

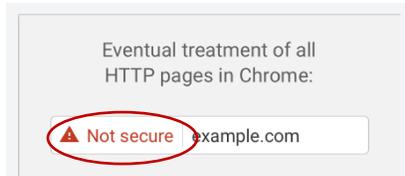
Letter sent to all of my current customers (2/21/17)

What Google's New SSL Changes Mean for your Website

Google has its own browser: "Chrome". According to <https://blog.trustedsite.com/2017/01/24/googles-new-ssl-changes-mean-website> over 50% of the world's internet population uses Chrome as their primary browser, (Other browsers include Safari, Internet Explorer, Mozilla Firefox to name a few)

Presently, only websites that have a login or a place to collect credit card & other personal information are recommended to have a SSL certificate on their site.

However, in the near future, (they won't say when) Google has decided that **EVERY** website (whether it has any credit card, login, etc. or not) should have an SSL certificate or its browser, **Chrome**, will show this:

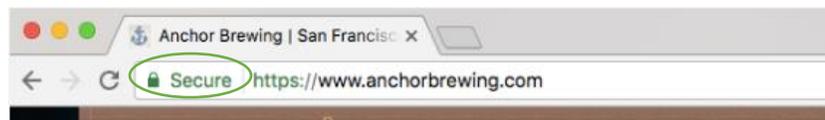


(The red exclamation point triangle & Not secure by your URL address)

SSL Certificates protect any online transactions and helps your website in these ways:

- An SSL Certificate enables *encryption of sensitive data* during online transaction so it remains protected.
- The SSL Certificate is unique credential *identifying the owner* of the website.
- The identity of the certificate *owner is verified* before the certificate is issued so that your customers know that you are who you say you are.
- Google is now using HTTPS *as a ranking signal*. It is pretty clear from data analysis that HTTPS sites have a ranking advantage over http-URLs so this switch will now benefit all companies, confidential information or not.

Once an SSL certificate is in place the site will show a green lock with the word: **Secure** and changes the URL address from http to https.



Presently, the cost for the SSL certificate for a website would be a total of \$30.00 per-year per-domain (a domain which is actively used in a website).

Eventually, all websites will need to have it and it may get more expensive down the line. If you want to wait until Google actually follows through with this change, that is up to you. I can't guarantee this same price but I will certainly try to keep it as low as I can.

Here is another link regarding this:

<https://security.googleblog.com/2016/09/moving-towards-more-secure-web.html>

Let me know if you have any questions. Whenever you decide you want the SSL Certificate just send me a check for \$30 to Diane's Web Design and make a notation that it is a SSL cert. payment and I will take care of it for you.