

Is your website secure?

Description

What is SSL? and why do you need it?

This short video explains what SSL is and why your website needs it.

Here are the five key benefits of using an SSL certificate.

1. SSL Protects Data

The core function of an SSL certificate is to protect server-client communication. On installing SSL, every bit of information is encrypted. In layman's terms, the data is locked and can only be unlocked by the intended recipient (browser or server) as no one else can have the key to open it. While dealing with sensitive data such as IDs, passwords, credit card numbers, etc., SSL helps you protect against the mischievous army of hackers and skimmers. As the data is turned into the undecipherable format by SSL, hacker's skills prove to be an edgeless sword against the unsurpassable encryption technology of SSL certificates.

2. SSL Affirms Your Identity

The second primary task of an SSL certificate is to provide authentication to a website. Identity verification is one of the most important aspects as far as web security is concerned. When you want to install an SSL certificate, you must go through a validation process set by an independent third party called Certificate Authority (CA). They verify you and your organisation. Once you have proved your identity, your website gets trust indicators vouching for your integrity. When users see them, they know who they're talking to.

Think of this as verified Facebook accounts. The only difference here is that you are required to verify your identity for the website instead of the Facebook account. Such verification makes sure that no imposter creates a fake website pretending to be yours. In technical terms, this is called *Phishing*. Thus, SSL helps users drive to your real website, saves users from frauds and enhances your reputation.

3. Better Search Engine Ranking

In 2014, Google made changes to its algorithm in order to give the upper hand to HTTPS-enabled websites. This has been evident in various studies conducted by SEO experts around the world.

4. SSL Helps You Satisfy PCI/DSS Requirements

If you accept online payments, you must know a thing or two about PCI/DSS requirements. To receive online payments, your website must be PCI compliant. Having an SSL certificate installed is one of the 12 primary requirements set by the payment card industry (PCI). Therefore, SSL is essential.

5. SSL Improves Customer Trust

Apart from encryption and authentication, SSL certificates are vital from a customer trust point of view. The easy to identify signs inform the users that the data they send will be secured. Once they know that youâ??re a legitimate entity, theyâ??re far more likely to do business with you or even revisit your site.

Google Makes SSL Mandatory in 2018

To give a safer web browsing experience from 2018 onwards, Google has decided to flag the websites which do not have an SSL Certificate installed on their website. If anyone fails to comply with this rule, all the popular web browsers will punish them by giving a warning message of â??Not Secureâ?? on the URL bar. It could be possible that in near future website may even get blocked to load on the browser. No matter which website you have, from a personal blog to any shopping portal SSL is mandatory and by not following with it may result in loss of visitors.

Wrapping Up

How safe would you feel if your browser warned you about a website being â??not secureâ??? Because thatâ??s what will be shown in Google Chrome if you donâ??t have an SSL certificate.

Category

1. Security

Tags

1. SSL Certificate

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