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## ***The Website Trust Seal: Good For Your Business***

A website has only been in business for a few months and the only contact information is through a free, web based email account, even if it seems to be offering the deal of the century most savvy internet bargain hunters will turn tail and run. This is rightly so as too many illegitimate, web based scams have polluted the reputation associated with online purchases. Many have been victimized by Internet fraud. According to a report by SecurityWeek “Hackers create at least 57,000 fake websites each week. Most are set up to be clones of banks or other commerce sites with eBay and Western Union by far the most common. Search engines constantly update to weed them out, but the hackers are relentless.” How can honest business owners establish credibility when the first and maybe only impression a future consumer receives is based on a website?



Being a wise Internet consumer means knowing how to recognize illegitimate websites and avoiding the sting of marketing abuse. One of the most convenient ways to determine if a website is worthy of any personal investment of time and money is to learn to recognize the importance of a displayed website trust seal. With the rising problem of fraudulent Internet marketing scams and identity theft, a legitimate trust seal works to establish the credibility of a website, boosting consumer confidence. According to the business verification company, Consumer Guard “If you own a website, putting a Consumer Trust Seal on your site will improve sales and conversions ... this one small change can have a huge impact on your profitability.” As with most business verification companies Consumer Guard backs up these promises with a guarantee noting that, “Online shoppers look specifically for a third party seal of approval when shopping on a website.”

According to a top Internet scam busting website “Home-based business and work-at-home opportunity scams rank very high on the list of the top types of Internet Fraud.” Legitimate businesses that are looking to hire qualified employees often struggle to find qualified applicants because of the bad rap associated with fraudulent job offers on the Internet. The bottom line from AOL Consumer Adviser Regina Lewis is “Some work-at-home websites can actually work for you, while others are just scams that will work for the fraud artists behind them, while costing you money. The trick is knowing the

difference.” Armed with that knowledge, job seekers are looking for reassurance that their efforts to seek real work are not in vain or inadvertently placing them in harms way.

The Small Business Bible incorporates what they call the A to Z for successful small business. They recommend getting a site seal as a business for your website in order to gain the trust of potential employees. As a business looking to hire people that are willing to work online from the convenience of their home it is essential to put forth credibility. “Today the most common worry...is the fact that their identity or personal information might be stolen and used for illegal purposes.” The Small Business Bible also emphasizes, “ 65% of Americans feel that they do not get a sense of security when they (are making decisions) online.” The Small Business Bible submits that a good way for small business to deal with this problem is to assure the credibility of the job offers through a current website trust seal of security.

Article Dashboard states “It can be quite hectic to find the right trust seal for you. ...An independent website trust seal will ensure that clients make a choice on the disclosure of the personal identification information.” Businesses looking for a way to wade through the myriad of choices for website trust seals can find a tailored guideline geared towards clarifying the best option for your business at <http://sitesealcomparison.com>.

When talking about the World Wide Web the issue of security and regulation becomes paramount. According to an article by Peter Suderman entitled *Internet Cop* Robert McDowell is President Obama’s top man at the Federal Communications Commission with definite opinions on the matter. “ The beauty of the Internet is that it has been somewhat lawless...the greatest deregulatory success of all time, a sort of libertarian heaven.” So what about all the talk of net neutrality and other attempts to regulate the Internet? “If the government starts to get involved with the regulation of Internet network management,” McDowell warns “you’ll start to see politicization of decisions in that realm.”

Net Neutrality has become somewhat of a political slogan that is intended to offer “equal rights” of sorts to the World Wide Web. In 1994 then Vice President Al Gore offered up this loaded question, “ How can government ensure that the emerging Internet will permit everyone to be able to compete with everyone else for the opportunity to provide any service to all willing customers? Next, how can we ensure that this new marketplace reaches the entire nation?” It seemed inconceivable that these goals could be achieved without government involvement.

The viability of the Internet has exploded since the early 1990’s with no regulation on a federal level required. The new question to arise is how can e-commerce credibility be maintained when equal access is available to those with honest and dishonest business ethics alike? According to an article written by Donna Fuscaldo entitled *Trust Seals: Good for Business or Waste of Money?* “There’s a lot of fraudulent activity on the Web these days and consumers are aware of it,” says Tina Hou, senior product marketing manager for trust service of Symantec. The article states that trust seals provide reassurance to consumers and help keep a company’s website secure on a daily basis.

The free market, it seems, has come up with a viable solution to the ongoing issues revolving around the deregulation of much of what happens on the Internet. Many business owners feel that companies such as VeriSign help to promote a level of business ethics far better than any government entity could. Donna Fuscaldo also states “According to Hou, incorporating (a) trust seal has the added benefit of preventing small business from being blacklisted on Google by catching malware early.” A website trust seal can promote confidence in legitimate business practices and prevent the down fall of small business sites who are open to the abuse of malicious software that is meant to shut down all productivity. Reliable protection for business owners and consumers can be readily available by implementing the correct website trust seal verification product.

When researching the pros and cons most small business owners want to keep government out of regulating the world of e-commerce as much as possible. Those in the market for verifying the credibility and security of their business website may be overwhelmed with all of the options currently available.

Local entrepreneur, Aaron Ormiston has established a resource to help you find the best website trust seal match for your Internet business needs. Visit his website at <http://sitesealcomparison.com> to learn more about why you need trust seals to promote the credibility of your business.

Aaron understands that each business has needs that are unique and important. He has done the research and knows the best website trust seals available as well as which seals are a match for your business needs. Contact Aaron directly at 602-885-8271 or send him an email at [aaron@sitesealcomparison.com](mailto:aaron@sitesealcomparison.com). Aaron has been a resident here in Tempe for more than 12 years and understands small business needs. His office is located at 1 Washington St. Suite 500A Phoenix Az, 85004.