

Subject

Google Giving SEO Boost for SSL

Body Text:

Hi [Customer Name],

As you may have already heard, Google is now giving a search ranking boost to sites secured with HTTPS everywhere or Always-On SSL (AOSSL).

Always-On SSL means that your entire site is secured with SSL, not just login or checkout pages. AOSSL is considered a security best practice and is already used by big companies, including Google, Microsoft, PayPal, Symantec, Facebook, and Twitter. By implementing site-wide SSL you can take advantage of the search ranking boost and increased user trust site-wide.

I've compiled the following resources to let you know how AOSSL could benefit you and get you started with the transition.

Information on the advantages of AOSSL: www.digicert.com/always-on-ssl.htm

Quick Start Migration Guide: www.digicert.com/https/AOSSL_Migration_Guide.pdf

Always-On SSL Site Checker tool: www.digicert.com/https

Please let me know if you have any questions or need help making the switch.

[Your signature]

Google's official announcement:

googlewebmastercentral.blogspot.com/2014/08/https-as-ranking-signal.html