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Extended Validation SSL for Online Retail

Increase sales through EV SSL

Extended Validation (EV) SSL is an important tool in giving your online business the credibility and trust visitors require before they will choose to engage in transactions or share sensitive information with you online. When you choose to place an EV SSL certificate on your site, popular browsers add your company name in green right in their interfaces, up next to the address bar.

This highly visible indicator of your online business's true identity allows visitors to have confidence that they are engaging with a real online business and not some criminal enterprise seeking to defraud them or steal confidential information. By enabling this visible trust indicator in all popular browsers (including your company name in green adjacent to the web address), EV SSL helps you sell more online and aids you in a number of other ways.

Increase online sales and other key metrics

Including the green address bar as a trust indicator on your site can improve transaction completion rates and other key retail metrics for your web store. Retailers who have measured the impact of green address bars by comparing site performance with and without the EV trust indicator have observed sales uplifts on the order of 10%. The EV SSL green address bar is an indispensable tool for optimization of:

- Transaction completion rate
- Form completion rate
- Revenue per shopper
- Shopping cart abandonment
- Average order value (AOV) and items per cart
- New services signups
- Leads generated

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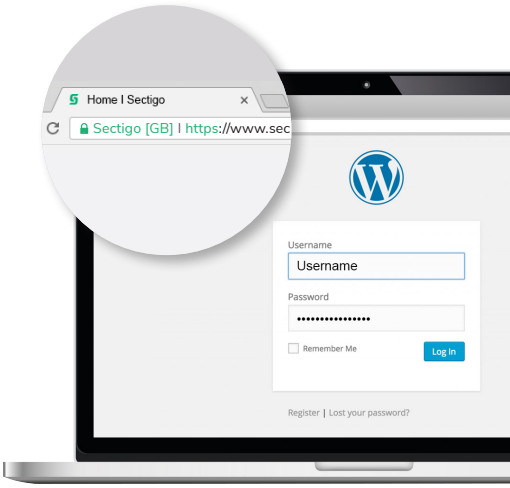
Improve your brand impression

By displaying a green address bar on your web storefront, you show shoppers that your company invests in best-of-breed security to keep them safe. The presence of your company name in green can increase visitors' confidence that they are doing business with the company they want to and not someone trying to defraud them. This increased confidence translates to a better overall customer experience with your retail brand.



The presence of your company name in green can increase visitors' confidence.

Use the name you use for business

Extended Validation SSL allows you to obtain certificates for the trademark names you use with our online stores, even if the same company uses different names on different stores. That means you can maintain a consistent brand presence for each online store you operate.

Protect your customers from phishing

Phishing refers to the criminal practice of creating an online counterfeit of a real business in order to trick customers into giving away sensitive information like credit card numbers, personally identifiable information (PII), and account login details. Businesses of all sizes get phished, even the smallest, and the shadow of identity or credit card theft has a chilling effect all sorts of online business.

EV SSL helps your customers protect themselves against this kind of attack by giving them a clear indicator of the difference between a real site and a criminal fake. There has never been a known instance of a phishing site using an EV SSL certificate, so when customers see your business name in green in their browser interface, they know they're on the real site.

Protecting customers from online identity and credit card theft is smart business. It allows your customers to feel safe on your site, and it's just plain good customer service.

Contact a Sectigo website security specialist to find out how EV SSL can help your business.

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