GoDaddy Enhances Online Security Offerings For Small Businesses With TrustedSite
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GoDaddy Domains and SSL now offer McAfee SECURE, giving customers the best in trusted online experiences

SCOTTSDALE, Ariz., Aug. 22, 2017 /PRNewswire/ -- GoDaddy Inc. (NYSE: GDDY), the world's largest cloud platform dedicated to small, independent ventures, today launched TrustedSite, a new website security certification, to enable small businesses to better protect their online customers. To further strengthen GoDaddy's security offerings and allow its small business customers to stand out from their competitors, all GoDaddy SSL Plans have integrated McAfee SECURE to scan and certify websites for free. Customers can display the SECURE trustmark on their sites to show credibility and build trust. The TrustedSite service integrates with McAfee SECURE to bolster online trust by displaying the highly recognized floating McAfee trustmark.

The media often reports data breaches that happen to large companies. But small businesses were affected by 60% of all security attacks last year, according to a report from [Travelers](). Even more alarming, the [U.S National Cyber Security Alliance]() found that 60% of small businesses are unable to sustain their businesses over six months after a cyber-attack. For these reasons, preventing potential cyber-attacks and protecting the livelihood of small businesses and entrepreneurs is the key focus of GoDaddy's new TrustedSite service.

"With cyber security attacks happening more frequently, providing a secure website and gaining the trust of online customers is vital to the success of smaller, independent ventures," said Kevin Doerr, Senior Vice President of Security Products at GoDaddy. "The McAfee SECURE integration gives our customers access to the vast resources of the top name in online security."

Key features and product enhancements include:

- **Build trust from the start:** The floating McAfee SECURE trustmark is displayed on every version of a customer's site, including mobile. Displaying the McAfee seal is proven to increase trust and boost online conversions by as much as 10% when compared to those sites without.
- **Proactive protection:** McAfee SECURE proactively scans small business owners' websites for malware and malicious links, providing an additional layer of online security without requiring additional technical expertise.
- **Have confidence across devices:** The McAfee SECURE trustmark works seamlessly on any device, from smartphones to tablets. With mobile web traffic exceeding desktop traffic, having a strategy for mobile security is important to building consumer confidence.

The TrustedSite service is available to GoDaddy domain customers for $4.99 per domain per year.

For more information, visit [www.godaddy.com/web-security#earn]()

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About GoDaddy

GoDaddy powers the world's largest cloud platform dedicated to small, independent ventures. With nearly 17 million customers worldwide and over 71 million domain names under management, GoDaddy is the place people come to name their idea, build a professional website, attract customers and manage their work. Our mission is to give our customers the tools, insights and the people to transform their ideas and personal initiative into success. To learn more about the company visit [www.GoDaddy.com]().

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