

# The Norton Secured Seal

## Bring Trust to Your Business Online

### Fact Sheet: Norton Secured Seal

#### Overview

You've invested time and money in your website—developing great content, optimizing it for search engines, and investing in online advertising. But once visitors find you, how do you get them to buy, click, or call? You have to build trust. Give your customers peace of mind—from search to browse to buy—with the Norton™ Secured Seal, the most recognized trust mark on the Internet. The Norton Secured Seal is an indispensable tool for increasing your customers' perception of safety and trust when they do business online. When visitors see the Norton Secured Seal, they know they can trust the link, trust the site, and trust the transaction. Displaying the Norton Secured Seal on your website will make your visitors more likely to convert from visitors to customers and less likely to abandon their shopping cart.

#### Key Benefits

- **Display the #1 trust mark on the Internet** – In a recent study, 77 percent of consumers recognized the Norton Secured Seal in tests, more than any of our competitor's trust marks.<sup>1</sup>
- **Increase site traffic by reaching customers early in the purchase cycle** – The Norton Secured Seal makes your link stand out in search results in enabled browsers and Symantec™ partner sites, helping you draw more customers to your site.
- **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.

#### Get the Norton Secured Seal

The Norton Secured Seal is included with Symantec™ Safe Site or Symantec™ SSL Certificates. Select the product that's right for you online at <http://go.symantec.com/seal>. Symantec will confirm the information you provide and conduct your first website malware scan so you can install the Norton Secured Seal on your site.

#### Continuous Protection for Your Site

When customers click on the seal, they can see that your business and website have been authenticated by Symantec, and that your site has recently passed a malware scan. Symantec scans your site for malware on a daily basis and immediately notifies you of attacks. And the Symantec™ Trust Center is always available with detailed information to help you remove malware.



powered by VeriSign

#### Leading Provider of Trust Online

The Norton Secured Seal is displayed up to 800 million times a day on more than 100,000 websites in 165 countries and in search results on enabled browsers, as well as partner shopping sites and product review Web pages.

<sup>1</sup> Symantec U.S. Consumer Research, January 2011



### **Seal-in-Search: Reach Customers before They Reach Your Site**

With the Seal-in-Search™ feature, customers who install a simple browser plug-in and find your site through popular search engines will see the Norton Secured Seal next to your listing on search engine results pages. Customers will also see it next to your products or company name on Symantec partner websites, including trusted comparison shopping sites.

This feature can help you stand out from your competition, allowing you to build trust in your site and reach customers before they even visit your website.

### **More Visibility, More Impact**

Only the Norton Secured Seal is backed by Symantec, the leading provider of trust online. As the brand trusted by major banks and retailers, Symantec helps build confidence on all types of websites. In fact, 97 of the 100 largest SSL-using banks in the world, 81 percent of the largest e-commerce sites in North America and 93 percent of the Fortune 500 rely on Symantec (including all subsidiaries and affiliates) to secure their websites.

The familiar check with the circle is also part of both Symantec™ and Norton™ logos, displayed up to seven million times per day online, making it an even more visible source of trust online.

### **Get Your Norton Secured Seal Today**

Start building greater confidence in your site today. Visit the Symantec Trust Center to put the Norton Secured Seal on your site or to renew your existing subscription. You can also try the seal on your site free of charge by signing up for a Symantec Trial SSL Certificate.



### More Information

Visit our website

<http://go.symantec.com/seal>

To speak with a Product Specialist in the U.S.

Call 1 (866) 893-6565 or 1 (650) 426-5112

To speak with a Product Specialist outside the U.S.

For specific country offices and contact numbers, please visit our website.

### About Symantec

Symantec is a global leader in providing security, storage, and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored.

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