



CASE STUDY

# **E-COMMERCE SITE BOOSTS SALES BY 14%, PAGE VIEWS BY 61% WITH THE VERISIGN® SEAL AND SSL CERTIFICATES**





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Signet Fence sells a wide selection of high quality, professional-grade fencing and railing products and supplies directly to consumers. The company's web site, SignetFence.com, also provides comprehensive resources and support that enable homeowners and other do-it-yourselfers to buy and install fences without the help of contractors. Based in Wheatland, Pennsylvania, Signet Fence maintains a blog that offers additional product information, articles, and advice from the company's staff of fencing experts.

### CHALLENGE: HELPING CUSTOMERS FEEL COMFORTABLE MAKING BIG TICKET PURCHASES ON THE WEB

Earning trust is a top concern for any new e-commerce web site, but for Signet Fence, the stakes are particularly high. "Buying a fence online is a lot different than buying a book or CD. The value is much higher, so there's more risk involved," says Ryan Mitchell, the company's Marketing and E-Commerce Manager. "With a big-ticket item like fencing, customers have to trust that you're a legitimate company that will actually send what they've purchased."

But, as Mitchell points out, there's more to building confidence in Signet Fence than simply delivering products as promised. "Fencing is not an impulse buy. We've found that customers do a lot of research before they make a purchase, and a key part of what convinces them to buy is knowing that we'll be there to help them every step of the way during the installation process," he says. "For us, inspiring trust in our resources and experts is just as important as making the sale."

To strengthen Signet Fence's credibility as both an e-commerce retailer and a resource for do-it-yourselfers, Mitchell began looking for a solution that would not only reassure customers that the company was legitimate, but would also build trust in the company's web site, its services, and its staff.

### SOLUTION: DRIVING TRAFFIC WITH THE MOST RECOGNIZED NAME IN ONLINE TRUST

Mitchell evaluated a variety of solutions—including seals from Comodo, Trust Guard, and the Better Business Bureau—but was drawn to VeriSign Trust Seal based on its superior reputation for trust online. "The VeriSign name is so well known that it was the first provider we thought of, but we still wanted to do our due diligence and look at other seals," he says. "Our research confirmed what we thought all along. The VeriSign seal is the most recognized sign of trust on the web, so it was the obvious choice."

Initially, Signet Fence was using SSL Certificates from Go Daddy to secure its site. Since the VeriSign Trust Seal requires VeriSign SSL, Mitchell decided to make the switch. "With VeriSign SSL Certificates, you get everything that the seal offers plus SSL security from the industry leader. It's a great combination," he says.

The fact that the VeriSign seal offers the traffic-boosting Seal-in-Search feature also played a key role in Mitchell's decision. "With Seal-in-Search, people who have

### SUMMARY

Industry:

- Home improvement

Business Profile:

- Established company with newly launched web site

Key Challenges:

- Build web site reputation as a trusted provider of fence and railing supplies
- Demonstrate company legitimacy and help customers feel comfortable making large purchases online
- Instill confidence in web resources and post-sales assistance from expert support team

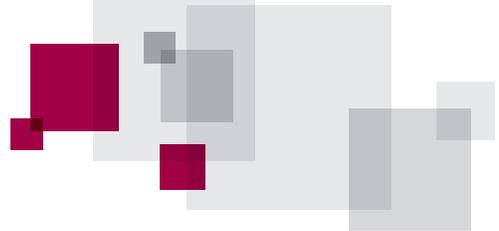
Solution:

- VeriSign® Secure Site SSL Certificates
- VeriSign® Trust Seal

Results:

- Increased confidence in site and boosted sales by 14%
- Relied on Seal-in-Search™ to improved average monthly page views by 61%
- Increased account signups, form downloads, and other conversions by 50%





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the AVG browser plug-in see the VeriSign seal next to our URL in search engine results,” he says. “When people can only judge a link by keywords and text, the VeriSign seal does a great job helping us stand out.”

In addition to brand recognition and features to help differentiate the Signet Fence site, Mitchell appreciated that VeriSign SSL Certificates are easy to install. “Implementing VeriSign SSL was simple and getting the VeriSign seal up on our site was a matter of cutting and pasting the code right where we wanted it,” he says. “We were even able to tailor the background so it looks great on our site, too. Everything was set up with just a few clicks.”

### RESULTS: IMPROVING SALES BY 14%, BOOSTING PAGE VIEWS BY 61%, AND INCREASING CONVERSIONS BY 50%

After installing VeriSign SSL Certificates and displaying the seal on its web site, Signet Fence has experienced a range of benefits, including higher sales and significantly more traffic. “After putting the VeriSign seal on our site, our sales went up 14 percent and our average monthly page views jumped 61 percent,”<sup>1</sup> says Mitchell. “There’s no secret formula to selling on the web, but the VeriSign seal has definitely helped us be more successful.”

In addition to stronger sales and more page views, Signet Fence also saw a sizable increase in conversions after displaying the VeriSign seal. “We count a conversion every time a visitor signs up for an account, downloads a quote form, or takes some other action on our site,” Mitchell says. “With the VeriSign seal, our conversions have also gone up 50 percent. Any way you look at it, we’ve gotten great results across the board.”

Aside from improved web metrics, Signet Fence has felt the effects of higher confidence in its site in other key ways. “We get a lot fewer phone calls from people trying to find out if we’re a real company,” says Mitchell. “Since we don’t have to spend so much time answering the phone, we can focus on more important activities, like growing our web sales. With the VeriSign seal, we’ve been able to use our resources more effectively and be more productive.”

### FUTURE: TESTING PLACEMENT OF THE VERISIGN SEAL FOR EVEN BETTER RESULTS

Signet Fence looks forward to expanding its product assortment and helping even more do-it-yourself enthusiasts complete their fencing projects. The company will also continue to rely on VeriSign SSL and the seal to draw customers to its site and boost sales. “We’re always experimenting on the site so we plan on testing placement of the VeriSign seal to see where it works the best,” Mitchell says. “Wherever we put the seal, we’re confident that we’ll continue to see excellent results.”

For more information visit [www.Verisign.com](http://www.Verisign.com).

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—Ryan Mitchell, Marketing and E-commerce Manager, Signet Fence



1. All results based on customer’s internal methodology comparing metrics over a period of approximately 30 days before and after displaying the VeriSign Trust Seal. Symantec does not guarantee that other web sites will experience the same or similar results.

