WRITTEN FOR YOU BY CDN77

How will SSL impact my site?

Let's learn more about SSL certificates. We will show you how security can have a positive impact on your rankings.

SEO

Probably the single most frequent question the website owners have when it comes to changes to their website is: "How will this impact my SEO?". When done correctly, HTTPS websites get an advantage over unsecured HTTP connection in Google search results. As stated in this Google webmaster blog post, Google puts a lot of emphasis on security and therefore gives more "points" to a secured website. During the 7th Google I/O 2014, there was even a call from Google for "HTTPS everywhere", so maybe in the future, we might expect Google to push users towards secured connections even harder. Here are some results that large companies (such as Apple, Microsoft or Spotify) achieved by SSL implementation. In some cases it even ended up with a 5% increase in website visibility!

Security

We must not underestimate the importance of security, especially when your users' data is at stake. SSL certificate is primarily a security mechanism. We will not go into the technical details, but here is a nice explanatory video on how SSL works.

▶ **Play video how SSL works**

In essence, when you access a website through HTTPS protocol, a secured connection can be established and you can start sending and receiving encrypted data from the server. Since then, communication between you and the server is private. An outside party, the government or the internet provider have no way of knowing what love birds are chit chatting about. This is extremely useful and even mandatory in cases such as online payment processing.

Trust

Not only do some services require SSLs, so do customers. By implementing SSL into your website you are also sending a clear message to your clients - they can trust the data they send to you. They can also see your verified identity, therefore they are more likely to sign up for your newsletter or create an account. If you are using a commercial website the SSL is a must! Anytime the money is involved, security and trust are number one priority.

HTTP/2 ready

Last but not least, with a valid SSL connection, you are ready for the new HTTP/2 protocol, which ultimately speeds up your website.

Try FREE SSL
It's fully automated process for our CDN customers.

CDN77.com
Content Delivery Network

We are CDN provider with 5+ years experience. In November 2015 we launched free HTTPS CDN as the first provider in the world.