[Skip to main content](https://lms.alnafi.com/xblock/block-v1:alnafi+DCCS102+2025_DCCS+type@vertical+block@7ae57548b5ad44c69856cd47741b4efc?exam_access=&recheck_access=1&show_bookmark=0&show_title=0&view=student_view#main)

ref <https://sslrenewals.com/blog/why-is-ssl-important-benefits-of-using-ssl-certificate>

**Why is SSL Important? Benefits of Using an SSL Certificate**

18 votes, average: 4.22 out of 518 votes, average: 4.22 out of 518 votes, average: 4.22 out of 518 votes, average: 4.22 out of 518 votes, average: 4.22 out of 5 (***18****votes, average:****4.22****out of 5,****rated***)

**Want to know why SSL is essential? Here are our 5 key reasons.**

**Is SSL important? Do I need SSL?** Do I need to fasten the seatbelt while driving? Do I need to put on protective eyewear  while watching the solar eclipse? As far as the first three questions  are concerned, the answer is a big ‘YES’! The same answer goes with the  fourth one unless you’re Joey Bada$$.

Okay, let’s not get into that.

If you own a website or a blog in 2021, you need SSL. It’s as simple  as that. An SSL certificate is no longer a luxury; it’s an out and out  necessity nowadays.



Here are the five key benefits of using an SSL certificate.

**1. SSL Protects Data**

The core function of an SSL certificate is to protect server-client  communication. On installing SSL, every bit of information is encrypted. In layman’s terms, the data is locked and can only be unlocked by the  intended recipient (browser or server) as no one else can have the key  to open it. While dealing with sensitive data such as IDs, passwords,  credit card numbers, etc., SSL helps you protect against the mischievous army of hackers and skimmers. As the data is turned into the  undecipherable format by SSL, hacker’s skills prove to be an edgeless  sword against the unsurpassable encryption technology of SSL  certificates.

**2. SSL Affirms Your Identity**

The second primary task of an SSL certificate is to provide  authentication to a website. Identity verification is one of the most  important aspects as far as web security is concerned. There is no doubt about the fact that the internet is increasingly deceptive. In 2009, a  guy traveled 400 miles to meet a girl he had met on Facebook, only to  discover that he was being duped by two guys who supported a rival  football club. However, not all such stories are funny. There have been  cases in which people have lost thousands of dollars on fake websites.  This is where SSL certificate comes into play.

When you want to [install an SSL certificate](https://help.sslrenewals.com/support/solutions/folders/22000168667), you must go through a validation process set by an independent third party called a [*Certificate Authority (CA)*](https://www.sslrenewals.com/blog/what-is-certificate-authority-why-it-matter-for-security-of-website). Depending on the [type of certificate](https://www.sslrenewals.com/ssl-types.aspx), the CA verifies the identity of you and your organization. Once you  have proved your identity, your website gets trust indicators vouching  for your integrity. When users see them, they know who they’re talking  to.

Think of this as verified Twitter accounts. The only difference here  is that you are required to verify your identity for the website instead of Twitter account. Such verification makes sure that no imposter  creates a fake website pretending to be yours. In technical terms, this  is called *Phishing*. Thus, SSL helps users drive to your real website, saves users from frauds and enhances your reputation.

**3. Better Search Engine Ranking**

In 2014, Google made changes to its algorithm in order to give the upper hand to [HTTPS-enabled websites](https://www.sslrenewals.com/blog/seo-advantages-of-switching-to-https). This has been evident in various studies conducted by SEO experts around the world. [One such study](https://backlinko.com/search-engine-ranking) conducted by Brian Dean, founder of Backlinko.com shows a strong correlation between HTTPS and higher search engine rankings.

Who doesn’t want to be on Google’s first page, right?

**4. SSL Helps You Satisfy PCI/DSS Requirements**

If you accept online payments, you must know a thing or two about  PCI/DSS requirements. To receive online payments, your website must be  PCI compliant. Having an SSL certificate installed is one of the 12  primary requirements set by the payment card industry (PCI).

Therefore, SSL is essential—whether you want it or not.

**5. SSL Improves Customer Trust**

If it were up to us, we’d have renamed SSL (Secure Socket Layer) to  TTL (Trust Transmitting Layer). Fortunately, it isn’t. But that won’t  stop us from singing the praises of a TTL —err, SSL certificate. Apart  from encryption and authentication, SSL certificates are vital from a  customer trust point of view. The easy to identify signs inform the  users that the data they send will be secured. And if you’ve installed  an OV or EV SSL, they can see your organization’s details. Once they  know that you’re a legitimate entity, they’re far more likely to do  business with you or even revisit your site.

**Google Makes SSL Mandatory in 2018**

To give a safer web browsing experience from 2018 onwards, Google has decided to flag the websites which do not have an SSL/TLS Certificate  installed on their website. If anyone fails to comply with this rule,  all the popular web browsers used around the globe like Google Chrome  & Firefox Mozilla will punish them by giving a warning message of  ‘Not Secure’ on the URL bar. It could be possible that in near future  website may even get blocked to load on the browser. No matter which  website you have, from a personal blog to any shopping portal SSL is  mandatory and by not following with it may result in loss of visitors  which is not something a website owner would like to face.

**Wrapping Up**

How safe would you feel if your browser warned you about a website  being “not secure”? Because that’s what will be shown in the upcoming  version of Chrome if you don’t have an SSL certificate. Do you want  that? Of course, you don’t.

So, what are you waiting for? Check out our super-affordable range of [SSL certificates](https://www.sslrenewals.com/ssl-types.aspx) and add an unconquerable layer of protection to your website.