EV SSL certificate increase web site visitors trust by Kent Roberts

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Understanding the Extended Validation (EV) SSL Certificate

Earning web site visitorsâ€™ trust is one of the most crucial factors of online business success, and itâ€™s more difficult than ever these days due to increasing instances of fraud and hacking. There is a relatively simple solution: use the most highly trusted EV SSL certificate, a product whose parameters were defined by Apple, Google, Microsoft, and Symantec, among others. The Extended Validation SSL certificate can be issued after a check of your businessâ€™s legitimacy. These checks allow you to loudly and clearly state the legitimacy of your organization even to those who donâ€™t understand web security. Nothing can be clearer that your browser approves of a site than the color green. This certification also allows you to present a dynamic trust seal on your site, presents your official business name in the address bar, and allows you to advertise to your customers that you are using the highest level encryption and business validation. This comforts web users, consciously and subconsciously, that not only they are secure with their confidential information while transmitting online, but they also can relax knowing they are dealing with an established and accredited online business platform.

EV SSL / Extended Validation SSL certificate assures users who access the web site see an EV SSL certificate which has been issued after a stringent and secure authentication or verification process. Employing an EV certificate will give the power of Green Address Bar to customers for trust and confidence throughout web sites and web stores. PayPal famously uses this same technology on all their web pages. Go Green is the newly introduced web security standard, via the nonprofit Certification Authority/Browser (CAB) Forum. It lets online web users know they can recognize the organization or business they are visiting. The Green Address Bar and seal includes identity verification and also includes company details.

This relatively new SSL certificate has many advantages:

â€¢ The Highest Level of Encryption - Up to 256 bit.

â€¢ Trusted Secured Seal of VeriSign, GeoTrust, and Thawte (Top Leading Brands).

â€¢ 99% of the latest web browsers compatibility.

â€¢ Extended Validation (EV) SSL including Green Address Bar.

â€¢ Gain web site visitor trust and confidence instantly.

The List of Web Browser for EV SSL certificate compatibility

â€¢ IE 5+, 6+, 7+, 8+

â€¢ Firefox 1+, 2+, 3+

â€¢ Netscape 4+

â€¢ Opera 7+

â€¢ AOL 5+

â€¢ Safari

The foremost EV (Extended Validation) SSL advantages on a web site:

1. Complete Business Validation

EV can be issued after the successful authentication of criteria of online business platforms. The CAs will conduct a verification process before issuing an Extended Validation (EV SSL) certificate. Invest in promoting your legitimacy.

2. The Power of the Green Address Bar

Web site visitors can see the power of the Green Address Bar which will generate the message of trust and confidence to visitors of the web site. The Green Address Bar and seal also includes the certificate ownerâ€™s name and company details.

3. Increase Trust and Confidence

Display the Green Address Bar, company details, certificate ownerâ€™s name, and the standard symbol of web security (padlock), and converts â€œHTTPâ€• into â€œHTTPS.â€• This creates the environment of and secure eBusiness. EV SSL (Go Green) is the instant trigger for an online business / organization to gain customers confidence as well as increase online sales.

The power of EV SSL / Extended Validation SSL protects web site users and their confidential information over the internet. Utilizing the power of an EV certificate will raise the sales level. It will improve your brand reputation and secure your online business platform globally. Secure your eBusiness now throughout the world with an EV SSL / Extended Validation SSL certificate.

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