

Press Release

Cazoodle Takes ‘Deep Web’ Searches Further By Displaying VeriSign Seal with Search Results

By joining VeriSign Seal-in-Search from Symantec, Cazoodle produces 9.36 percent more click-through traffic for retailers whose search results include VeriSign seal

MOUNTAIN VIEW, Calif. -- May 19, 2011 – Symantec Corp. (Nasdaq: SYMC) today announced that another Internet search engine now supports VeriSign® Seal-in-Search™, a feature that displays the VeriSign seal within search engine results for sites whose identity has been authenticated by Symantec.

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Over just eight months, Cazoodle, which operates search engines for electronics shopping, vacation rentals and apartment rentals, has recorded a 9.36 percent increase in click-through traffic for businesses whose search results include the VeriSign seal. VeriSign Seal-in-Search™ helps increase the visibility of Cazoodle affiliate sites that display VeriSign Secure Sockets Layer (SSL) Certificates and the VeriSign Trust Seal, while making it easier for consumers to identify sites they can trust.

“Every time someone searches for electronics on Cazoodle, we draw on up to 2 million merchant offers across 15 different product categories to find the best deals, using deep Web research to help them intelligently narrow their search,” said Govind Kabra, CTO of Cazoodle. “By partnering with Symantec to deploy VeriSign Seal-in-Search on Cazoodle search sites, we’re taking that philosophy further, and in the process, we’re delivering more traffic to online stores and merchants. At a time when consumers are looking for businesses worthy of their trust, VeriSign Seal-in-Search delivers.”

More than 100,000 websites display the VeriSign seal by deploying VeriSign SSL or VeriSign Trust Seal solutions. Because they are authenticated by Symantec, these sites appear higher in Cazoodle search results. This gives VeriSign customers a distinct and measurable edge over sites whose search results lack a trust indicator. Thanks to features like VeriSign Seal-in-Search, the VeriSign seal is viewed by Internet users more than 650 million times in a single day.

“Both the VeriSign Trust Seal and VeriSign SSL Certificates have been proven to help drive traffic to online stores, convert shoppers into buyers, and build loyal, lasting customer relationships for online businesses,” said Michael Lin, senior director of Trust Services at Symantec. “VeriSign Seal-in-Search amplifies these benefits by establishing trust from the moment a shopper searches for an item on Cazoodle. We’re excited to see the reach of Seal-in-Search extended to millions of more people online.”

Seal-in-Search is just one way online businesses build trust via VeriSign SSL Certificates or the VeriSign Trust Seal. Both display visual cues that communicate to visitors that the site’s identity

has been authenticated by Symantec and that the site is scanned daily for malware.

Related

- ⌘ [VeriSign Seal-in-Search FAQ](#)
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About Cazoodle

Established in August 2006 as a startup company from the University of Illinois at Urbana-Champaign (UIUC), Cazoodle aims to enable “data-aware” search – to access the vast amount of structured information beyond the reach of current search engines. While current search engines index pages only as unstructured documents by keywords, the Web has continually grown with a large amount of structured data, in every domain (e.g., hotel, airfare, real estate, products). Cazoodle develops products and technologies for large scale integration of the structured data on the Web. Visit us at www.cazoodle.com

About Symantec

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organizations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored. More information is available at www.symantec.com.

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TECHNORATI TAGS: Symantec, VeriSign SSL, VeriSign Trust Seal, VeriSign Seal-in-Search, Cazoodle, safe search

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