

GeoTrust® SSL Certificates with Extended Validation Help New Business Establish Trust with Customers

Founded by designer Melanie Mueller in 2008, Mel Boteri specializes in creating custom handbags and shoes for women. Mueller has worked with world-renowned designers, including Zac Posen, and currently offers premium leather handbags and shoes that can be customized with dozens of color and hardware options at the company's showroom in Atlanta, Georgia, or online at melboteri.com.

Challenge: Establish Trust for a New Business

When she entered the highly competitive world of fashion and design, Melanie Mueller knew that one of her top priorities would be helping her new business, Mel Boteri, stand out from the competition. She also knew that a user-friendly, secure website would be a key part of her strategy. "When I hear about a new business, one of the first things I do is check out their website," she says. "If a company doesn't have a website, or if the site doesn't look professional, it gives a negative impression."

Mueller also makes it a point to check to see if websites are secure. "When I shop online, especially at a new site I'm not familiar with, I always check for a seal to make sure that the site is protected and that my credit card information will be safe," she says.

With a background in design, marketing, and business, Mueller is not an expert in online security, but she wanted to give her customers the same peace of mind that's so important to her when she shops online. "My site has been an ecommerce website from day one, so I knew I needed to offer SSL security," says Mueller. "Mel Boteri is a relatively new company, so I wanted online security that would help me build confidence with my customers and demonstrate that my website is trustworthy."

Solution: Highly Visible, Easy-to-Install Security

Before implementing an SSL Certificate on her website, Mueller researched several solutions, including GoDaddy, but opted for GeoTrust because it offers cost-effective SSL protection backed by one of the most recognizable names in online security. "I had seen GeoTrust used on other websites, so I knew the name would be familiar," Mueller says. "GeoTrust also offered attractive pricing, so it was a great combination of a well-known brand at a reasonable cost."

Mueller also appreciated the highly visible security provided by extended validation, so she selected GeoTrust® True BusinessID with EV. "Rather than having to search everywhere for a seal, the green extended validation bar is incredibly easy to spot," she says. "When the green bar appears, it makes it very apparent that you're on a secure site and it gives customers even more confidence that their transactions are safe."

As a busy designer and business owner without a technical background, Mueller also found the GeoTrust® SSL seal easy to install. "To start using the GeoTrust seal, all I had to do was read

Solution Summary:

Establishing a business in the highly competitive world of fashion can be tough. Designer Melanie Mueller knew that a secure, trustworthy website would be key to the success of her new company, Mel Boteri. With GeoTrust® Certificates with Extended Validation, Mueller has been able to build trust in the Mel Boteri brand and generate sales both online and at the company's Atlanta showroom.

Industry:

- Designer of custom shoes and handbags for women

Key Challenges:

- Increase customer confidence by protecting ecommerce transactions
- Establish secure online presence for new business to help build company's brand
- Differentiate business from competitors with highly visible security

Solution:

- GeoTrust® True BusinessID with EV

the instructions on the GeoTrust website, ask my hosting company where to put it, and then copy and paste the code onto my site," says Mueller. "Anything that you have to do to run a business, from public relations to accounting, I do. Normally, I wouldn't have time to set up security for my website, but with GeoTrust, I was able to install the security seal by myself and I was able to do it quickly."

Results: Offering an Online Experience that Builds Trust

Since its launch in 2009, the Mel Boteri website has provided a safe environment where customers can create custom designs, save them for later review, or make an immediate purchase. "Not all of my customers can meet with me at my showroom in Atlanta, so my website is a great way for people to see my designs and experiment with customizing my products," says Mueller. "When my customers see the GeoTrust logo and green address bar, they definitely feel safer spending time on my website and buying online."

In addition to increasing customer confidence, GeoTrust EV SSL Certificates have helped Mueller demonstrate that her website is trustworthy and legitimate. "My company is relatively new, but having established company like GeoTrust behind me helps me build the Mel Boteri brand," she says. "With GeoTrust SSL security, I can offer visible security that can not only increase sales, but I can also provide an online shopping experience that can turn visitors into loyal customers."

Future: More Sales, Both Online and In the Showroom

In the future, Mueller plans to rely on the Mel Boteri website to generate more sales, both online and in the company's showroom. "As word about Mel Boteri spreads, people are going to visit the website to buy online, but I know the site's going to spur more people to visit us in person too," she says. "GeoTrust has helped me lay the groundwork for not only a great ecommerce site, but also a wonderful lead generation site as well. I've seen great results with GeoTrust, and I'm excited to see what the future will bring."

About GeoTrust

GeoTrust is a leader in online trust products and the world's second largest digital certificate provider. More than 300,000 customers in over 150 countries trust GeoTrust to secure online transactions and conduct business over the Internet. Our range of digital certificate and trust products enable organizations of all sizes to maximize the security of their digital transactions cost-effectively.

Contact Us

www.GeoTrust.com

CORPORATE HEADQUARTERS

GeoTrust, Inc.
350 Ellis Street, Bldg. J
Mountain View, CA 94043-2202, USA
Toll Free +1-866-511-4141
Tel +1-650-426-5010
Fax +1-650-237-8871
enterprisesales@geotrust.com

EMEA SALES OFFICE

GeoTrust, Inc.
2nd Floor, Waterfront
Chancellors Road
London, W6 9RU, United Kingdom
Tel +44.203.0240907
Fax +44.203.0240958
sales@geotrust.co.uk

APAC SALES OFFICE

GeoTrust, Inc.
134 Moray Street
South Melbourne VIC 3205
Australia
sales@geotrustaustralia.com

Results:

- Created secure online environment where customers can customize designs, save them for later review, or purchase
- The green extended validation bar, visible in high-security browsers, provides a highly noticeable cue that transactions are secure, increasing customer confidence even more
- Leveraged established online security provider to build trust in company brand

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— Melaine Mueller,
Founder and Owner, Mel Boteri