

# SSL247.com

High quality, highly trusted 128-bit  
SSL certificates at \$\$\$'s off SRP

## Increase your email signups, your sales inquiries and your ecommerce sales

Your free guide to a virtually unknown online marketing 'secret weapon' – one small investment that will pay for itself thousands of times over.

This free article will show you how to easily increase the following on your site:

- email signups
- registrations
- inquiries/requests for quotes
- ecommerce sales

Let's face it, those four visitor actions are probably the holy grail for most webmasters or anyone with online sales and/or marketing responsibilities. If your site isn't generating enough of these kind of visitor responses, don't worry. People aren't born webmasters, or e-marketers, in fact people aren't born into any job or vocation – they just pick things up as they go along. All that really separates experts from amateurs is the ability to learn, or more specifically the ability to notice what works for others.

One tip *you* can easily pick up from the experts is – like most tips – incredibly simple. The beauty of this one is that from the moment you implement it, it will work at increasing the likelihood of those 4 visitor responses in the bullet points above. Clued up webmasters and e-marketing people are already doing this, and in a couple of years, everyone will be doing it.

But what is "it"? Well, "it" is the clever use of secure server (or SSL) certificates. Clever, because traditionally SSL has only ever been used to secure ecommerce sales. Those in the know realised that eventually the web surfing public (who also happen to be spending billions of dollars/yen/pounds/euros a year online) will work out that *all* their private information should be encrypted when it is sent over the web, and not just their credit card details. As more and more people get burned by online credit card fraud, or just hear about it in the news, more and more will be looking for that little yellow padlock and "https" in the address bar.

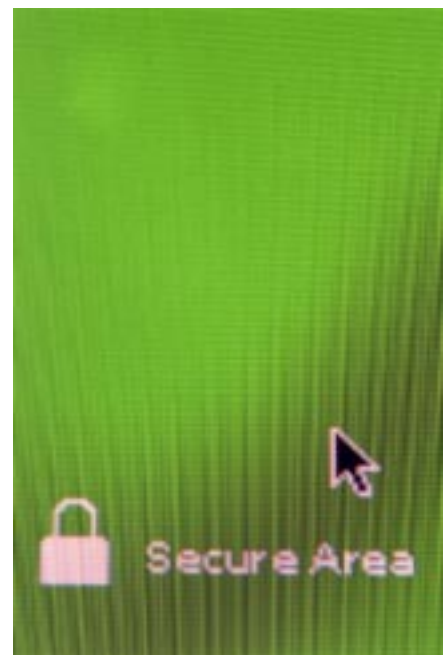
So our hot tip – and it is *stunningly* simple – is to put ALL your web forms on secure pages.

So by "all forms", we mean **all forms** - email newsletter forms, registration forms, enquiry forms, the lot. Why? The following IE (Microsoft Internet Explorer) message is what **most** visitors will see if they fill in an insecure form on your site:

*"When you send information to the internet, it might  
be possible for others to see that information.  
Do you want to continue?"*

Hardly enticing is it? Not the best message to show people you want to send you information. How about this instead:

*"You are about to view pages over a secure connection. Any information you exchange with this site cannot be viewed by anyone else on the Web".*



# SSL247.com

High quality, highly trusted 128-bit  
SSL certificates at \$\$\$'s off SRP

There are no figures to quantify how many people bail out after seeing the top message, but you'll have a hard time convincing anyone who is sane that this warning will encourage visitors to continue. If they fill in the form, then start regretting their choice when they see the first message and click "no", the end result is *exactly* the same as them not filling in your form in the first place.

Now this isn't necessarily a problem at the moment, because word hasn't really got out about *how* anyone can read information sent from a web form. Once the majority of web users understand the concept behind internet snooping, only sites with secure forms will be winners – having read this, you can go ahead and get secured, or if necessary, justify to the powers at be why you need SSL.

The simple – but key – concept that explains the bizarrely termed "packet sniffing" lies in internet routers. Information from a web form is not sent straight from the surfer's computer to the webserver, but is sent around the world via a network of routers. Any router can intercept packets of data moving through it, and therefore pick out credit card details or email addresses.

Have you ever had a "clean" email address, an email address that you swore only four people knew about? If you ended up getting spammed, your "secret" email address could have been picked out by someone monitoring router traffic...

## How does SSL stop this?

An SSL certificate encrypts all the data between the visitor and the webserver – so whilst anyone can monitor what you send, it is almost impossible to work out what it contains. 128-bit certificates use encryption that is "computationally unfeasible" to crack – this means it's good enough for banks and stock exchanges, even government departments, so it is good enough for reassuring your visitors to register for you email list.

As SSL protection for a single server will cost a couple of hundred dollars or less – it will give you an incredible return on investment: more leads, more inquiries, more sales, more email subscribers, and above all, one hell of a branding statement: "we care about our customers' privacy and have invested in the latest technology to prove it".

## More information

Take the first step towards securing your site with SSL247.com

**[Free guide: the quick and easy steps to securing your site with SSL - click here](#)**



# SSL247.com

High quality, highly trusted 128-bit  
SSL certificates at \$\$\$'s off SRP

## About SSL247.com

SSL247 is unique because we offer you a genuine choice. We offer you a genuine one-stop-shop to ensure you get a SSL solution that is right for you. Our automated issuance processes operate around the clock, giving you the ability to order and install your SSL certificate, no matter what the time of day - 24 hours a day, 7 days a week! Some of our competitors take two days to deliver a certificate – we can deliver in ten minutes.



## Your benefits of ordering your SSL certificates from ssl247.com

- We don't expect you to be an SSL expert, or even know what SSL means. If you've not done this before, that's fine. You can ask us questions or read our support pages - ranging from our simple '5 easy steps' page, to more detailed information. Plus we have detailed and comprehensive technical support.
- Our buying power means we get bulk wholesale prices - and we pass these savings onto you. SSL247 offers you considerable discounts on all our certificates – saving you money.
- We have a strategic relationship with GeoTrust, Inc, to ensure you have access to the industry's leading SSL certificate solutions and full support
- We offer you the unique ability to buy a certificate that suits your commercial needs, whether you require entry level SSL to secure low levels of ecommerce, or whether you require professional level SSL to enhance your customer confidence and secure higher values of ecommerce
- We offer you full support by expert support and sales professionals – we are here to help you choose and install your SSL certificate.

## Our promise to you

We believe in win-win scenarios – we're not happy unless you are. We promise you'll get the best certificate for your needs at an unbeatably low price (considerably less than SRP - savings start at \$70 for GeoTrust certificates from SSL247.com!) and our certs are delivered in minutes rather than days!

Due to our strategic relationships, we also have world-beating support and technical know-how, so we're sure you'll find our complete package of price, service and support refreshingly good for you and your business, whether you are conducting lite or professional levels of ecommerce.

Simply put, we promise to provide you with highly trusted SSL certificates, at the lowest prices, all backed up with fantastic service and support.

We felt that too many fast-buck SSL companies offering poor service and inferior product at a high price, and decided to redress the balance. If you want to pay too much for too little, simply head to one of our competitors!

## Contact us

For any queries, please contact us at [info@ssl247.com](mailto:info@ssl247.com), or [click here to use our inquiry form](#)

## More information

Take the first step towards securing your site with SSL247.com

**[Free guide: the quick and easy steps to securing your site with SSL - click here](#)**