

> SMB SNAPSHOT PAPERCHECK



Papercheck is a San Francisco-based company that offers document editing and proofreading services, primarily to academic users, via its web site, www.papercheck.com. The firm's global network of editing and proofreading professionals deliver top quality services at reasonable prices and with fast turnaround times.

THE CHALLENGE

When Darren Shafae founded Papercheck in 2003, he knew that building trust with customers was vital to the success of his business. "There's enough to worry about when you start an e-commerce company without having to deal with credibility issues," he explains.

That's why he immediately selected SSL Certificates from VeriSign to secure his web site. "VeriSign conveyed reputability and told people that we were going to treat their credit card numbers and other personal information with great care. We invested a lot to get the company going, and we sure weren't going to put it all at risk by selecting a low-end SSL supplier."

Although business was growing, many customers were still reluctant to fill out a registration form—a key first step that leads a high percentage of service orders—given their concerns about sharing credit card information and other personal data on the Papercheck site. Shafae knew he needed to provide a clear sign that customer transactions were safe.

THE SOLUTION

At first, Shafae was skeptical about finding a solution that could boost conversions. "Frankly, we couldn't see how anything could improve our registration rate, but then I learned about Extended Validation," he says. "It's one thing to encrypt transmissions, but quite another thing to assure customers that we're a legitimate company. That's what the green EV SSL bar signifies, so we upgraded."

To increase confidence even more, Shafae posted the VeriSign® Secured Seal on his site. When he heard that the VeriSign seal was transitioning to the Norton Secured Seal, he decided to conduct an A/B test to see how the new seal would perform. "We tested the seals and found that our registration rate with the Norton Secured Seal was just as strong as with the VeriSign seal," Shafae says.¹ "Our customers are clearly familiar with the Norton brand and feel comfortable transacting on our site when they see the Norton seal."

THE BENEFITS

After implementing EV SSL on Papercheck.com, Shafae saw a dramatic increase in registrations. "When we first implemented EV SSL on the site, we experienced an 87 percent higher registration rate, which is tremendous. We never thought we'd see that big a lift," he says. "We were blown away by the impact of EV, and we've continued to see a strong registration rate. It's turned out to be an incredible investment." Now that Papercheck.com features Symantec EV SSL and the Norton Secured Seal, Shafae looks forward to achieving even greater success.

THE ORGANIZATION

WEBSITE:
www.papercheck.com

INDUSTRY: E-commerce

EMPLOYEES: 6

LOCATION: San Francisco, CA

THE SOLUTION

- Norton™ Secured Seal
- Symantec Extended Validation SSL Certificates

WHY SYMANTEC?

- Well-known SSL security provider instills trust in web site
- Extended Validation (EV) SSL Certificates build customer confidence and boost site registrations
- Norton Secured Seal maintains strong conversion rates in A/B testing

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—Darren Shafae
Founder, Papercheck



1. Customer conducted A/B test for approximately three weeks to obtain results.