



DATA SHEET

HOW CAN THE VERISIGN® SEAL WORK BEST FOR YOU?

Purchasing your SSL Certificate from VeriSign means that you have the right to display the world's most recognised Internet trust mark. When visitors to your website see the VeriSign seal, they feel more confident to complete their online business and you will notice a marked reduction in abandonment rates and an increase in online transactions.

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

Don't make the customer waste any effort or time searching for peace of mind.

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

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

Customers need the most reassurance at the point where they are about to share private information – e.g., on the page where they have to enter their log-in credentials or share credit card information. For this reason, we recommend that the VeriSign seal be displayed on all pages where this type of data is requested. The VeriSign seal should be displayed in close proximity to the area requesting information.

Don't let the display of the VeriSign seal 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 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 website and place it where it can be easily seen.

Get your customer's attention early in their purchase process.

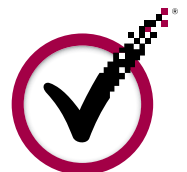
Given all of the noise experienced on the Internet, you need to get to customers as early as possible in their purchase cycle. By displaying a trust mark next to a link in search results, your website is naturally differentiated. Customers are drawn to links that display a trust mark while they're in the process of doing searches and comparison shopping.

The VeriSign® Seal-in-Search™ feature displays the VeriSign seal within search engine results for websites using VeriSign® SSL Certificates. The VeriSign seal is displayed next to the link of the trusted site. Seal-in-Search™ helps to increase link visibility and improve consumer confidence, which could lead to higher click rates and improved traffic to trusted websites. You can confirm that Seal-in-Search is activated for your site with a visit to your VeriSign Trust™ Center account.

THE VERISIGN SEAL IS VIEWED UP TO 250 MILLION TIMES PER DAY!



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





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Make sure you display a valid VeriSign seal.

It is very important that you only display the VeriSign seal on the website that is secured with a valid VeriSign SSL Certificate. For further assistance or information, please visit: www.verisign.co.uk/ssl/seal/index.html

**THE VERISIGN SEAL
IS THE MOST RECOGNISED
TRUST MARK IN THE
WORLD; DISPLAYED ON
OVER 90,000 WEBSITES
IN 160 COUNTRIES.**

CORRECT VERISIGN® SEAL PLACEMENT DOES MAKE A DIFFERENCE!

VeriSign customer case studies show a 10-34% increase in online sales and transactions when a VeriSign seal is displayed. In a recent study, 11% of respondents decided not to conduct business with a website if they did *not* see the VeriSign seal.¹

Here is what some of them had to say:

- **Opodo:** "We posted the VeriSign seal on the payment pages and found that completed sales rose by approximately 10%² 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 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% increase² in registrations when it switched to the VeriSign seal due to its industry-best name recognition.
- **Virtual Sheet Music:** The VeriSign seal helped to restore customer confidence so much that sales immediately leapt by 31%² for Virtual Sheet Music according to tests the firm ran using an A/B split methodology.
- **Picture Store:** Whilst the choice of pages mattered to a degree, the big difference in results was seen depending on the presence or absence, of the VeriSign seal. A difference that consistently ranged from a 19 to 24 per cent increase² in completed transactions for Picture Store.

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

www.verisign.com/sslcasestudies

Visit us at www.Verisign.co.uk for more information.

1. VeriSign Brand Tracking Research, 2009. Your results may vary.

2. Each study was conducted by the respective featured businesses. For more details on each study, visit www.verisign.com/sslcasestudies

