Article Side

Increase Online Store Security and Sales by Kent Roberts

Article published on December 15th 2011 | Software

Many people still perform the shopping process in conventional ways, going to a brick-and-mortar shop for both big and small needs. Running a small shop means the customer can get it on the spot, but itâ€™s often easier for people to use the internet, so business is moving online at a fast pace. The internet has revolutionizedhuman lifestyle, increasing the demand for online stores and their sales globally.

Of course, the new age of internet technology and the online store concept has generated numerous issues, such as Shipping,Economic Value, Service Value, and perhaps most crucially, security for sensitive information of customers. If employed properly and professionally, security can increase the interest of online shopping, meeting theregular needs of people. Online shops must deliver the message of safety to online shoppers within their website, which will ensure customers that they are at a safe place. Ensuring web site visitors that their credit cards, debit cards, bank wire, and PayPal details are being protected, and doing so strongly and loudly, will prevent hesitation and shopping cart abandonment.

The issue of credibility and consistency of an online store can be resolved using an SSL security certificate. Security certificates of major and reputed brands can increase your web presence and also online sales conversion rapidly. Employing Cheap SSL certificates within an online store can pass the message of safety to potential visitors; ultimately it will affect your conversion ration globally. A brief review follows.

Numerous Advantages of Online store security with SSL certificates:

â€¢ Essential for CustomerSecurity

Employing SSL certificates will create a secure connection of â€œHTTPSâ€•; also it will create an icon of a padlock within the address bar. Make sure online visitorsto your website know that their sensitive information is encrypted during transmission, protect through SSL certificates of a major brand such as VeriSign, GeoTrust, Thawte, or RapidSSL.

â€¢ Increase Brand Reputation

Securing your online store with a recognized third-party will affect your brandâ€™s reputation globally. Brand reputation will improve the level of direct and referred sales on an online business portal.

â€¢ Global Security of Customers

Normally, eCommerce security with SSL certificates is used to stop hacking and malicious activities globally. The SSL security certificate will create an encrypted algorithm blocking hackers so that they cannot see the information.

â€¢ The Strongest SSL Security for Online Stores

In order to protect reasonably, the strongest SSL security encryption levels are 128 Bit Encryption and 256 Bit Encryption. 256 Bit SSL certificates are highly recommended to protect online stores and their customers by website security experts.

Article Source:
http://www.articleside.com/software-articles/increase-online-store-security-and-sales.htm - Article Side

Kent Roberts - About Author:
RapidSSLonline is one of the largest resellers of major brand SSL certificates

such as RapidSSL, GeoTrust, Thawte, & VeriSign, all of which operate at 256 bit encryption.

RapidSSLonline.com provides a <c:alink:https://www.rapidsslonline.com/wildcard-ssl-certificates.aspx

titleWildCard SSL>WildCard SSL and a

EV SSL Certificate

a Low Price Guarantee beat any competitor pricing, along with 24/7 support for anytime

problem-solving. XEROX, NOKIA, University of Sydney, IBM, and thousands of small organizations and

businesses have trusted RapidSSLonline since its founding in 2007.

Article Keywords:
Online store security, WildCard SSL, EV SSL, SSL Certificates, GeoTrust, Thawte, VeriSign, Cheap SSL Certificates,

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!