

Increase e-commerce conversion rates with Extended Validation SSL Certificates

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Extended Validation SSL Certificates are the gold standard in online trust, safeguarding your business's reputation and giving customers the confidence to buy.

When's the last time you bought something from someone you didn't trust?

Have you ever visited a web site that felt fake or that you just didn't feel comfortable buying from?

Trust is the bedrock of trade, particularly when it comes to the anonymity of e-commerce. Clever as your offers and web design may be, you simply cannot gamble with customer confidence.

The internet is dark and full of terrors

This is now truer than ever. Web-based attacks increased by 23 percent from 2012 to 2013, according to Symantec's 2014 Internet Security Threat Report, along with phishing scams, with perpetrators primarily seeking login details for people's online accounts and financial information.¹

Unsurprisingly, this makes any online business a big fat target for malware and other cyber-threats. Invoice and delivery addresses, cellphone numbers, credit card and banking details, passwords: it's all valuable to internet criminals. It's like waving a red flag in a room full of bulls.

And the 'it won't happen to my website' defense won't cut it. The same Symantec report found that 67 percent of malicious sites were actually legitimate websites that had been compromised and infected with malicious code, spreading malware to any and all visitors. In other words, criminals find it easy to infiltrate legitimate but poorly-protected sites.

What's worse, site owners often don't know that their site has been compromised until it's blacklisted by search engines or customers start complaining about infections they picked up on

the site, by which time the damage to your reputation has already been done; major breaches mean big headlines and angry, vocal customers.

But it's not just your reputation that takes a hit.

Poor security will also land you with abandoned carts and lost customers. A Symantec consumer study found that 90 percent of respondents will not complete their purchase if a security warning page pops up, 56 percent of respondents will turn to a competitor's website to complete their purchase, and only 11 percent will try the first website again.²

If there's even a whiff of doubt when it comes to purchasing online, your business suffers.

With the internet awash with fakes, malware, fraud, mistrust and paranoia, an e-commerce business simply can't afford to ignore the threats. Customers need to know whether or not they can trust your web site. Your top priority is to protect your site against the threats but your second priority is to show your customers that they are safe.

Prevention is better than cure

The first step is shoring up your basic web security:

- Make sure that all of the software and hardware you use is up to date and has all relevant patches and updates installed, to avoid the most common threats and vulnerabilities.
- Deploy and maintain security software from a trust worthy vendor: antivirus, encryption, internet security, spam filters, etc, to protect your and your customers' privacy and data.
- Carry out regular scans of your website to detect any breaches, vulnerabilities and lingering malware. Much

¹ http://www.symantec.com/content/en/us/enterprise/other_resources/b-istr_main_report_v19_21291018.en-us.pdf

² http://www.symantec.com/content/en/uk/enterprise/white_papers/b-grow-your-business-WP.pdf

malware is latent, designed to use your website to infect visitors, rather than attack your site directly, so you need to scan frequently to ensure there's nothing malicious lurking.

- Develop a backup and disaster recovery plan in case you're the victim of a breach. The ability to restore systems, recover customer data and get back to business is a must for successful e-commerce companies.

But even if you've got the right security in place and a damage mitigation plan, how do your customers know?

It's not enough to just allay your own fears; you also need to protect your customer's transactions and give your customers' absolute piece of mind to buy from you.

Trust made visible

This is where the Extended Validation (EV) SSL certificate comes in.

An EV SSL certificate authenticates the owner of the website and encrypts data sent between visitors and your site, ensuring that every transaction is safe and secure.

But more than that, when customers visit your website, the browser address bar turns green and a field appears with the name of the legitimate website owner and the name of the security provider that issued the EV SSL certificate. It gives your customers clear visual assurance that you've taken the right steps to ensure that your site is a safe, trustworthy and secure place to do business.

THAWTE'S SSL WEB SERVER CERTIFICATE WITH EV

Thawte is the original international specialist in online security, and it shows - So with [Thawte's SSL Web Server Certificates with EV](#), you get a business-class security product that gives you the reliability and protection you and your customers need, without the premium price tag.

While traditional SSL certificates used to be enough, increasingly sophisticated phishing scams are creating an atmosphere of caution and skepticism online, making consumers' trust harder to earn. So these obvious indicators let consumers know that their information is protected and, ultimately, allow them to feel confident in transacting on your site.

So it's more than just a box-ticking exercise. Beyond simply complying with regulatory standards, EV reduces shopping cart abandonment and drives long-term revenue by improving conversion rates and encouraging transactions of higher value.

Fitness Footware, the largest independent footwear retailer in the UK, for instance, saw shopping cart abandonment drop by 13.3 percent and conversions increase by 16.9 percent after adopting an EV SSL certificate. ³

But how do you get the most from EV? How do you use it to increase conversion rates and drive forward your e-commerce business?

Getting the most from your EV SSL certificate

- **Renew.** Make sure that your EV SSL certificate is renewed promptly. If you let it lapse, expect user confidence in your service to take a sudden and dramatic nosedive, but if you stay on top of renewals your customers will always have the green light to buy.
- **Protect.** Protect your private encryption key. With an SSL certificate, you get a public and private cryptographic key. Your server shares the public key with the browser so that you can set up a secure and encrypted channel through which to exchange data, like credit card details, and then your private key is used to decrypt this data. Poor private key management might allow criminals to intercept this information or, even worse, set up SSL-certified websites and spread malware under your company name, decreasing trust and trade.

³ <https://www.rapidsslonline.com/ev-ssl-increases-sales.pdf>

- **Trust marks.** The Thawte Trusted Site Seal, one of the most recognized SSL seals on the internet today, shows your customers that you've successfully deployed an SSL certificate, further encouraging customers to put their trust in your site and make more and larger purchases.
 - Opodo, an online travel agency, for example, experienced a ten percent increase in completed sales within just one week of placing an EV SSL trust mark on their payment pages.⁴
 - Try experimenting with the placement of the trust mark to see which positions have the greatest impact on boosting conversions and decreasing abandoned carts.

EV means business

The bottom line is: if you want to prevent customers abandoning your site and you want to give them the confidence to buy more and often, you need them to trust that their transaction is safe with your site, and Thawte Trusted Site Seal wins you that trust.

You spend a lot of money driving traffic to your site(s), without an EV SSL Certificate, you risk losing many of those visitors due to lack of confidence in transacting on your site.

Thawte Trusted Site Seal, with clear visible cues, prove that you've undergone a more rigorous identity check and demonstrate your commitment to your customers' security, helping you to boost customer confidence and drive up long-term revenue.

⁴ https://www.geocerts.com/HowEVCanIncreaseOnlineTransactions_April2009v2.pdf

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Protect your business and translate trust to your customers with high-assurance digital certificates from Thawte, the world's first international specialist in online security. Backed by a 17-year track record of stability and reliability, a proven infrastructure, and world-class customer support, Thawte is the international partner of choice for businesses worldwide.