

Secure Your Site and Protect Your Customers from Fraud

Skeptical consumers, increasing competition, and more sophisticated fraudsters make trust essential to your success online. Before customers click, they need assurance that your site is secure, their transactions are protected, and you are who you say you are. Make sure your Web site earns its full potential with these tips for increasing trust online.

1

PROBLEM: Concerns about sharing personal data online. **SOLUTION:** Secure your site with VeriSign SSL.



If you collect any information on your Web site or if your customers create an account to sign-in, you need to protect their personal information in transmission across the Internet with encryption. VeriSign SSL solutions both secure your online transactions and help assure your customers that they are safe when they shop, share, or click on your site. [VeriSign SSL Certificates](#)

2

PROBLEM: Identity theft and fraud are on the rise. **SOLUTION:** Display the VeriSign Trust™ Seal.



VeriSign seals show that a site is secure and authenticated by a trusted third party. The most recognized trust mark on the Internet, the VeriSign seal is viewed up to 650 million times per day on over 100,000 Web sites in 165 countries. Added features work with the [VeriSign Trust Seal](#) to show customers that your site is scanned daily for malicious code to protect their computers from infection.

3

PROBLEM: Competing for clicks in search results. **SOLUTION:** VeriSign® Seal-in-Search™ increases your link visibility.



VeriSign® SSL Certificates come with additional features so you can do more than secure your online transactions. The Seal-in-Search feature helps your link stand out as a trusted site. Browsers enabled with a free plug-in and shopping sites and product review pages that partner

with VeriSign, display the VeriSign Trust Seal next to your link.

4

PROBLEM: Imposter sites are difficult to detect. **SOLUTION:** Get the green address bar.



SSL Certificates with EV trigger high-security Web browsers to display your organization's name in a green address bar and show the SSL provider that issued it. Web site visitors know at a glance that the certificate owner has met the industry's highest standard of authentication. [VeriSign® Secure Site Pro with EV SSL Certificates](#)

5

PROBLEM: Hackers target all types of Web sites. **SOLUTION:** Protect against the most common attacks.



Avoid becoming a hacker target and provide a safer online experience for consumers. Every Extended Validation and Pro SSL Certificate includes vulnerability assessment to help quickly identify and take action against the most exploitable weaknesses on your Web site. Daily Web site malware scanning, free with all VeriSign® SSL Certificates, alerts you immediately if your Web site is infected. The combination helps you extend security beyond https to your public-facing Web pages and reduce the risk of being blacklisted by Google or other search engines. [Web Site Malware Scanning](#) and [Vulnerability Assessment](#) .

Credit: [SSL Certificate News](#) {!jomcomment}