

# Getting Started with Always-On SSL

Now that Google has added a rank boost for Always-On SSL (AOSSL), it makes sense for you and your customers to enable HTTPS site-wide. The next question on most people's minds is: Where do I start? DigiCert created this kit to give you an in-depth look on how AOSSL can help you and your customers, and to give you tips for implementing AOSSL.

## Get Your Company On Top With AOSSL

We know you're always looking for new ways to make your company stick out—whether that's in search engine rankings or in your customer's minds. And with Google's recent announcement that HTTPS everywhere is a factor in their ranking algorithm, SSL can be part of your solution.

Unlike many of the ranking factors in Google's search algorithm that are vague or difficult to measure, having HTTPS everywhere is a guaranteed way to get your site ranked above your competitors. And though it's starting out as a lightweight signal, Google has promised that the weight of SSL as a ranking factor will increase once webmasters have time to migrate their sites.

Having SSL site-wide also helps your marketing and user engagement. SSL Certificates are the top method for online encryption and authentication today and users immediately recognize them to mean security. By ranking higher in Google, you will be driving more traffic; and with the added security benefits of SSL your new users will feel confident on your site, positively affecting conversion rates.

## How AOSSL Benefits Your Customers

The HTTPS everywhere ranking signal is standalone and is independent from any of Google's other ranking signals or algorithms. As soon as a new HTTPS page

is indexed by Google, you get a boost in your search ranking just because of the HTTPS URL. While this doesn't mean that your page will automatically jump up a few ranks in search results, it does mean that you will get a boost in your overall rank.

As is the case with every other SEO ranking factor, the first wave of Websites who follow Google's recommendation and migrate to HTTPS everywhere should receive the best long-term results. By implementing AOSSL now, your pages will rank higher than your competitors who haven't implemented SSL yet. By incorporating SSL into your SEO strategy, you prepare your company for the future of SEO and show your visitors that you take their data security seriously.

Because users trust SSL Certificates, they are proven to increase conversion rates, improve engagement metrics, and elevate brand reputation. According to a study by Tech-Ed, 100% of participants would prefer doing business with a company that has an EV SSL Certificate.

Currently, SSL Certificates are mainly used on pages that handle sensitive data, like on login or checkout pages. This causes users to bounce back and forth between HTTP and HTTPS sessions. By having SSL on all of your pages, users' sessions are secured the entire time they are on your site—protecting any and all data that they transfer.

## How AOSSL Benefits You

Now that SSL is a ranking factor in Google's search algorithm, people that previously hadn't considered purchasing an SSL Certificate are now looking to buy. In the past, the companies who mainly bought SSL Certificates were those transferring sensitive data. Now companies without any login or checkout pages are buying SSL for the SEO benefits alone. And even companies who had an SSL Certificate on their login or checkout page are looking to buy additional certificates to secure their entire site.

With your customers looking for a way to take advantage of Google's rank boost, this is a great opportunity for you to earn generous commissions from new SSL Certificates being purchased. Your customers already want to buy; all you have to do is convince them to buy from you.

To help you benefit from this opportunity, DigiCert has compiled a list of tips for migrating to HTTPS everywhere that you can pass on to your customers. We've also created an email template for you to use to inform your customers about the new benefits to using Always-On SSL. For these documents, see DigiCert's reseller resource center.

## About DigiCert

DigiCert is a premier provider of security solutions and certificate management tools. We have earned our reputation as the security industry leader by building innovative solutions for SSL Certificate management and emerging markets.

- OCSP 4x times faster than other CAs
- Secures 6 of top 10 biggest U.S. websites
- Solutions for IoT, WiFi, healthcare
- Secures over 2 trillion transactions a year
- Innovator in managed PKI
- 5-star customer support
- Clients in more than 180 countries
- Unlimited server license/free reissues

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