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FOR IMMEDIATE RELEASE

SAGE[®] ANNOUNCES FULL-SITE SSL SUPPORT ON SAGE WEBSITES

Full-site SSL support comes at no additional cost to subscribers, increases site ranking in search engines, and creates a trusted environment for website visitors.

Addison, Texas (April 26, 2018) – SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry, adds full-site Secure Sockets Layer (SSL) support to its popular website offerings. Unlike other providers who typically charge for SSL certificates, SAGE is adding this new security feature at no extra charge.

Google and other search engines have begun boosting or promoting sites that have full-site SSL encryption. Therefore, having full-site SSL is an important part of optimizing search engine optimization (SEO). In addition, some of the most popular browsers will soon start showing warnings for sites that do not have a full-site SSL certificate.

Full-site SSL support will:

- Enhance your SEO ranking in Google and other search engines
- Show the green lock on your entire site to give the visitors confidence that their information is secure



- Protect all data exchanged between your website and your visitors (although note that sensitive information like passwords and credit card information have always been SSL-protected and will continue to be on all SAGE sites whether or not this option is turned on)

“With the changes being made by Google and other search engine and browser companies, you can really get a leg up on your competition by making sure that your website has full-site SSL,” said Chris Sumpter, Director of Web Development at SAGE. “Most other companies are charging for this, if they even offer it all. We think it’s a foundational piece of a modern, professional business website, so we are offering it at no additional cost to our subscribers.”

Full-site SSL support is available now for SAGE WebExpress Pro, SAGE Website Professional, and SAGE Website Professional Plus. To activate full-site SSL, users should visit sagemember.com and click “WebExpress” in the menu and then click “Access & Security.” After just a few minutes, users can refresh their site and it will be loaded with the SSL padlock in the address bar and fully secure. Complete instructions are provided in the help area for the new option.

Subscribers who currently have the entry-level WebExpress or Website Standard offerings are encouraged to upgrade to Website Professional to get this feature plus dozens of other advanced features including full analytics, support for full home page customization, and much more.

Distributors or suppliers who do not currently have a SAGE website are encouraged to view full details, pricing information, and demo sites at go.sageworld.com/website, or contact SAGE at 800.925.7243 or sales@sageworld.com.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE’s flagship SAGE Online™, SAGE Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-

commerce solutions, end buyer catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.