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SSL certificates or Secure Socket Layer is regarded as the platform for improving the online business. Online customers have become savvy about online security and hence they before meeting any transaction including both personal and financial wants to confirm the identity of the web site that whether the site is secure to deal. SSL certificates are the digital certificates offering your customers the confidence to exchange their confidential information including the credit card details.

It helps in securing the transaction between the web server and the web browser. These are helpful in building the customerâ€™s confidence as a result it improves your profits ratio. The revenue generated by purchasing the certificate is much more in comparison to the cost incurred on purchasing the certificate as more people will love to stay on your site and buy things instead of just searching.

It keeps your web site protected. SSL certificates help in making the entire communication secret. As and when you disclose your information such as debit or credit card details, Password, PayPal Account details it will instantly encrypt the information.

When you buy a SSL certificate and display it on your web site then your site visitors will read the information like, which Certificate authority has issued the certificate, the name of the owner to whom it is issued, the validity period of the certificate. CA or Certificate Authority issues and manages security certificates and public key for data encryption. VeriSign, Geo Trust, Thwate, Comodo are the most trusted name in the online security world.

You have only few seconds to attract your site visitors; trust is the only way that can help you in grabbing their attention. The certified websites are generally identified by the address bar. Generally, the sites not having SSL certificate certification display http:// whereas the sites which fall under the category of SSL certificates will display https://. This is the major distinction by which SSL web sites can be distinguished.

Similarly, with Extended Validation certificates placed on your site, your browsers address bar will automatically turn green depicting that the site is purely safe, secure, and legitimate to use. Similarly,

When a visitor sees a mark of certification they get confidence and take his step to deal with your site. These days, Ecommerce business is most widely used and its success depends fully on the SSL certificates. As and when a potential customer visits your Ecommerce business web site and sees green address bar, at the very same time he will add your web site in his shopping web site directory.

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