VERISIGN TRUST™ SEAL

BRINGING TRUST TO YOUR BUSINESS ONLINE

You've invested time and money in your web site — developing great content, optimizing it for search engines, and investing in online advertising. But once visitors find you, how do you get them to buy, click, or call? You have to build trust — it's an essential ingredient for a successful web site.

Backed by the most trusted name in online security, VeriSign Trust™ Seal helps bring trust to your business online. VeriSign Trust Seal lets you display the well-known VeriSign seal — a symbol of trust shown on over 90,000 web sites in 160 countries and recognized by 86 percent of online shoppers.[1] And the VeriSign Trust Seal offers safety features for your site and your customers — ensuring that the trust and reputation you build is protected.

TRUST MEANS BUSINESS

VeriSign's strong name recognition, combined with innovative security features, strengthens your brand and helps you stand out among your competitors. VeriSign Trust Seal lets you:

- **Display the #1 Internet security brand for consumers.**[2] As the world's best known and trusted online security brand, VeriSign instills trust and recognition on many of the largest commercial web sites in the world. You can use this same brand recognition to establish credibility and help your site look more professional.

- **Increase site traffic by reaching customers early in the purchase cycle.** VeriSign Trust Seal makes your link stand out in search results in enabled browsers and VeriSign partner sites, helping you draw more customers to your site.

- **Increase sales and reduce shopping cart abandonment.** In customer case studies, the presence of the VeriSign seal helped increase online sales by an average of 24 percent, with results ranging between 10 to 36 percent.[3]

- **Reduce the risk of being blocked by search engines and browsers.** Avoid getting blocked by search engines and browsers that automatically detect malware — malicious software that hackers can inject into your web site — with automatic detection and reporting for quick remediation.

HOW IT WORKS

VeriSign Trust Seal shows your site visitors that your identity and web site have been verified by the leader in online security. We do that by:

- **Verifying** your business, organization, or individual identity using established and proven procedures.

- **Authenticating** that the domain (how your web site is registered) is owned or controlled by the verified account.

- **Confirming** that the web site has passed a daily malware scan.

WHY VERISIGN

93% of SSL-using Fortune 500 companies and 87% of the largest Internet retailers in North America trust VeriSign[4] to protect their customer's web-based transactions.

EASY INSTALLATION

After VeriSign confirms your identity and site ownership, and your site passes the VeriSign malware scan, the VeriSign Trust Seal is ready to be installed on your site. Then you simply copy and paste the script into your site's code. When customers click on the seal, they can see that your business and web site have been authenticated by VeriSign, and that your site has recently passed a malware scan.

ONGOING PROTECTION FOR YOUR SITE

Going forward, VeriSign scans your site for malware on a daily basis. If malware is detected, the seal is automatically turned off and you're immediately notified of the attack. The VeriSign Trust Center portal is always available to provide detailed information to help you remove malware. After malware removal is confirmed with a simple rescan, the seal is automatically displayed again.

SEAL-IN-SEARCH: REACH CUSTOMERS BEFORE THEY REACH YOUR SITE

With the VeriSign seal-in-search functionality,[5] customers who install a simple browser plug-in and find your site through popular search engines will see the VeriSign Trust Seal next to your listing on search engine results pages. Customers will also see the seal next to your products or company name on VeriSign-partnered web sites, including trusted comparison shopping sites.

This seal-in-search feature can help you stand out from your competition, allowing you to build confidence in your site and reach customers before they even visit your web site.

WHO SHOULD USE VERISIGN TRUST SEAL?

Any organization or business that has a web site can benefit from using VeriSign Trust Seal. Designed for small to medium-sized businesses, the VeriSign Trust Seal is ideal for:

- Ecommerce sites using third-party shopping cart or payment solutions
- Local businesses and professional services providers
- Ad supported sites that want to increase conversions and referrals
- Blogs, wikis, or other informational sites that need to establish trust

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.
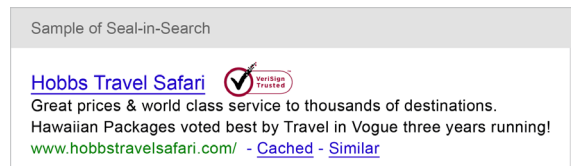
ABOUT VERISIGN

VeriSign, Inc. (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, VeriSign helps companies and consumers all over the world engage in communications and commerce with confidence. Additional news and information about the company is available at www.verisign.com.

VERISIGN TRUST SEAL AND VERISIGN SECURED SEAL — WHAT'S THE DIFFERENCE?

VeriSign Trust Seal is an extension of the established and highly trusted VeriSign Secured® Seal. The VeriSign Secured Seal means that a site is secured by a VeriSign® SSL Certificate and authenticated by VeriSign.

VeriSign Trust Seal provides an effective way to establish trust on a site without installing an SSL Certificate. However, if your web site uses SSL, you must use VeriSign® SSL in order to display the VeriSign Trust Seal.

Sample of Seal-in-Search

Hobbs Travel Safari   ✓ VeriSign Trusted
Great prices & world class service to thousands of destinations. Hawaiian Packages voted best by Travel in Vogue three years running!
www.hobbstravelsafari.com/ - Cached - Similar