

HOW TO

MAKE SURE YOUR SITE SENDS THE RIGHT MESSAGE

EARN THE TRUST OF POTENTIAL CUSTOMERS QUICKLY AND EASILY

Today's online shoppers are concerned about the security of their personal information. Recent research shows that almost three-fourths of Internet users in the United States are concerned about identity theft. Many of those users may hesitate to contact your business or provide you with an email address for your mailing list if they don't trust your company, so making certain that your customers feel safe and secure while visiting your site is critical to the success of your business.

So how can you build trust with visitors on your site? Start by thinking about what the person will see and experience on your site, and consider how you can provide clear signals that demonstrate your legitimacy. Here are some ways you can soothe nervous consumers:

SHOW THAT YOU EXIST BEYOND CYBERSPACE

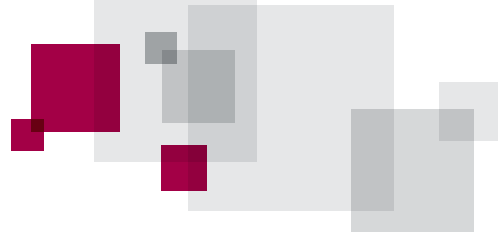
Nothing makes a shopper more nervous than a site that doesn't say anything about the company itself. Be sure to provide some basic information about your company, including your address and phone number, but also try to give shoppers an overview of who you are and what your business does by offering a brief company history or introducing your employees. A proofreading and editing service, for example, might include information about the company's editors—including bios that list academic degrees, favorite books and periodicals, and more—showing customers that their team of professionals is highly qualified and can be trusted to provide expert services.

MAKE YOUR SITE EASY TO USE

Whether shopping at a store down the street or researching companies online, people will avoid businesses where it's hard to find what they're looking for. If your Web site is cluttered or confusing, many visitors will leave before they even consider contacting you or buying your products or services. You can work with a Web designer to make sure that the information on your site is easy to read and that navigation menus with short yet descriptive titles clearly indicate where each click will lead.

If your budget is tight, you can use simple yet professional-looking Web templates from providers like [Yahoo Merchant Services](#) to help you clean up and streamline your site. Remember that ease of use will ease the minds of a majority of users, so helping shoppers quickly understand how your site works is vital.





VERISIGN STRATEGIES FOR SMALL BUSINESS

BE CONSISTENT

Make sure the way you refer to your company, product names, prices, service descriptions, and so on is consistent across your site. Even slight variations from one page to another can confuse site visitors and lead them to go to your competitors' sites.

PROTECT CUSTOMERS' PERSONAL INFORMATION

If you collect credit card information and other highly confidential data on your site, you need to demonstrate that your site protects customer information from prying eyes. One part of that protection is to make sure that you use an SSL certificate that encrypts sensitive customer transactions.

If you don't know much about SSL certificates, that's okay. There are many companies that offer secure shopping cart technology that can be incorporated into your site. These third-party shopping cart applications offer a variety of features and prices, so it pays to do a little research to see which technology is right for your business. You can visit [Shopping Cart Reviews](#) to explore the pros and cons of various shopping carts, or you can use a full-service provider like [Yahoo Merchant Services](#) that will take care of integrating a secure shopping cart into your Web site for you.

Show customers that your site is trustworthy

You may have taken all the right steps to safeguard your customers, but how can you let your customers know that your site is trustworthy? When it comes to trust online, seeing is believing, so displaying a well-known trust mark—like the VeriSign Trust Seal—is a highly effective way to build trust with people who visit your site. Even if your shopping cart is operated by a third-party, VeriSign Trust Seal will allow you to display the VeriSign seal—the most recognized online security mark—anywhere on your Web site. To learn more, visit the VeriSign Trust Seal Web site at www.verisign.com/trust-seal.

LEARN MORE

For more information about how VeriSign Trust™ Seal can bring trust to your business online, please call: 866-878-7847, 650-426-5333 or email: trustteam@verisign.com. Visit us at www.verisign.com/trust-seal for more information.

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