

# How you benefit from the Norton Seal



Your brand is everything. Your website is where people go to interact with your brand. But if you've invested in SEO or promotions that drive customers to your site, how do you get them to actually buy or call? You have to build trust.

The right SSL certificate can be the critical factor in creating customer confidence in the security of your website. It shows they can trust you with their personal information.

DigiCert is proud to offer the security recognition only Norton Seal provides so our customers can build trust with their customers around the world.

## Norton Seal Advantage

As the world's most trusted security seal<sup>1</sup> the Norton Seal gives your customers peace of mind. Nearly 90% of customers recognize the Norton Seal logo. When they see it, they know they can trust the link, the site, and the transaction.

Displaying the Norton Seal means your website visitors are more likely to become customers and less likely to abandon their shopping cart. Our own research shows that 93% of customers continue an online purchase when they view the Norton Seal during checkout – more than any other seal or when no seal is displayed.<sup>1</sup>

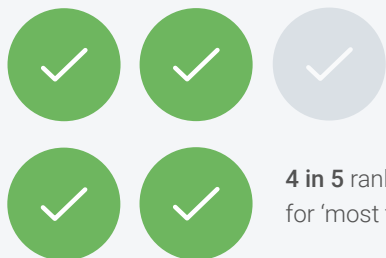
**“I TRUST NORTON AND WHAT THAT STAMP MEANS ABOUT PROTECTING MY INFORMATION.”**

Website Security Seal Study 2018 Respondent

**100,000**



The Norton Seal is displayed nearly a **billion times** a day on more than **100,000 websites** in **170 countries**, as well as partner shopping sites and product review web pages.



**4 in 5** rank the Norton Seal for 'most trusted' seal<sup>1</sup>

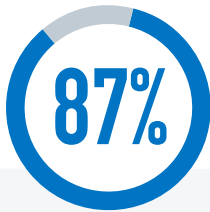
**1...2...3**



Top online trust rankings:

1. Recognizing name of website, brand or product
2. Trust seal on the site
3. A lock indicator in the address bar

## Norton Seal Benefits:



Display the #1 trust mark on the internet – **87%** of consumers recognized the Norton Seal in tests, three times more recognizable than any of our competitor’s trust marks.<sup>1</sup>



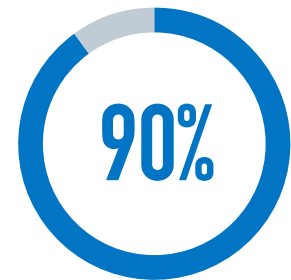
**Reduce the risk of being blocked** by search engines and browsers – Use automatic detection and reporting to help you avoid getting blocked by search engines and browsers that detect malware.



**Continuous protection for your site** – When consumers click on the seal, they can see that your business and website have been authenticated by DigiCert, and that your site has recently passed a security scan.

## More visibility, More impact

Only the Norton Seal is backed by DigiCert, the leading provider of trust online. As the brand trusted by major banks and retailers, DigiCert helps build confidence on all types of websites. In fact, 96 of the 100 largest banks in the world and 90% of Fortune 500 companies are secured by our SSL solutions.



## How do I get the Seal?

The Norton seal is included with every Secure Site product.

<sup>1</sup>DigiCert Website Security Seal Study 2018