candour

HTTPS

Trainer:

Mark Williams-Cook
Candour

HTTPS

Core Web Vitals:
- **Loading** — Largest Contentful Paint (LCP)
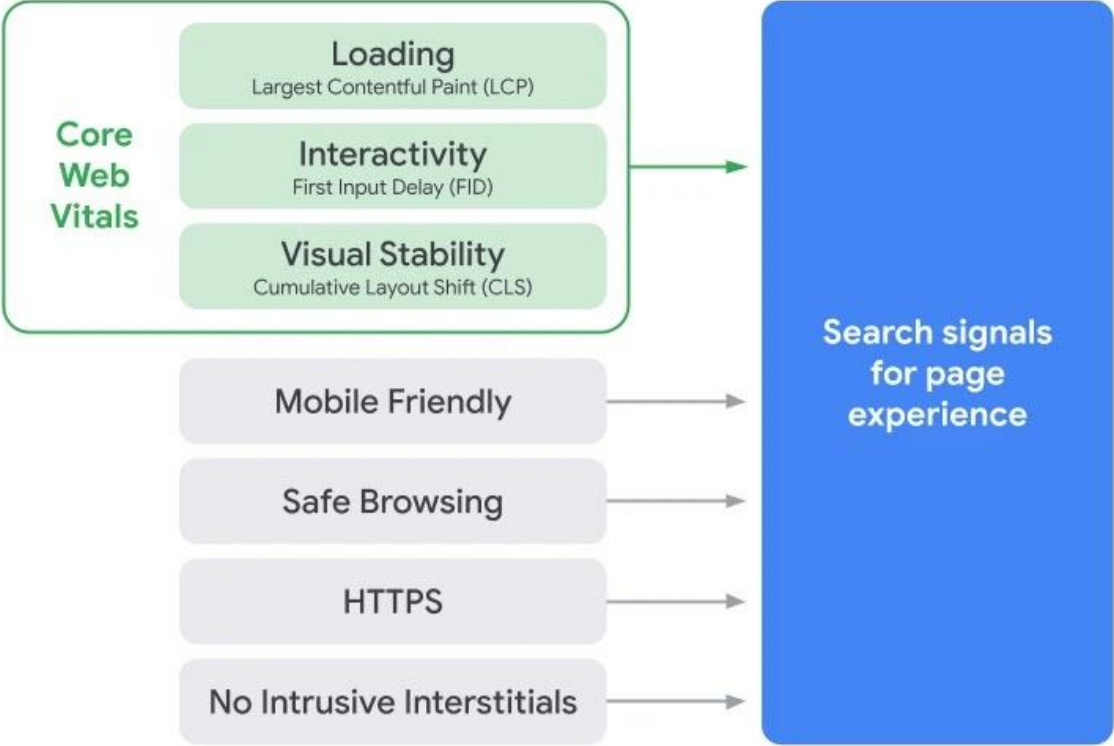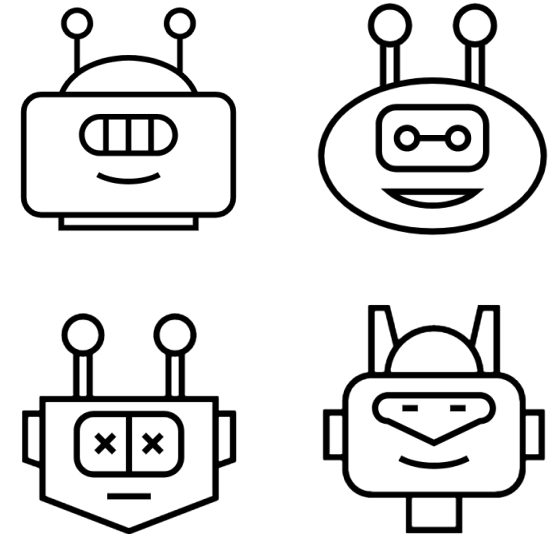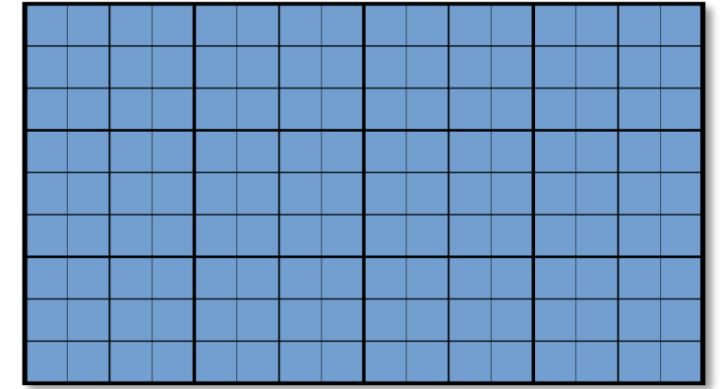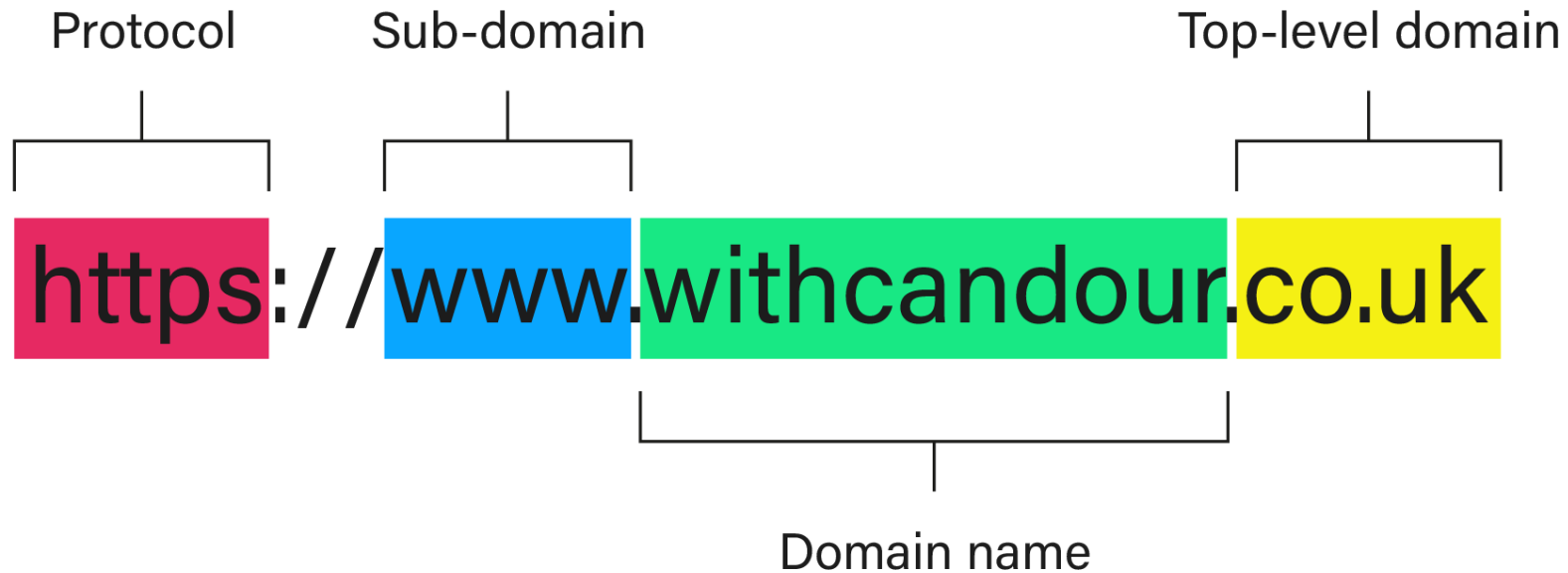- **Interactivity** — First Input Delay (FID)
- **Visual Stability** — Cumulative Layout Shift (CLS)

- Mobile Friendly
- Safe Browsing
- HTTPS
- No Intrusive Interstitials

Search signals for page experience

HTTPS

Protocol   Sub-domain   Top-level domain
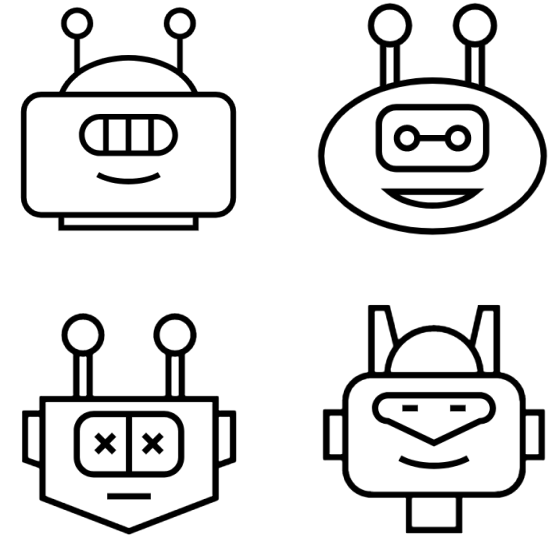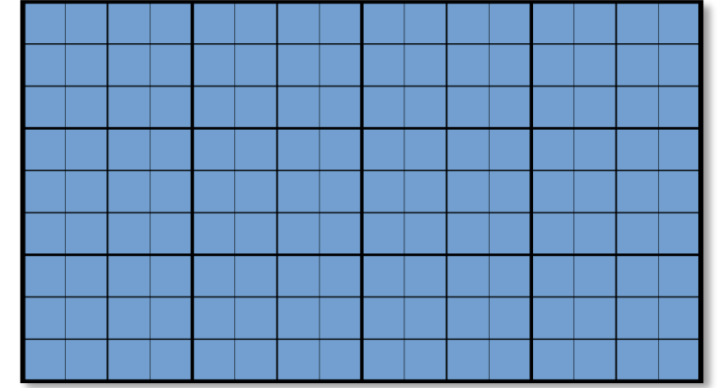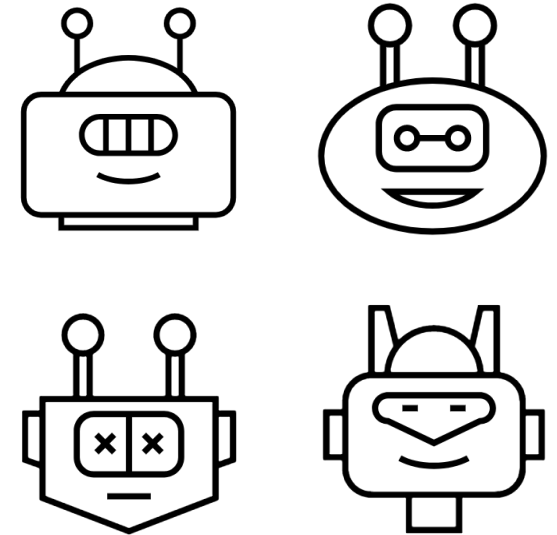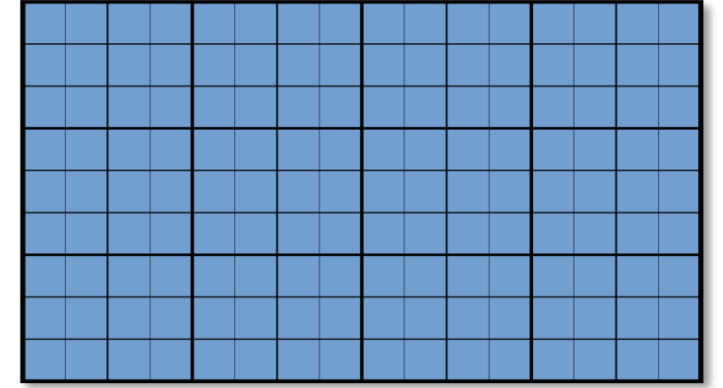
https://www.withcandour.co.uk

Domain name
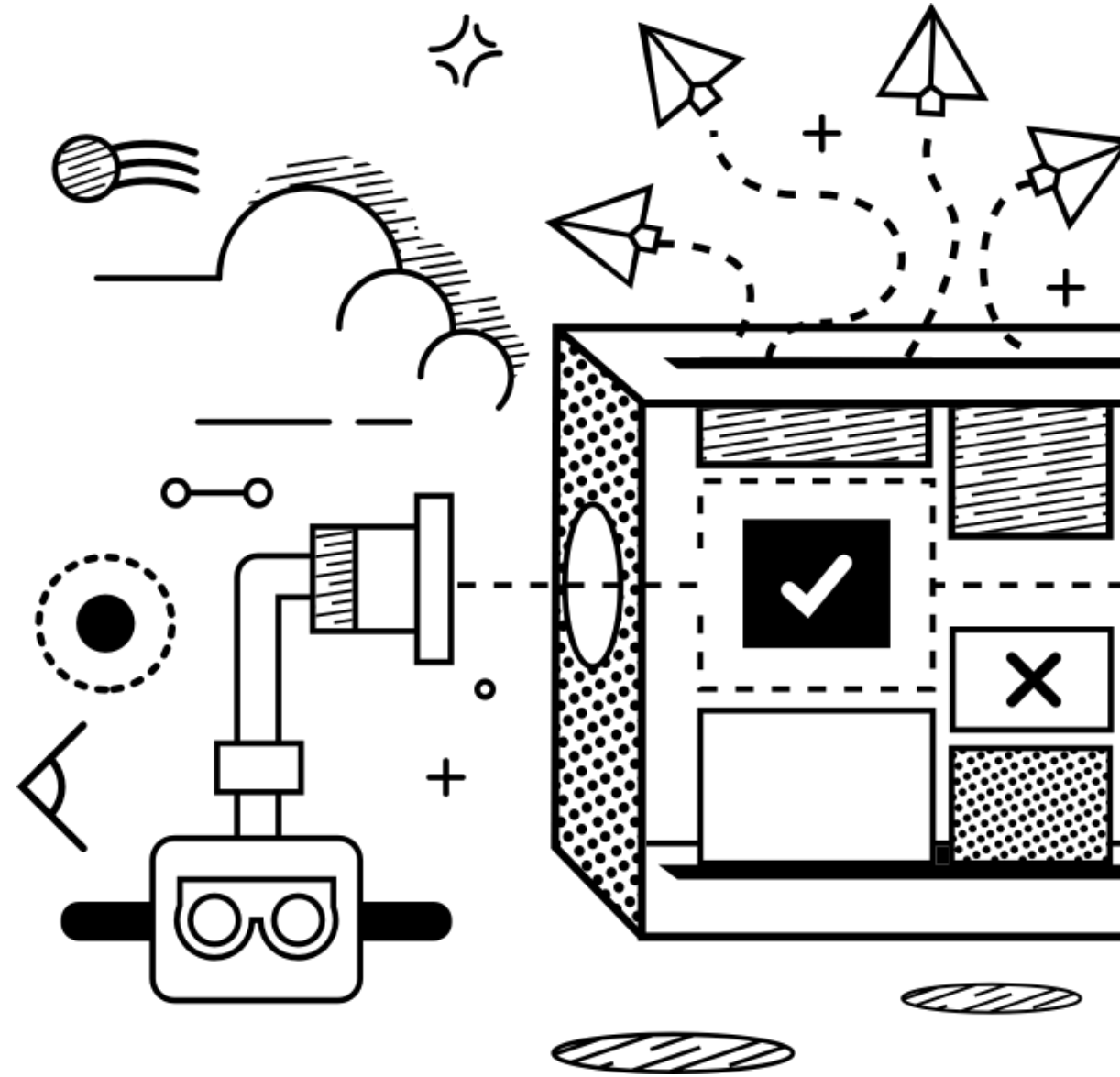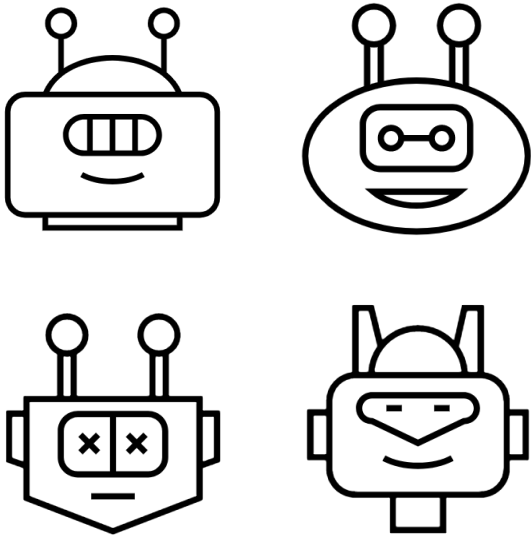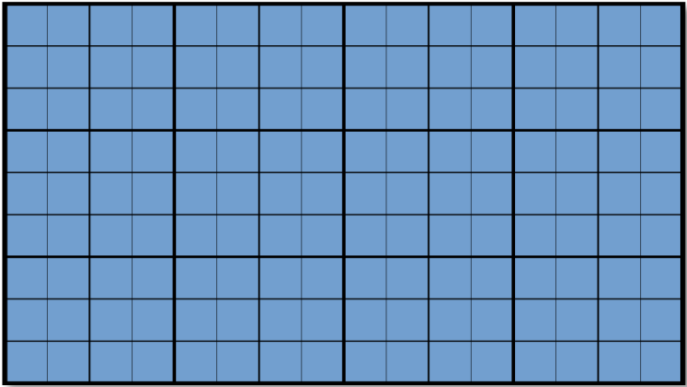
What is HTTPS?

HTTPS (Hypertext Transfer Protocol Secure) is a protocol that enables a secure and private online experience when using a website.

HTTPS

Why HTTPS?

- **Encryption** - data can't be read in transit

- **Integrity** - can't be modified in transport

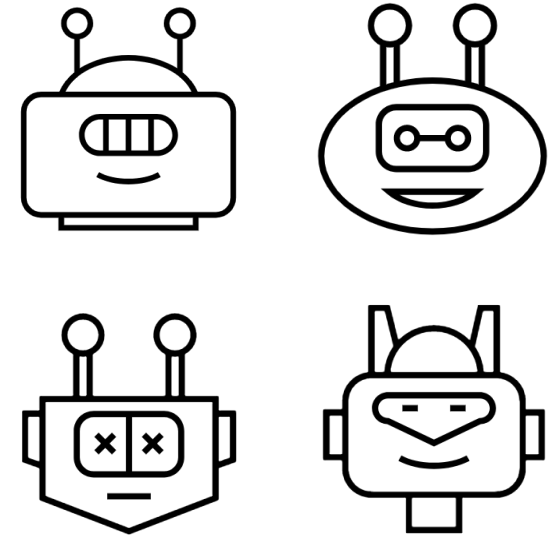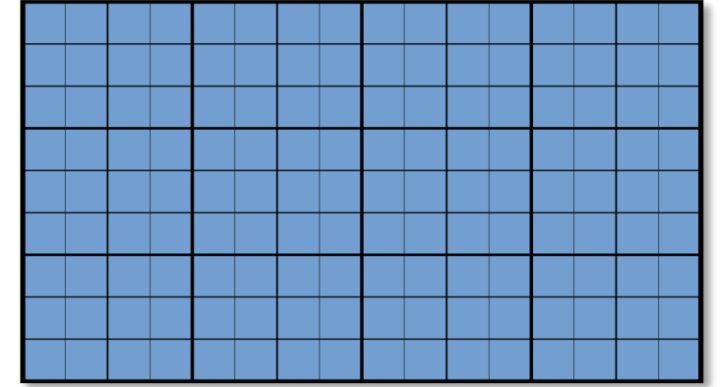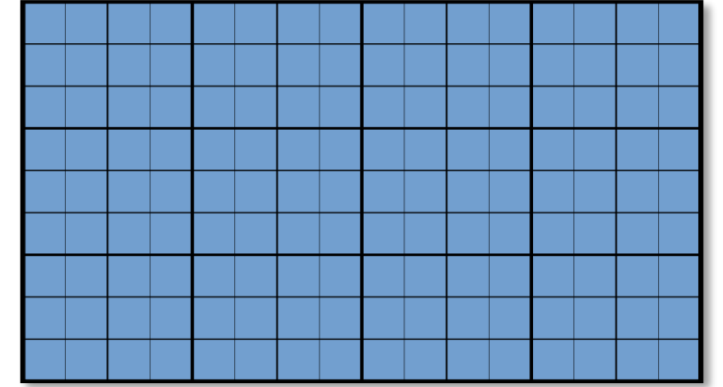- **Authentication** - ensuring you are talking to the correct website

candour

What is HTTPS?

SSL = Secure Socket Layer

TLS = Transport Layer Security

They are different, although the terms tend to use be used interchangeably, e.g. "SSL certificate".

withcandour.co.uk

candour

Key concept

HTTPS is a small ranking signal for Google.

It has been described as an "on the fence" signal

Challenge

Try and access the http:// version of your website and see what happens.

candour