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Inspirational Tips On Cutting Edge E-commerce Security Measures

The Internet has opened up a new chapter in business commerce globally, through [website development](#). On a negative note, it has also given criminals new opportunities to get at your information and affect your life. Customers are rapidly becoming more aware of the websites they visit and where they input their information.

If you want to set up a client base, before you really pursue internet marketing, any [seo consulting](#) firm will tell you that you need to gather their information, somehow. In marketing terms, building a list is very important if you want to connect with your customers. You can create email and direct marketing campaigns. Creating your own list will yield a far more focused group of potential customers than simply buying one.

Business owners like you generally use opt-ins to help generate this list. When you get visitors, you want them to give you their e-mail addresses and other items of data, so that you can send them free information, coupons or other correspondence. At the bottom of your opt-in pages, be sure to use a disclaimer statement. Essentially, you are assuring these people that you will not share their information with other parties. On the other hand, if you do intend to share, do your utmost to give clear information about who, what, why and where. If you think you could use some advice, consider professional [seo consulting](#) services, to help with website security, and ranking advancement.

There are different types of security measures that you can take to protect your virtual storefront. The information given by the customer has to be private to the rest of the world, not be able to be tampered with or altered in any way, authenticated, and then received properly. Whatever types of security you use, place a digital representation of that authentication on your storefront checkout page. Think about how you might put up a certificate in your physical store to assuage customers.

Digital signatures are a way of authenticating the sender and receiver of information. When making a transaction you can ask for a password as a digital signature. Sometimes you come across boxes that will ask you to reproduce a jumbled mix of numbers or letters into an appropriate box. This is a way of verifying that you are who you say you are.

You put a digital signature on your storefront, didn't you? Customers can verify that you are who you claim to be using that certificate. This prevents you from being "had" by bogus merchants wanting your money.

The acronym SSL means "secure socket layer." You may have seen those initials or seen the closed or open lock on a website page. You can click on the lock to view certificates and find out if the website is actually encrypted. Behind the scenes, information is encrypted using a public key and a private key. The public key is used for encryption and the private key is used for decryption. There are a number of different security layers between the customer, server, payment gateway and the issuer of the credit card.

Firewalls are used specifically to block unwanted intrusions. You may have one on your personal computer. A firewall for your website will block others from tampering with any customer information that you save on your server.

Security is a part of keeping your business information in your hands, and providing good customer service as well. There's plenty of technology to help you keep all this data safe from the frightening number of criminals, out there.

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