

# TALKING POINTS AND BENEFITS OF THE DIGICERT SMART SEAL



## DigiCert Partner use only

### Authentication

The Smart Seal demonstrates that DigiCert, the world leader in high-assurance TLS/SSL certificates, has validated the site and is providing our industry-leading protection. It also more prominently verifies that an organization is properly securing its webpage and brand—and is without question—legitimate.

End customers are looking for extra reassurance to provide confidential information on your customers' sites. With browsers limiting security information in today's TLS displays (i.e. no green bar), users need a solution. The DigiCert Smart Seal fills the gap and offers the site identity information that users want and need.

### Confidence

The DigiCert Smart Seal gives website visitors confidence that their information is secure. The dynamic animation within the seal draws from current DigiCert certificate data and gives site visitors assurance that a website is proactively protecting their data. The Smart Seal code will actively call back to DigiCert systems for updated information.

### Conversions

Perhaps the most compelling reason for business owners—various studies have shown that displaying a site seal on a webpage is effective at increasing transactions. A recent study shows sites that display site seals or trust marks perform 48% better than sites that don't, thus increasing conversion rates and increasing ROI.<sup>1</sup>

- Studies have also shown that 98% of visitors to websites leave without completing a transaction. This increases the importance of building trust in your website.<sup>2</sup>
- DigiCert found in its 2020 study that 71% of website visitors look for security seals before proceeding with transactions.

### Credibility

Site seals help startups and growing businesses prove that they're an established and credible business. Credibility is established by "borrowing" trust from the security brand displayed in the seal. That's why displaying and using the right seal makes a difference. DigiCert is the world's leading provider of TLS/ SSL, IoT and PKI solutions, with 89% of the Fortune 500 and 97 of the top 100 global banks using our solutions to provide website security.

<sup>1</sup> <https://www.crazyegg.com/blog/trust-seal-ecommerce/>

<sup>2</sup> <https://www.inc.com/peter-roessler/why-its-necessary-to-get-consumers-to-visit-your-brands-site-more-than-once.html>

## Dynamic

The DigiCert Smart Seal represents a modern seal because it's no longer a static image. The active animation draws attention to a website's commitment to security and displays that the website's security is current and operational. When a website visitor interacts or clicks on the Smart Seal, a pop-up splash page will provide details about the security of a website including these key security factors:

- Organization name and domain
- Today's date
- Encryption status
- DigiCert's background check has been completed

## Interactive

When users hover over the DigiCert Smart Seal, additional security information will be magnified. When clicked on, the seal will produce a splash page with details including:

- Company name
- Address/location
- Date issued
- Level of encryption

New details will be added to the splash page as they are developed, including:

- Verified customer since: (date)
- CT logs used
- Blocklist check
- Vulnerability scanned
- PCI compliance scan
- Company logo (will be verified logo once VMCs are saleable)

## Security

Organizations can visually demonstrate their commitment to security. Similar to displaying a security yard sign outside your home—site seals are a symbol of digital security and can bring peace of mind to website visitors.

## Trust

The DigiCert Smart Seal will increase visitor trust of a website. In this [2020 Baymard study](#), 17% of users said they abandoned their purchase because they didn't trust the website with their credit card information.<sup>3</sup>

## DigiCert Smart Seal FAQ

Q: What is the DigiCert Smart Seal?

A: In April 2021, DigiCert began offering the most innovative version of a site seal available on the internet in over 20 years. The new DigiCert Smart Seal redefines what users should expect from a site seal by including dynamic information, details about the company and website hosting the seal, and the type of TLS certificate they are using. This new dynamic seal is unique from the current static site seal images now offered— which is why we've updated the name to indicate that it's a "Smart" Seal.

Q: How does a website get the DigiCert Smart Seal?

A: The DigiCert Smart Seal is available in CertCentral Partner, via Guest Access for organizations that have purchased a Secure Site or Secure Site Pro TLS certificate and completed the DigiCert certificate validation process. After the validation process is complete, an organization's website can display the DigiCert Smart Seal by copying the JavaScript into the website's code. See [this technical FAQ](#) for more information on installation. For an overview of Guest Access, [watch this video](#).

<sup>3</sup> <https://baymard.com/blog/perceived-security-of-payment-form>

## Talking points and benefits of the DigiCert Smart Seal

Q: What if my customer is already displaying the Norton seal?

A: Upgrading a customer from the Norton seal to the DigiCert Smart Seal can be done at any time once it's available as long as your customer has ordered a premium Secure Site or Secure Site Pro certificate. In addition, the DigiCert Smart Seal provides many technical improvements over the dated Norton Seal. However, if your customer is currently displaying the Norton seal, they can continue to do so until October 16, 2023. If your customers wish to continue to use the Norton Seal after April 23, 2021 please make sure they have updated their script correctly per the instructions in the customer communication we previously sent.

Q: Will DigiCert have different types of DigiCert-branded site seals?

A: Yes. DigiCert will be offering two types of DigiCert-branded site seals. The new DigiCert Smart Seal (dynamic) and the DigiCert Basic Seal (static). Please note that the Thawte, GeoTrust, QuoVadis and RapidSSL site seals will continue to be available with the purchase of their respective certificates.

## Smart Seal

Smart Seals are available to your customers that purchase a Secure Site or Secure Site Pro certificate, once validation has been completed. Customers can get the Smart Seal script in CertCentral Partner, via Guest Access.

