



Once you secure your Web site with a VeriSign SSL Certificate, all you need to do to benefit from the VeriSign Secured Seal trust mark is download and install it.

+ Summary

Credibility means a lot in the world of Internet security. With instant recognition by 88% of Web users,⁷ VeriSign is by far the most recognizable Secure Sockets Layer (SSL) security brand in the world today. VeriSign gained its leadership position by helping the Internet security industry develop standards, update protocols, and apply the latest technologies for the Web community. Savvy online consumers trust the VeriSign name and feel confident about doing business with Web sites secured by a VeriSign SSL Certificate. Naturally,

this reputation wasn't created overnight. It was built upon a platform of trust that has been cultivated for years and enhanced by the company's longtime involvement and support of the development of the Internet security infrastructure.

Organizations that rely on Internet transactions have learned that a reliable and secure Internet is necessary for company profitability. The more secure the online consumer feels, the more successful the online company will be in recruiting and retaining a worthy client base. The creation of a successful online business requires the development and cultivation of a trustworthy relationship with each potential client. VeriSign's products enhance the building of such relationships. If you want to ensure that potentially sensitive information is kept confidential and secure, and especially if you want your potential customers to trust that your company will value, respect and safeguard their private information, a VeriSign SSL Certificate is right for you.

Displaying VeriSign's name emphasizes your Web site's genuineness, credibility and trustworthiness to your customers. Your customers can then feel secure about completing the transaction that led them to your site in the first place.

+ Learn More

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⁷ 2006, Tec-Ed study

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