

## IE -> Firefox 'Switch' page

Headline/subhead:

"There may be no easier upgrade to your Web experience than a switch from Internet Explorer to Firefox."

– Rob Pegoraro, June 2008, Washington Post

Prioritized content:

[download button]

### **Top 5 Reasons to Switch:**

1. Speed: going from IE to Firefox is like trading in your minivan for a sports car.
2. Safety: our [open-source security process](#) means we address threats faster to keep you safe online.
3. Easy to Use: Firefox's [cutting edge features](#) are so intuitive you won't know how you lived without them.
4. Customization: we offer literally 1000s of ways for you to adapt Firefox to meet your unique browsing needs.
5. Free: they say the best things in life are free, and Firefox is totally, 100% free of charge.

### **Switching in 3 Simple Steps:**

1. Click the Firefox download button.
2. Follow the steps to install Firefox and import your bookmarks, passwords and other settings from IE.
3. Launch Firefox from the Start menu, launch bar or by clicking on the desktop icon.

Other content (note: we're thinking FAQ would be expandable/collapsible much like the content on our current release notes page):

[\[Switch video\]](#)

### **Fun Fact**

Four out of five Firefox users say they'd recommend it to a friend.  
Help spread the word.

### **Frequently Asked Questions:**

#### **\* Is Firefox really free?**

Yes! Firefox is 100% free of charge.

#### **\* Is Firefox safe to download?**

Very safe. And, once you download Firefox you'll be [better protected](#) from online bad guys. (Be sure to download Firefox from the official Mozilla.com website.)

**\* Will my favorite sites and my webmail work with Firefox?**

Absolutely. The sites you visit are independent of the browser you choose to use. For example, you don't need to use AOL to access your AOL email and you don't need Internet Explorer to use Microsoft's Hotmail.

You may have installed plug-ins ([like Flash](#)) in the past to view some sites (like YouTube) with your current browser. You'll need to reinstall those on Firefox, but they're free and only take a few seconds to download.

**\* Is it difficult to use Firefox? Will I have to spend time learning how to use it?**

No. In fact, we pride ourselves on making Firefox as easy to use as possible. Getting started is quite intuitive, but if you want to learn more we have some online [tips](#) and [videos](#) to help you make the most of your new browser. Our support site also has [a more complete set of instructions](#) if you'd like more detail.

When you switch from Internet Explorer, you may notice a few differences in the terminology—[we've documented them](#) to clear up any confusion.

**\* Will my favorites and other browser settings be transferred?**

Yes. To make the switch as seamless as possible, you can import your favorites (bookmarks), history, saved passwords and other settings during the installation process. Or, if you decide to take care of that later we have [detailed instructions](#) to walk you through the simple steps.

**\* What makes Firefox safer?**

First of all, Firefox includes [the most advanced security features available](#), including anti-phishing and anti-malware protection, instant Web site ID, automated updates and more.

Also, [our open-source security process](#) means we have thousands of experts around the world checking our code for weak spots. We're constantly monitoring threats to your online safety and regularly release new Firefox updates with the latest patches and protection. An [independent study](#) has verified that Firefox users are

at risk for significantly less time during the year than Internet Explorer users.

**\* What if I'm not sure about switching?**

We've made that part as easy as possible, too. You can install Firefox and try it without changing anything else in your computer setup. If you change your mind, you can still go back to your old browser at any time.

**\* Is Firefox really made by a non-profit?**

Yes. Firefox is made by Mozilla, a public benefit non-profit organization, with the help of contributors from around the world. Our goal is to foster openness, innovation and opportunity on the Web—you can [learn all about us here](#).

**\* Who uses Firefox?**

Firefox is the most popular browser in the world behind Internet Explorer and is used by hundreds of millions of people every month. It has received [enthusiastic reviews](#) and has won [numerous awards](#), including the both the PC Magazine and CNET Editor's Choice.

**\* How do I get help if I have a problem?**

The Mozilla community provides world-class support at [our Support site](#) including an extensive set of [support articles](#), a [forum](#) and even a [live chat area](#) where you can get answers from the experts in real time.