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## **What Is HTTPS and how does it effect my website and business?**

HTTPS is a way to encrypt information that you send between a browser and a web server. This protects your website's users from "[man-in-the-middle attacks](#)", where someone steals the information being sent to a website, like credit card information or logins. Historically, HTTPS connections have primarily been used for sites that contain sensitive information. As HTTPS has become easier to implement, secure connections are becoming the standard for all websites.

### **Why HTTPS?**

- **Increased Google Rankings**

Over 40% of the sites on the first page of Google are HTTPS, which is not a surprise, since Google has confirmed that [they favor HTTPS sites](#).

Google wants to ensure the best user experience for their customers, so understandably they don't want to send searchers to insecure sites. Because of that, [their ranking algorithm favors HTTPS sites](#). **If your site isn't secure, it could be getting outranked by similar sites that are.**

- **Improved Security**

There's a reason why Google favors HTTPS—they want to achieve the safest web experience for their users. Google adds criteria to the rankings algorithm when it has proven to provide better user experience. HTTPS protects your users' information and your information from hackers. Keeping everything safer and more secure is simply a better option for everyone.

- **Increased Customer Confidence**

A secure connection gives your customers peace of mind that your website can be trusted, and their information is safe.

### **Allied Technologies will:**

1. Move your unsecure website to a secure easy to use environment increasing your visitors' confidence
2. Improve Search Engine Optimization driving visitors to your site and increasing your business
3. Optional on-going management

[Contact us for a quote](#) [info@alliedtechonline.com](mailto:info@alliedtechonline.com)