

The Norton Secured Seal

Bring Trust to Your Business Online

Datasheet: 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 can help make your visitors more likely to convert from visitors to customers and less likely to abandon their shopping cart.

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.

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

With the Seal-in-Search™ feature, customers who install a simple browser plug-in will see the Norton Secured Seal next to your listing on search engine results pages. Customers will also see the seal 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.



powered by VeriSign

Leading Provider of Trust Online

The Norton Secured Seal is displayed over half a billion times per day on websites in 170 countries and in search results on enabled browsers, as well as partner shopping sites and product review Web pages.



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, 93 of the 100 largest financial institutions and 92 of the 100 largest banks worldwide are secured by Symantec SSL certificates (including all subsidiaries and affiliates) to secure their websites.

Get Your Norton Secured Seal Today

Start building greater confidence in your site and install the Norton Secured Seal today. The Norton Secured Seal is included with Symantec™ Safe Site or Symantec™ SSL Certificates. 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. 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.

Symantec Corporation World Headquarters

350 Ellis Street
Mountain View, CA 94043 USA
1 (866) 893 6565
www.symantec.com

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.¹
- 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 malware detection and reporting to help you avoid getting blocked by search engines and browsers that detect malware.

¹ Symantec U.S. Consumer Research, January 2011

