

# SSL & Digital Certificates

## What is SSL?

SSL (Secure Sockets Layer) is an encryption technology that creates an encrypted connection between the web server and your visitor's web browser so that confidential information can be transferred.

## What is an SSL Certificate?

A SSL certificate is a form of validation that is installed on the webserver. We can install a Domain Validation SSL certificates on your site.

Your secure site is accessed via <https://> rather than <http://>, and indicated by a padlock icon in web browsers. Extended validation (EV) certificates also show a green address bar.

A site's SSL certificate can be viewed by clicking on the padlock icon in the address bar. Pay particular attention to the information under Details, which provides the validated company information.

Digital certificates are issued directly by a trusted certificate issuing authority (eg. Thawte, Verisign, Let's Encrypt).

## SSL certificates – why?

The validation level does not affect the security level, but rather reflects levels of user trust i.e. the more you need users to trust your website's authenticity, the higher level of validation certificate you will choose.

But more over Google gives your site a better

rating which ultimately gives your site a better ranking and in so doing a better SEO (Search Engine Optimization). People can thus find your business easier and also trust it more as a legitimate business with a secure website.

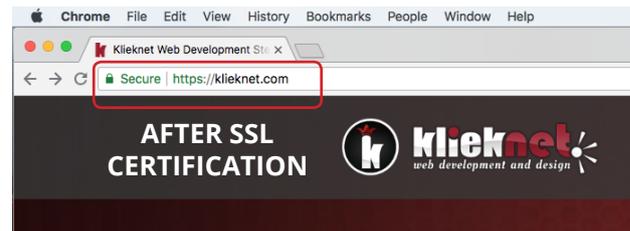
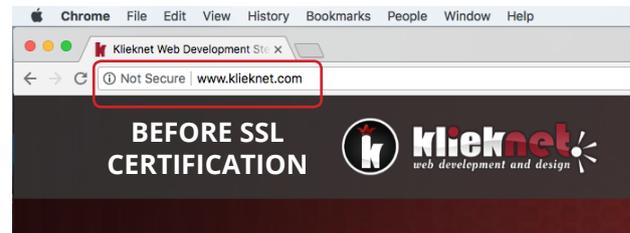
## Domain Validation

These SSL certificates validate the domain ownership against registry records.

No organisational information is vetted or displayed on the certificate.

## What does it look like?

The browser displays a green padlock icon in the browser address bar. See the examples below.



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## BEFORE and AFTER SSL CERTIFICATION

A site's SSL certificate can be viewed by clicking on the padlock icon in the address bar [image 1 and 3].

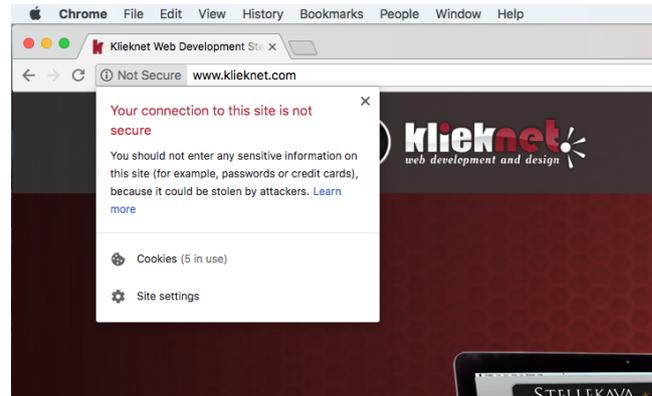
Pay particular attention to the information under Details, which provides the validated company information [image 2 and 4].

### BEFORE

Image 1



Image 2

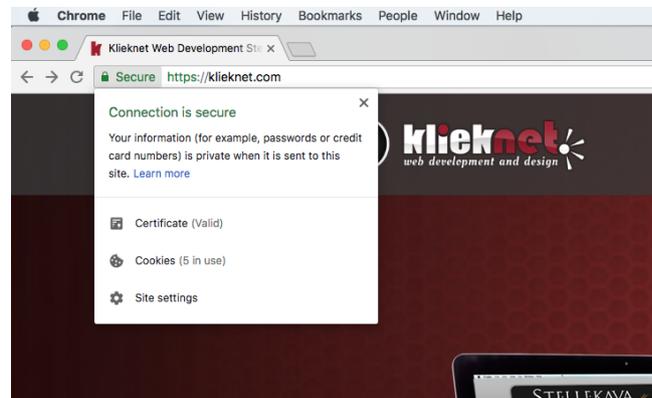


### AFTER

Image 3



Image 4



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