expertise were invaluable throughout the development of this project. Their unwavering support and insightful feedback have significantly shaped the direction of our work.We would also like to thank our Organization Kamaraj College of Engineering and Technology for providing the necessary resources and infrastructure that made this research possible. We are also grateful to our families for their continuous encouragement and understanding during the course of this project.

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