

# Leveling the E-Commerce Playing Field

## Online shopping environment

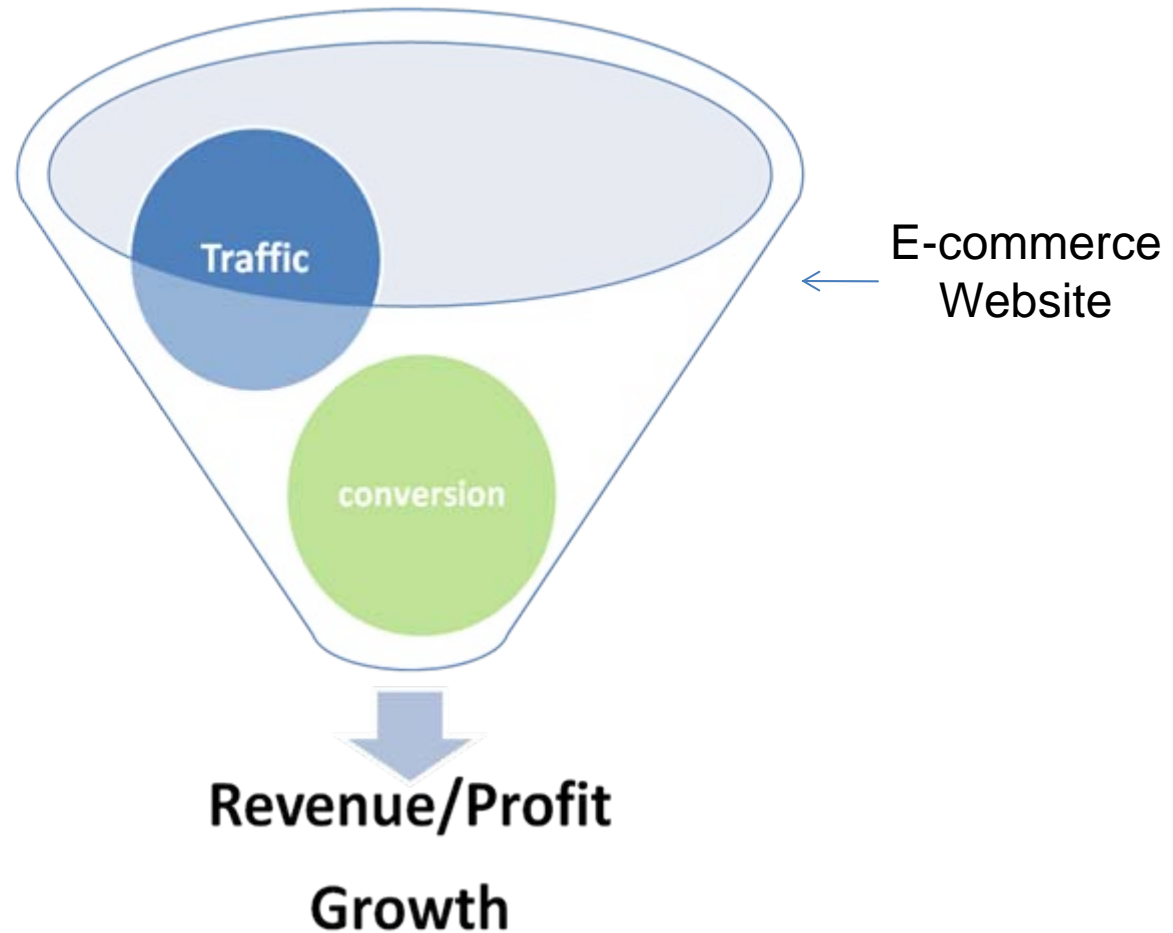
- There are many advantages to shopping online. For example:
  - It's open 24/7/365
  - You don't have to leave your home
  - More products to choose from, and it's easier to find discounts and deals
- What are the disadvantages?
  - You don't always know who you are transacting with
  - Vulnerable to have credit card data stolen
  - Could get caught in a spoofing attack from a fraudster
- Many online shoppers are well aware of the benefits and disadvantages of shopping online and they chose very carefully who they will transact with online.
- Nearly 70 percent of online shoppers have terminated an online order because they did not "trust" the transaction.



## Un-level playing field

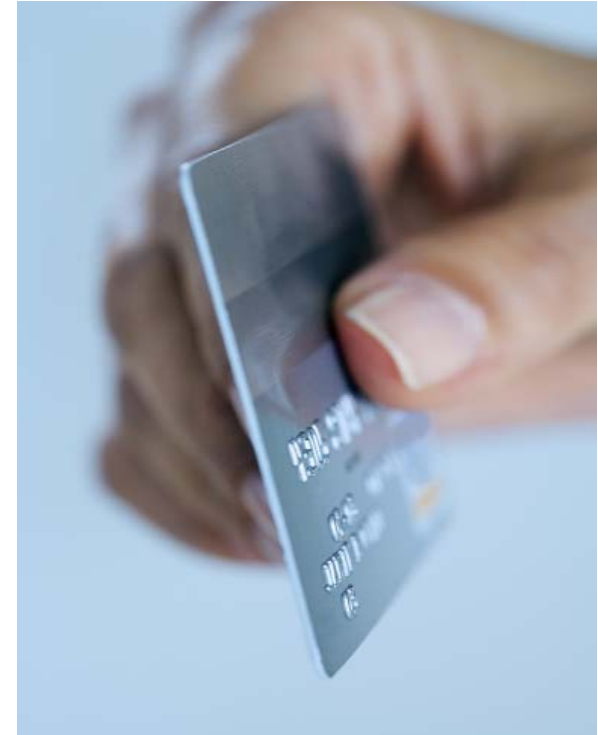
- **71 percent of online consumers shop only at sites they know and trust**
- Big-box retailers have one advantage that you may not have:  
Name Recognition ex: Amazon, BestBuy, Walmart, Target, The Home Depot, etc.
- In a brick-and-mortar world, how much does name recognition matter? It *does* matter, but not as much.
  - In e-commerce, you are competing with both E-bay as well as the fraudsters. Essentially, you are caught in the middle, with a bad reputation that isn't yours to overcome, and an Amazon.com that is automatically trusted by millions of e-merchants, just because they are well-known.
  - You may not have the big name, but you *can* still compete with them by **gaining the trust** of online shoppers.

E-merchants have two major methods that go hand-in-hand to increase revenue and profit growth.



## How are you generating new sales now?

- Driving traffic to your website
  - Invest in SEO/SEM
- Advertising budget, online advertising, or independent advertising
- Improving website layout and architecture
- Social media



## The Missing Link

**Nearly 70 percent of online shoppers have terminated an online order because they did not "trust" the transaction.**

- You allow so much money in your budget for marketing, to build your brand, gain some name-recognition, and improve your ranking in search engines.

Now what?



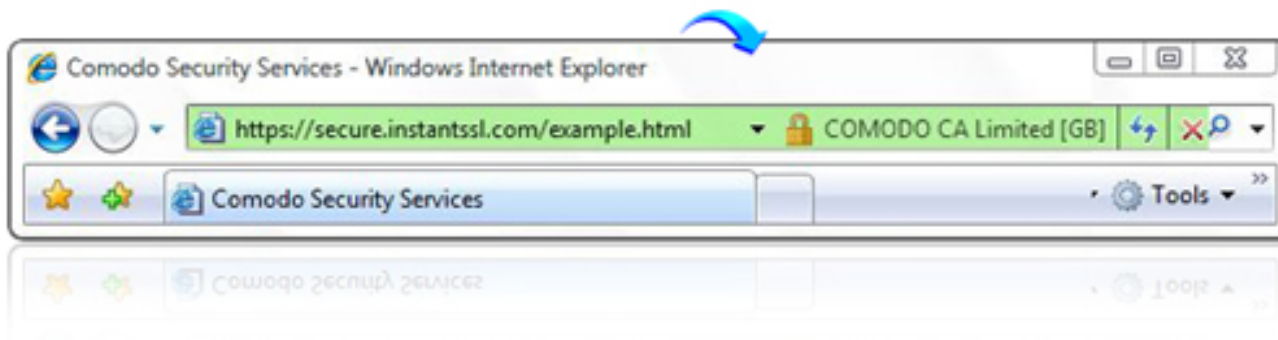
## How does this benefit *you*?

- Improve Conversion
- More Trust = More Revenue
- Reduce Shopping cart abandonment
- Strengthen your credibility
- Give you a competitive edge



## The Birth of EV SSL Certificates

- Created by the (CA/B forum)
- The new standard across all CA's
- Supported by the major browsers
- Padlock has lost its meaning
- Anyone with \$15 in their pocket and an email address can get a padlock on their site.



## EV SSL Certificates

- Visual indicators are crucial to making your security known to visitors, EV SSL is one of the highest-value trust indicators you can provide.
- **88 percent of US online shoppers say it is important for an e-commerce site to include some evidence of third-party validation of their authenticity.**
  - <http://secure.comodo.com/ev/>

## Trust Marks

- Most https sessions do not begin until sensitive information is being given, so how is a visitor to know your site is secure?
- A prominently displayed TrustMark authenticates your site by a third party and lets visitors know your site is verified before they even give any information.

### Mouse-over effect example:

**Secure and Authentic Site**  
Identity Assured up to \$1,000,000  
**Comodo CA Limited**   
3rd Floor, Building 26 Office Village, Exchange Quay  
Trafford road Salford, Greater Manchester, M5 3EQ, United Kingdom  
<http://www.comodo.com/>  
27-Apr 2009 13:48:59 GMT  
© Copyright. Data provided by IdAuthority™  
COMODO AUTHENTIC & SECURE



## HackerProof Daily Scanning

- Daily Vulnerability Scanning provides up to date scanning information to visitors for added assurance.
- Identifies security holes and ensures visitors your website meets daily standards.
- Bolsters visitor confidence with interactive trustmark.
- Time stamped
  - Visitors can trust that the website is scanned daily for all known vulnerabilities and has passed

**Mouse over effect example:**



The screenshot shows a mouse-over effect for the Comodo HackerProof Site trustmark. It features a green shield icon with a white checkmark on the left. To the right of the icon, the text reads "C·O·M·O·D·O™" in a large, bold, black font, with "HackerProof Site" in a smaller, green font below it. Below this, the text "Comodo CA Limited" is displayed in a bold black font, followed by the URL "<http://www.comodo.com/>" in a blue, underlined font. A paragraph of text states: "This site is tested daily and has been verified secure by Comodo's HackerProof Service." At the bottom, a green rounded rectangle contains the text "Last Tested: 27-Apr 2009 13:45:19 GMT" in white.



## Social Authentication

- Users can rate and review your website and visitors can see these ratings and review
  - This gives you a chance to interact with your customers and better tailor your website to serve them
  - This also provides you customers a chance to let their good experiences be known as well as voice some of their concerns for a better experience
  - Visitors can see that customers are satisfied and that the merchant *cares* about what they have to say
- **70% of all online shoppers said customer reviews and ratings on a retailer's website were extremely or very important when they are selecting and purchasing products.**

<http://www.usertrust.com/index.asp>

## SEO/SEM & Trust

- Trust building solutions are just as important as SEO/SEM. By employing both techniques side by side, you can make the money you've already spent on SEO/SEM more effective.



- These solutions should be included in any marketing budget along with SEO/SEM because what good does driving traffic to your website do if you can not build trust and convert?

## Competitive Edge

- Arm yourself with trust tools so when you drive traffic to your site you can effectively and frequently convert browsers into buyers.
- Although you're not Amazon.com, you can still build trust by using the same trust building tools which they employ.

**Thank You For Attending!**

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