

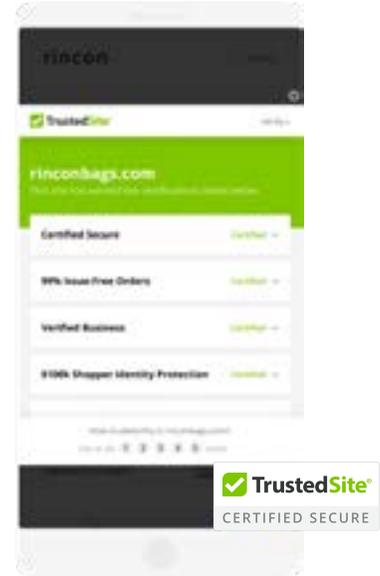
# Increase Conversions With a Powerful Ecommerce Website Add-On

Online Stores Typically See a 3-30% Boost in Sales with TrustedSite

When you're selling online, trust is absolutely critical – 92% of customers question the security of sites they've never used before, and nearly 60% of shoppers have abandoned their shopping carts because they didn't feel safe submitting their personal information. Simply put, no trust means no purchase.

That's where TrustedSite comes in. Each and every TrustedSite feature was designed to address consumer concerns and solidify trust with shoppers. The result? Higher conversion rates and increased sales. It's the reason that over 100,000 businesses use TrustedSite to build trust and grow their brand.

Shop Plans



## TrustedSite Gets Real Results

TrustedSite is used by some of the largest ecommerce sites on the web. The following examples employed rigorous split A/B testing to determine the sales increases they experienced by using TrustedSite:

↑14%  
TheShoeMart  
SINCE 1997

↑18.6%  
scrubs&beyond

↑16%  
holabird sports

↑19.7%  
OnTime  
Supplies

↑4.5%  
BURT'S BEES  
TRUE TO NATURE

↑26.9%  
M  
MAGNETIC

# TrustedSite Assures Shoppers Throughout The Sales Journey

TrustedSite helps online shoppers feel safe and confident, making them much more likely to complete a purchase. How? By addressing four of the most common obstacles that prevent users from buying:

- 1 Is this company legitimate?
- 2 Is my personal and financial data safe?
- 3 Will my order arrive without issues?
- 4 Am I protected if anything bad happens?

## Designed to Boost Conversions and Reduce Shopping Cart Abandonment

It's a win-win for everyone – your business benefits from increased conversions and higher revenues, and your shoppers feel better about their shopping experience. With TrustedSite in your corner, their fears disappear:



### Optimized Trustmarks

TrustedSite trustmarks are easy to install and each of them are specifically designed for a different part of the sales cycle.



### Issue-Free Orders

TrustedSite shows your verified order success rates so that customers are confident of a smooth purchase.



### Trusted Reviews

There are more and more fake reviews popping up—and customers know it. TrustedSite shows that your reviews are legit.



### Certified Secure

TrustedSite scans your website for threats, and lets your customers know that your site is safe and secure.



### Verified Business Indicators

TrustedSite verifies your business details so you can display to shoppers that you've been verified by a third party.



### Identity Theft Protection

Shopper identity protection covers customers if their identity is stolen – up to \$100k coverage for 90 days.

# Protect, Manage, and Promote Your Website

TrustedSite acts as a toolbox for business owners and includes a selection of useful features to help ecommerce sites boost their SEO, find and fix site issues, and financially protect themselves:

## AUTOMATED SITEMAPS

Boost your SEO rankings and make sure your new and updated pages get found by all the major search engines.

## DIAGNOSTIC ALERTS

Don't let customers find site issues first. Quickly locate and fix missing images, broken links, slow pages, and more.

## BREACH INSURANCE

Data breaches aren't cheap. Get protection up to \$100k against things like PCI-DSS claims, data breach events, and fraud.

## Make Your Site a TrustedSite

TrustedSite features are user-friendly and accessible from a single, streamlined dashboard, making for quick and easy implementation on your site. You'll also have full visibility into an array of website metrics, traffic reports, sales data, and more.

Not only that, but TrustedSite plugins make integrating with major ecommerce platforms simple and straightforward:



**Ready to boost your conversion rates and start selling more? Pick your plan and get started now, and make your site a TrustedSite today.**

[Pick Your Plan](#)

**Need to get more details?**

**Contact us at (727) 201-5838 or [resellers@theSSLstore.com](mailto:resellers@theSSLstore.com)**

