

SSL/TLS BUYER'S GUIDE

EVERYTHING YOU NEED TO KNOW TO CHOOSE
THE RIGHT CERTIFICATE FOR YOUR WEBSITE.

Almost every website involves some exchange of information—from login details for an online application to contact info on a landing page—and today's savvy online consumers won't stay on a website unless they feel confident that it's secure.

Use this guide to help you select an SSL/TLS option for your business.

THREE THINGS TO CONSIDER BEFORE YOU BUY

1. FIRST IMPRESSIONS ARE EVERYTHING.

The visual cues provided by SSL help your visitors feel confident they can trust your site. Choosing the right certificate is about both security and selecting the level of trust you need to gain from your customers.

2. YOUR SSL/TLS PROVIDER MATTERS.

The certificate authority that issues your SSL/TLS certificate is just as important as the kind of certificate you choose. You want to be backed by a name that both you, and your visitors, know and trust.

3. COMPLIANCE MATTERS, TOO.

EV is recommended by PCI (Payment Card Industry) for websites that handle sensitive information, such as insurance records, credit card information or personally identifiable information (PII).

Here are some key reasons why you need an SSL Certificate in the first place:

- ✓ Meet new website requirements
- ✓ Avoid "Not Secure" browser warnings
- ✓ Protect my customers' information
- ✓ Boost search rankings and traffic
- ✓ Enable popular mobile features
- ✓ Improve website speed and security
- ✓ Increase trust, confidence and conversions
- ✓ Stand out vs. competition

To choose the right certificate type and functionality, answer these questions:

Do I Need to?	Solution	Use Case
Secure one site?	Single-Domain Secure 1 domain (both www and non-www)	Available in DV and EV
Secure site(s) with sub-domains?	Wildcard Secure 1 domain and unlimited first-level sub-domains (www.domain.com, *.domain.com, login.domain.com)	Available in DV and OV

What level of identity/business validation do I need?

Choose from two levels

	Basic	Enhanced Business
Validation Level	Domain Validation (DV)	Extended Validation (EV)
Validates	Domain Ownership	<ul style="list-style-type: none">▶ Domain Ownership▶ Legally Legitimate Company▶ Operational Existence▶ Physical Address▶ Telephone Verification
Visual Trust Indicators	HTTPS + Padlock 	<ul style="list-style-type: none">▶ HTTPS + Padlock▶ Green Address Bar 
Site Seal	Static	Dynamic Clickable w/Verified Company Name & Location
Other Benefits		<ul style="list-style-type: none">▶ Builds Trust & Confidence▶ Green Address Bar is Impossible to Fake▶ Reduces Shopping Cart Abandonment▶ Anti-phishing▶ Proven to Increase Conversions
Needs	<ul style="list-style-type: none">▶ Encryption Only▶ No Forms, Logins or Other Info Sharing	<ul style="list-style-type: none">▶ Highest Validation▶ Secure Credit Card & Sensitive Financial Data▶ Maximize Conversions▶ Build Trust▶ Protect Brand Reputation

What length of term do I need?

Default is 1 year. Save time and money with the maximum of 2 years.

Just so you know all SSL Certificates:

- ✓ Include industry standard 256-bit encryption (SHA-2)
- ✓ Ensure a secure encrypted connection between browser and server
- ✓ Verify domain control
- ✓ Display HTTPS and a padlock next to web address in browser bar

Other things to consider:

- ✓ According to PhishLabs, within a 30-day-window, 99.5% of HTTPS phishing sites had a Domain Validation (DV) SSL Certificate so it's getting tougher to distinguish legit from non-legit DV sites
- ✓ Bizrate reports 69% of online shoppers specifically look for websites that display trust symbols
- ✓ In a Ted-ED Survey:
 - ▶ 77% of online buyers are hesitant to shop on a website without EV SSL
 - ▶ 100% noticed the green address bar
 - ▶ 93% prefer to shop on sites with EV
 - ▶ 97% are likely to share credit card info on sites with the green EV bar vs. only 63% on non-EV sites
- ✓ EV is proven to reduce shopping cart abandonment and increase conversions:
 - ▶ Overstock.com—8.6% decrease in shopping cart abandonment
 - ▶ Canadadrug.com—33% more purchases were completed with 27% higher sales per transaction
 - ▶ CRS Hotels—30% more conversions for their central reservation service
 - ▶ Fitness Footwear—16.9% increase in conversions
 - ▶ iStyles—28% jump in conversions

We're here to Help You!

SSL is a dynamic, constantly evolving aspect of web security. But, not to worry. Look to us as your trusted advisor to make sure you have the right solutions to reach your goals.

Contact us today so we can make sure you're using SSL to your best advantage.



Email

[Get Encrypted Today!](#)

