



DATA SHEET

HOW CAN THE VERISIGN SECURED® SEAL WORK BEST FOR YOU?

Purchasing your SSL Certificate through VeriSign means that you have access to the world's most recognised Internet trust mark. When visitors to your Web site see the VeriSign Secured® Seal, they feel more confident to complete their online business and you will notice a marked reduction in abandonment rates and increase in online transactions.

HERE ARE A FEW TIPS ON WHERE TO PLACE THE VERISIGN SECURED® SEAL ON YOUR SITE FOR MAXIMUM IMPACT.

1. Don't make the customer spend any effort or time looking for peace of mind.

If a new customer comes to your site and they are seeking reassurance that the site is trustworthy and secure, one of the FIRST things they would like to see on the homepage is the VeriSign Secured® Seal. For this reason we recommend that you keep it high on the home page of your Web site (definitely above the "fold" line so that they don't have to scroll down to look for it).

2. Let the customer see it when they need to see it most.

The time that a customer needs reassurance the most is at the point where they are about to share private information online (such as the page where they have to enter their log-in credentials or credit card details). For this reason, we recommend that the VeriSign Secured® Seal be displayed on all pages close to the area where this information is requested.

3. Don't let it seem like an after-thought.

Your brand is important to your customers and for this reason you have associated it with the best-of-breed Internet security brand. Let this be evident when displaying the VeriSign Secured® Seal. Avoid placing the seal within the footer of the page where it might not be seen or where the visitor needs to search for it. Make it one of the most visible aspects of your site and place it where the visitor will easily find it.

4. Make sure you display a valid VeriSign Secured® Seal.

It is very important that you only display the VeriSign Secured® Seal on the Web site that is secured with a valid VeriSign SSL Certificate.

For further assistance or information, please visit:

<http://www.verisign.com/ssl/secured-seal/index.html>

THE VERISIGN SECURED® SEAL IS VIEWED OVER 175 MILLION TIMES PER DAY!





CORRECT VERISIGN SECURED® SEAL PLACEMENT DOES MAKE A DIFFERENCE!

Our customers have experienced an increase in sales from 10 to 36% that they have ascribed to seal placement on their sites.

Here is what some of them had to say:

- **Opodo:** “We posted the VeriSign Secured® Seal on the payment pages and found that completed sales rose by approximately 10% in comparison to the previous week’s results. We immediately realised the impact that the trust factor can have on shopping basket abandonment rates and we have since published the VeriSign Secured Seal on all the payment pages across our network of European sites.” Warren Jonas, Head of Service Management
- **Proof-Reading.com:** Proof-Reading.com achieved a 36% increase in registrations when it switched to the VeriSign Secured Seal due to its industry-best name recognition.
- **Virtual Sheet Music:** The VeriSign Secured® Seal helped to restore customer confidence so much that sales immediately leapt by 31% for Virtual Sheet Music according to tests the firm ran using A/B split methodology.
- **Picture Store:** While the choice of pages mattered somewhat, the big difference was between the presence or absence of the VeriSign Secured® Seal, a difference that consistently ranged from a 19 to 24 percent increase in completed transactions for Picture Store.

For these and many other case studies, please feel free to visit:

<http://www.verisign.com/sslcasestudies>

You have bought the best Internet Security certification available, so make sure that your customers know it! Display the VeriSign Secured® Seal where it can work for you!

Visit us at www.Verisign.com for more information.

THE VERISIGN SECURED® SEAL IS THE MOST RECOGNIZED TRUST MARK IN THE WORLD; DISPLAYED ON OVER 90,000 SITES IN 145 COUNTRIES

