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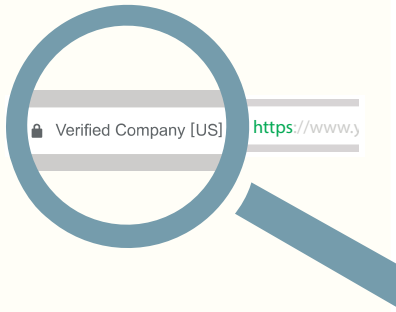
Here are some key reasons why you need an SSL Certificate in the first place:

- ✔ Meet new website requirements
- ✔ Avoid "Not Secure" browser warnings
- ✔ Protect customer 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
Add basic security to one site?	**Basic SSL Certificate**	Enables HTTPS for 1 domain (both www and non-www)
Add basic security to a site with subdomains?	**Wildcard SSL Certificate**	Enables HTTPS for 1 domain and unlimited subdomains (such as mail.site.com, blog.site.com, etc.)
Secure a website that handles personal data and/or payment information?	**Premium SSL Certificate**	Enables HTTPS for 1 domain and shows your verified company name in the browser address bar, a.k.a. "the green address bar"

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Dig Deeper: SSL Certificate Comparison

Solution	Basic	Wildcard	Premium (EV)
Validation	Domain Validation – just prove you own the domain	Domain Validation – just prove you own the domain	Full Business Validation (EV), including: ▸ Domain Ownership ▸ Legally Legitimate Company ▸ Operational Existence ▸ Physical Address ▸ Telephone Verification
Visual Trust Indicators	HTTPS + Padlock 🔒 Secure | https://www.domainnam	HTTPS + Padlock 🔒 Secure | https://www.domainnam	▸ HTTPS + Padlock ▸ Verified Company Name 🔒 Verified Company [US] https://www.y
Site Seal	SECURED BY SECTIGO	SECURED BY SECTIGO	SECURED BY SECTIGO
Other Benefits		"Future-proof" your site – any new subdomains you add are automatically covered	▸ Complete Transparency ▸ Builds Trust & Confidence ▸ Green Address Bar ▸ Reduces Shopping Cart Abandonment ▸ Anti-phishing ▸ Proven to Increase Conversions
Best For	Blogs, personal sites, and non-customer-facing websites with no forms, logins or other info sharing.	Sites with subdomains: blogs, personal sites, and static business sites with no forms, logins or other info sharing	Business, ecommerce, and financial websites. Secures credit card & sensitive financial data, maximizes conversions, builds trust, and protects brand reputation.

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

Premium (EV) SSL Boosts Ecommerce Sales By Up To 33%

✔ According to PhishLabs, within a 30-day-window, 99.5% of HTTPS phishing sites had basic 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 EV 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.

Still have questions?

Contact +1.760.444.8674 or info@101domain.com

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