

# Extended Validation (EV) SSL Certificates

## Increase transaction rates and provide better security with EV SSL certificates from Sectigo

Extended Validation (EV) SSL is the highest-security form of SSL certificate available. EV SSL certificates take advantage of proven, highly trusted authentication methods to give the best possible assurance of a web site's legitimacy. The presence of an EV SSL certificate triggers visible trust indicators in all popular desktop browsers, which can increase transactions and other site usage, defend users from phishing attacks, improve your online brand experience, and help you meet compliance requirements.

Online businesses like yours use Extended Validation SSL certificates to,

- **Increase site 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. Use EV SSL certificates to maximize transaction completion rates, which can increase sales, form completions, new user signups, and engagement with online services.
- **Protect users against phishing attacks.** Prominently display your company name in the browser interface to provide extra protection against phishing and other criminal attacks involving a fake version of your site. That means greater security for your customers, partners, and employees.
- **Show customers you care.** EV SSL shows online customers that you care enough to employ best-of-breed security for their protection.
- **Stay compliant.** Many standards and regulations such as PCI-DSS, HIPAA, HITECH, GDPR, and others require that online businesses take measures to protect consumers from theft of confidential information. Use Extended Validation for the strongest protection an SSL certificate can offer.

## Improving transaction rates and other site performance metrics

Visible trust indicators such as green address bars and company names in the browser interface have been demonstrated in many tests to improve visitors' likelihood to engage with sites, make purchases, use online services, and share sensitive or confidential information including credit card numbers and personally identifiable information (PII).

Whatever your economic incentive to operate your business site, you should expect improved performance if you feature visible trust indicators including your company name in green. KPIs that are likely to improve include:

- Transaction completion rate
- Form completion rate
- Revenue per shopper
- Shopping cart abandonment
- Average order value (AOV) and items per cart
- New services signups
- Leads generated

Over the years since EV SSL has been released dozens of businesses have measured the difference in completions between visitors who saw green trust indicators and those who did not. This testing has shown increases on the order of 10% in completed transactions.

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Visitors' increased confidence with site security should be expected to translate to increased visitor engagement with your online information and services. Key metrics that are likely to improve this way include:

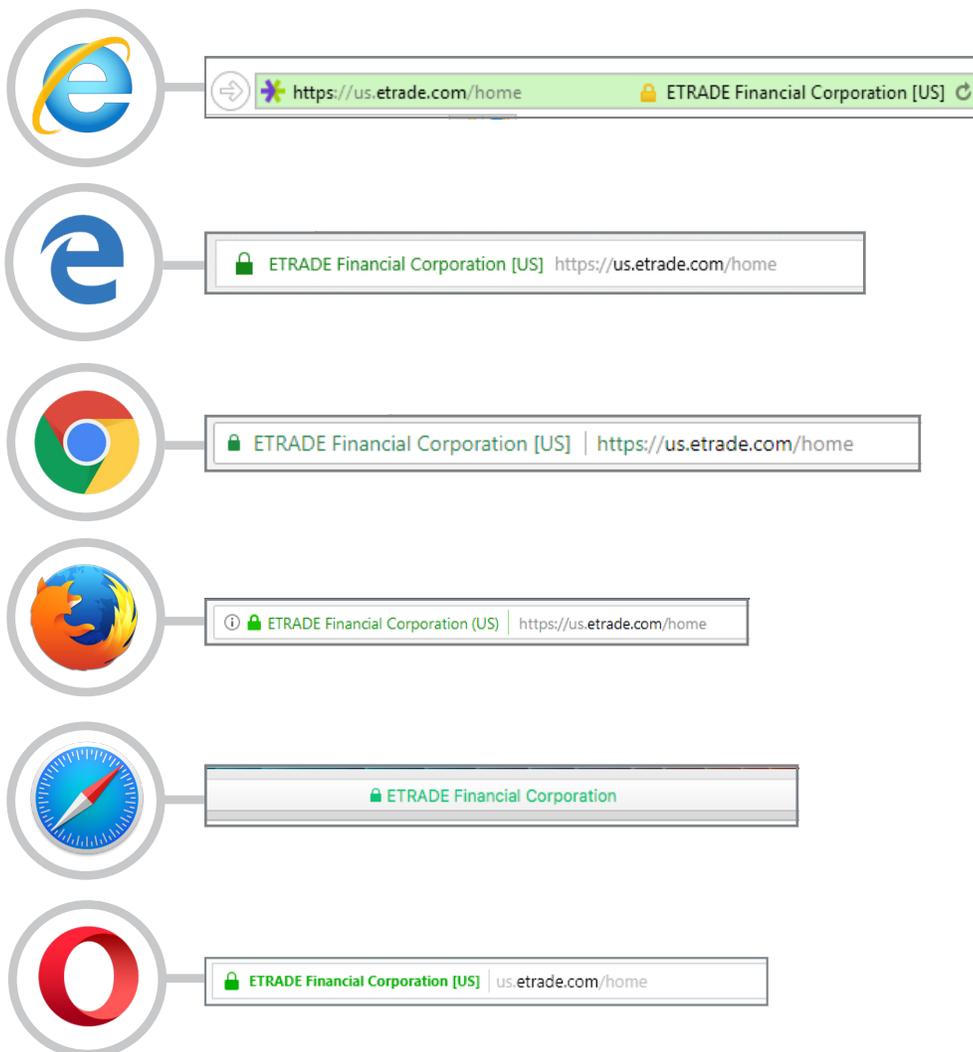
- Time on site
- Page views
- Bounce rates
- Collateral downloads
- Mailing list signups
- Form completions
- Logins
- Service usage
- Return visits

Increasing visitor engagement with your site makes your online effort more effective in building brand awareness and preference, influencing core constituencies, spreading your message, educating the public, sharing critical information with customers, and motivating action. Increasing use of web site self-help and online services can translate to increased efficiency in serving customers. And by reducing overall anxiety, you give customers a more pleasant experience when dealing with your company, which translates to a more satisfactory online experience.

The green address bar is the single best way to show that your site is the real thing.

## Display the green address bar in popular browsers

All popular desktop browsers change the interface in highly visible ways, prominently featuring the authenticated name of the company that controls the certificate in green adjacent to the web page's URL. This interface convention is popularly referred to as the green address bar and is the single best way to show a visitor that your site is the real thing and not some scammer's counterfeit.



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

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