



GIVE YOUR CUSTOMERS PEACE OF MIND

GET THE RIGHT SECURITY FOR YOUR WEBSITE

When people are on the web, you can't gain their loyalty and confidence with a smile or a handshake.

So with concerns about online viruses, fake websites and other security issues often in the back of their minds, it's very important to make people feel safe when they:

- First come to your website – and every visit after
- Wander through your webpages
- Click on your links
- Download anything from your site
- Fill in forms
- Buy online from you

HOW TO LET PEOPLE KNOW WEBSITE SECURITY IS IMPORTANT TO YOU

Having a privacy policy

A privacy policy provides customers with details on how your company keeps your customer information private, how the information is shared, and why it is collected. Make your privacy policy easy to locate so your visitors can learn that their security and privacy is very important to you.

A firewall

A firewall restricts access between different areas of the internet... even between different areas of your website. They stop hackers who get into one area from getting into another – they also help prevent viruses getting into your systems.

[Visit the Norton website](#) to find cost-effective products that include firewalls to protect you and your business.



Encryption

A code in your site that's virtually impossible for hackers to de-code. The system uses what's known as a 128-bit language. Crucial when you take payments online.

Secure Socket Layer (SSL)

This indicates that information people enter on your website is safe and secure. The icon usually looks like a key, padlock or similar security sign. Crucial when you take payments online.



VERISIGN SEAL – INCREASE ONLINE SALES

Verisign is the most popular and recognised SSL certificate in the world. In case studies, websites with their certificate displayed saw an average 24% increase in online transactions.

They offer packages from \$740 a year that include:

- Full business authentication
- SSL encryption
- VeriSign® Trust Seal with VeriSign Seal-in-Search™
- Daily website malware scanning (by Norton)

EXTENDED VALIDATION BAR – GIVE CUSTOMERS ADDED CONFIDENCE

Verisign have even higher security products for online shopping websites that include a green address bar showing in visitors' browsers when they're on your site - an easy and reliable way to be sure the site is real and secure.

In case studies across 11 countries, it's helped increase transactions by an average 17.8%.

[Learn more](#) on the Verisign website.