

Current WOT News

WOT prepares to launch The Community Trust Network



WOT members have rated millions of websites based on their knowledge and experiences. Site owners increasingly recognize the important contributions of our active and passionate community and the benefits

they can derive from an excellent reputation.

To help site owners use their reputation to the best advantage, WOT is introducing the Community Trust Network.

The Community Trust Network (CTN) is a new initiative we are introducing in November that gives websites with excellent or good ratings tools to advertise their trustworthiness and to collect ratings and feedback in a neutral way.

Candidates for CTN membership have already been rated excellent or good by the millions of members of the WOT community. Businesses without their own mechanism to collect customer feedback use WOT's rating information to establish a fair, unbiased, easy-to-use system to collect and promote feedback and ratings that will attract new customers to their site.

The Community Trust Network includes:

- Trust badges & Rate us buttons
- A certificate with editable company information, current WOT ratings and comments
- An easy-to-use feedback tool
- Reputation alerts

CTN's tools are flexible and easy to integrate into any website. Visitors submit ratings for trustworthiness, vendor reliability, privacy, and child safety, along with detailed comments, using the standard WOT rating system. To make it open for all, site visitors do not have to be members of WOT or have the WOT add-on to rate the site.

Site owners interested in CTN membership can try it for free for 1 month. Membership prices begin at \$19.90 per month for start-ups and non-e-commerce sites. Watch the WOT blog for official launch news.

[Enter the CTN contest now and win 3 months free trial!](#)

See [page 3](#) for details.

WOT is one of The Mighty 36 nominated for the SIME 2010

SIME is northern Europe's largest conference about the Internet and digital opportunities which brings together top executives, marketing professionals, aficionados and members of the press.

The Mighty 36

Out of hundreds of young, promising companies in the Nordics, the SIME jury has nominated 36 to compete for the Grand Prize. WOT is honored to be one of [The Mighty 36](#) SIME Rising Stars of the North. The Grand Prize will be awarded at the SIME Awards gala on November 12. Keep your fingers crossed for us, and if you're in Stockholm, stop by and say hello.



WOT represents Finnish IT competitiveness

A reporter on economic issues for the Swedish language newspaper Hufvudstadsbladet ([HBL](#)) visited WOT HQ recently and spent a lively hour talking about the Finnish IT sector and WOT's success.

The Sunday article (with a ginormous picture of yours truly, Deborah S., and WOT's chairman of the board, Aarne Sipilä) reported on a [study into IT sector competitiveness](#) from the Economist. Finland ranks first in Europe and second worldwide (behind the USA) as the world's most conducive environment for the development and growth of IT firms.

WOT is a product of an innovation-friendly culture with world-class technology infrastructure and government leadership that strikes the right balance between promoting technology and allowing market forces to work—three key factors to IT sector success.



Deborah and Aarne in HBL

On the development front:



Google's Chrome browser now has an extension to use the Web of Trust! All you need is the new developer preview version of Chrome and the [WOT add-on](#).



Imaginative developers can build services on top of WOT using our open API. Get started by visiting the [WOT API](#) page on the WOT wiki. Make sure you carefully read [the API Terms of Service](#).



Global Protection 2010

Global Protection 2010 is Panda Security's most complete security solution. Together with WOT's safe surfing tool you get ultra-light protection from every type of Internet threat.

Download it!
Free 30-day trial

WOT on the Web

Techies, bloggers and IT journalists are watching the progress of Google Chrome, so WOT caused a stir when we announced that the add-on worked with the development version of Chrome. CNET picked up on the news right away, with their article [Web of Trust extension comes to Chrome](#).

Other well-known sites also wrote about the news. Download Squad called WOT a "big name browser addon" in [Web of Trust \(WOT\) extension now available for Google Chrome](#). Lifehacker recommends WOT in [WOT Extension Integrates Web of Trust into Google Chrome](#) and makeuseof puts us on the list of [10 Cool Extensions for Google Chrome](#).



ENTER TO WIN

Three months CTN membership for your website

- Show visitors that your site is trusted
- Give all your customers the ability to rate and review your site
- Keep track of your online reputation



The Community Trust Network
because trust is an asset

[See details and enter here.](#)



More info:

What if there was a way to show all your visitors that your site is trusted, so they would be confident to do business with you? Whether you want them to make a purchase, download something, or sign up for your newsletter, the Community Trust Network can help.

How to enter and win:

1. Write a paragraph answering this question:

As a site owner, what is your biggest challenge to get people to register, to complete a purchase, or to participate on your site?

2. Post the paragraph on your blog or Facebook page with a link back to [this blog posting](#), and/or post your paragraph in the comments of the blog.
3. Email us the paragraph by Wednesday, October 28, 2009 to make sure you are entered in the contest.


Contest Rules:

The WOT team will select the best 10 entries on Wednesday, October 28, 2009. Your site must have an excellent or good WOT rating, and you must comply with all three steps above to be eligible to win. The winners will be notified via email by Monday, November 2, and be included in WOT marketing materials (website, Inside MyWOT newsletter, Twitter, etc.)

Contributions to WOT are appreciated

Many thanks to all who have given to WOT since we announced that we would gratefully [accept contributions](#) on our Mozilla add-on site. We are pleased and humbled by the level of generosity among our users.

If you would like to support the future of WOT, please contribute whatever amount you feel is appropriate (\$10 is suggested.) We are using your gift to educate Internet users about online threats and how they can safe surfer with WOT, and continue development of WOT.

 [Contribute](#)

[FOLLOW ME ON TWITTER](#)



WOT Top 10 Lists

Most active users

1. g7w	44,146
2. xxz	40,787
3. Warxas	38,655
4. PHung	37,819
5. Delan Azabani	36,995
6. shazza	36,558
7. phantazm	35,589
8. DiM1319	34,671
9. Spacequad	32,851
10. ETHL	32,037

[View the Top 100 active users](#)

Most popular

1. [Google](#)
2. [Facebook](#)
3. [YouTube](#)
4. [Gmail](#)
5. [Windows Live](#)
6. [Apps Facebook](#)
7. [Windows Live mail](#)
8. [Google.de](#)
9. [Yahoo login](#)
10. [Wikipedia](#)

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Recent comments

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- [Pat's Gold](#)
- [Beanybux](#)
- [Webster & Associates](#)
- [Quiz Creator](#)
- [Armor Games](#)
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