

# The VeriSign Seal

Bringing Trust to Your Business Online

## Fact Sheet: Web Security

### Overview

You've invested time and money in your website—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.

Give your customers peace of mind—from search to browse to buy—with the VeriSign® seal, the most recognized trust mark on the Internet.

The VeriSign seal is an indispensable tool for increasing your customers' perception of safety and trust when they do business online. When visitors see the VeriSign seal, they know they can [trust the link](#), [trust the site](#), and [trust the transaction](#). Displaying the VeriSign seal on your website will make your visitors more likely to convert from visitors to customers and less likely to abandon their shopping cart.

### Key Benefits

- **Display the #1 trust mark on the Internet** – The VeriSign seal gives customers the confidence to buy, click, and log in. 86 percent of respondents recognize the VeriSign seal when viewed on a website<sup>1</sup>, and 11 percent said they do not make purchases on websites that do not display the VeriSign seal.
- **Increase site traffic by reaching customers early in the purchase cycle** – The VeriSign seal makes your link stand out in search results in enabled browsers and VeriSign partner sites, helping you draw more customers to your site.
- **Reduce the risk of being blocked by search engines and browsers** – Use automatic detection and reporting to help you avoid getting blocked by search engines and browsers that detect malware.

### Get the VeriSign Seal

The VeriSign seal is included with the VeriSign Trust Seal or VeriSign SSL Certificates. Select the product that's right for you online at <http://www.verisign.com/ssl/seal/index.html>. VeriSign Authentication Services, now from Symantec™, will confirm the information you provide and conduct your first website malware scan so you can install the VeriSign seal on your site.

### Continuous Protection for Your Site

When customers click on the seal, they can see that your business and website have been authenticated by VeriSign, and that your site has recently passed a malware scan. VeriSign scans your site for malware on a daily basis and immediately notifies you of attacks. And the VeriSign Trust Center is always available with detailed information to help you remove malware.

### Seal-in-Search: Reach Customers Before They Reach Your Site

With the [VeriSign Seal-in-Search™](#) functionality, customers who install a simple browser plug-in and find your site through popular search engines will see the VeriSign 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 partner websites, including trusted comparison shopping sites. This feature can help you stand out from your competition, allowing you to build trust in your site and reach customers before they even visit your website.



#### The #1 Internet Trust Mark

VeriSign seals are viewed up to 650 million times per day on over 100,000 websites in 165 countries, in search results on enabled browsers, on partner shopping sites, and in product review pages.

1. VeriSign Brand Tracking Research, June 2010. Your results may vary.

## Real Customers, Real Results

VeriSign customer case studies show an increase in online sales and transactions when a VeriSign seal is displayed<sup>2</sup> :

- **Opodo** – “We posted the VeriSign seal on the payment pages and found that completed sales rose by approximately 10 percent in comparison to the previous week’s results. We immediately realized 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 percent increase in registrations when it switched to the VeriSign seal due to its industry-best name recognition. [Read more.](#)
- **Virtual Sheet Music** – The VeriSign seal helped to restore customer confidence so much that sales immediately leapt by 31 percent for Virtual Sheet Music according to tests the firm ran using an A/B split methodology. [Read more.](#)
- **Picture Store** – While the choice of pages mattered to a degree, the big difference in results were seen depending on the presence or absence, of the VeriSign seal. A difference that consistently ranged from a 19 to 24 percent increase in completed transactions for Picture Store. [Read more.](#)

## More Visibility, More Impact

Only a VeriSign seal is backed by Symantec, the leading provider of trust online. As the brand trusted by major banks and retailers, the VeriSign seal helps build confidence on all types of websites. In fact, **97 of the 100 largest SSL-using banks** in the world, **81 percent of the largest ecommerce sites** in North America and **93 percent of the Fortune 500** rely on Symantec (including all subsidiaries and affiliates) to secure their websites.

The familiar check with the circle is now also part of both Symantec™ and Norton™ logos, displayed up to seven million times per day online, making it an even more visible source of trust online.

### *VeriSign Trust Seal and VeriSign Secured Seal—which one is right for you?*

The 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 Authentication Services.

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

## Get Your VeriSign Seal Today

Start building greater confidence in your site today. [Visit the VeriSign Trust Center](#) to put the VeriSign seal on your site or to renew your existing subscription. You can also try the seal on your site free of charge for 30 days by signing up for a [VeriSign® Trust Seal Trial](#) or [VeriSign Trial SSL Certificate](#).



In April 2012, all VeriSign seals will automatically update to the Norton™ Secured Seal, matching the power of the VeriSign Checkmark with the value of the Norton name. The Norton Secured Seal will be displayed up to 650 million times per day on more than 100,000 websites in 165 countries.

<sup>2</sup>. Each study was conducted by the respective featured businesses. For more details on each study, visit [www.verisign.com/sslcasestudies](http://www.verisign.com/sslcasestudies).

## More Information

### *Visit our website*

<http://enterprise.symantec.com>

### *To speak with a Product Specialist in the U.S.*

Call toll-free 1 (800) 745 6054

### *To speak with a Product Specialist outside the U.S.*

For specific country offices and contact numbers, please visit our website.

## About Symantec

Symantec is a global leader in providing security, storage, and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored. Headquartered in Mountain View, Calif., Symantec has operations in 40 countries. More information is available at [www.symantec.com](http://www.symantec.com).

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