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Ref <https://www.flexboxdigital.com.au/why-ssl-certificates-is-important-for-your-website/>

**Why SSL certificate is important for your website**

An SSL Certificate connected to your site will secure your website with  the highest levels of encryption, protecting your customers and their  personal information. Google search engine rewards sites that use HTTPS  with a small ranking boost.

**What is an SSL Certificate?**

SSL stands for Secure Sockets Layer which can be easily recognised in any  web link by recognising the symbol of a padlock with the  words “Secure” written near it. Only the websites which procure the SSL  certificates are safe for the use of visitors and can guarantee your  safety on the site. SSL is the security layer that protects all  sensitive information from the use of any hacker across any computer  networks. SSL provides privacy and data integrity for both the website  and the visitor.

**Let’s look deeper into the importance of SSL**

For websites that deal with the handling of sensitive information (like  usernames, passwords, and credit card details) and confirmation process  of the same, it is necessary to secure this information and convey it  only to the customer. However, the process of transfer of data requires  the data to travel across many servers and computers to finally reach  the destined server. During this process, it is very easy to hack into  any of the involved servers and collect the information. To avoid this  kind of mishap to occur, SSL encrypts the messages and sends it across  the destined severs and in the final server it can be decrypted for the  user to understand. When an SSL is used, the information becomes  unreadable to anyone but the user. This protects it from being hacked.

**The Authentication of Security**

As important as encryption of the messages is, so is the authentication of the website. If the website you own is not SSL certified, any user will think twice before subscribing to your services or products.  An unauthorised website which is not secure for use can be easily used  by other hackers to use it as a medium to get personal information of  the users, fearing this the user will not provide any information and  might not even visit your website. With an SSL certificate, the users  will know that the website they are sending information to is an  authentic one and not an imposter stealing information.

**Gain the trust of your users**

When a website is a certified SSL user, visitors feel safe to browse about  it. Visual aids like the lock icon and a green bar can ensure the  visitors of their secure connection. See the table below of online  research conducted on transactions:

70% of online shoppers cancel transactions due to lack of trust

75% of shoppers believe security logos increase the trustworthiness of the site

79% of shoppers expect to see a security seal on a site’s homepage

SSL certificate is essential for protecting your website. It provides  privacy, security and data integrity for both your visitors and your  business.