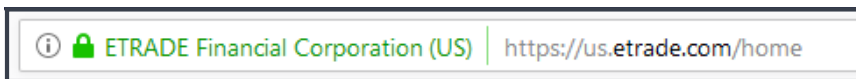# SECTIGO

Extended Validation SSL for Small Business

Establish credibility and increase transaction rates through EV SSL

Extended Validation (EV) SSL is an important tool in giving your online business the credibility and trust visitors require before they will choose to engage in transactions or share sensitive information with you online. When you choose to place an EV SSL certificate on your site, popular browsers add your company name in green right in their interfaces, up next to the address bar.

This highly visible indicator of your online business's true identity allows visitors to have confidence that they are engaging with a real online business an not some criminal enterprise seeking to defraud them or steal their confidential information. By enabling this visible trust indicator in all popular browsers (including your company name in green adjacent to the web address), EV SSL aids your online success in a number of ways.

Increase online sales and other transactions

Show the green address bar and your company name in the browser interface to give visitors added confidence in safe transactions on your site. This added confidence directly benefits online retail sites by increasing overall sales, revenue per shopper, average order value, and other key metrics.

For nonretail sites EV can drive improvement in important performance metrics like bounce rates, time on site, pages views, form completions, new user signups, and engagement with online services.
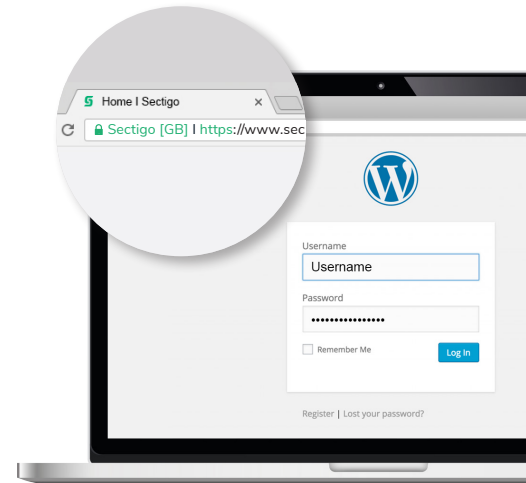
Establish credibility for your business

A key challenge faced by small businesses establishing relationships with new prospects is demonstrating that your business is a legitimate, professional, highly capable operation. Prospective customers will default to assuming that large companies with known brand names possess these qualities, while at the same time they will force small businesses like yours to prove themselves before they do business.

Use EV SSL to immediately demonstrate that yours is a real, legitimate business to anybody visiting your site. Display your company name right in the browser interface in the exact same way that leading banks, retailers, and other online businesses do. Even if you don't take transactions on your site, you are still entitled to show the green address bar to your prospects and clients whenever they visit your site.

Use the name you use for business

Many small businesses wind up presenting themselves to the market using a different name than the official name in their articles of incorporation or other establishing paperwork. Fortunately, Extended Validation SSL allows you to obtain a certificate using a trademark name or a DBA. That means you can present your site consistently with the way you represent your business to customers in all other contacts.

And if you have more than one web site under different names, go ahead and get an EV SSL certificate for each with the name you use for that particular site.

The presence of your company name in green can increase visitors' confidence.

Protect your customers from phishing

Phishing refers to the criminal practice of creating an online counterfeit of a real business in order to trick customers into giving away sensitive information like credit card numbers, personally identifiable information (PII), and account login details. Businesses of all sizes get phished, even the smallest, and the shadow of identity or credit card theft has a chilling effect all sorts of online business.

EV SSL helps your customers protect themselves against this kind of attack by giving them a clear indicator of the difference between a real site and a criminal fake. There has never been a known instance of a phishing site using an EV SSL certificate, so when customers see your business name in green in their browser interface, they know they're on the real site.

Protecting customers from online identity and credit card theft is smart business. It allows your customers to feel safe on your site, and it's just plain good customer service.

Contact a Sectigo website security specialist to find out how EV SSL can help your business.

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