

Module 14 SSL Certificates

Module 14: SSL Certificates

■ Introduction

An SSL certificate (Secure Sockets Layer) is issued by a trusted third party (like GeoTrust or DigiCert) for a specific domain or subdomain and verifies that a secure web page, like the checkout page, is properly encrypted and all information passed between a shopper and the site is private. Having an encrypted store helps boost your conversion rate by increasing shopper confidence. In addition, serving your entire site securely can improve your store's SEO.

All BigCommerce stores with a custom domain (e.g. mybcstore.com) are automatically outfitted with a free, dedicated SSL certificate called Encryption Everywhere by DigiCert. BigCommerce also offers advanced paid SSL certificates verified by GeoTrust. BigCommerce merchants also have the option of bringing in their own certificates. Stores that have not yet moved to their own domain (e.g. mybcstore.mybigcommerce.com) have their secure pages protected using the free BigCommerce shared SSL certificate.

In this module you will compare the free dedicated SSL certificates with paid SSL certificates, explore types of SSL certificates, explore installing SSL certificates purchased from BigCommerce and third parties, and review the benefits and considerations to take when using HTTPS to load all pages (site-wide HTTPS).

LearningObjectives

After completing this module, you should be able to:

- Describe the SSL features available on each pricing plan
- Describe the types of SSL certificates available for purchase through BigCommerce and their pricing
- Locate Instructions for Installing SSL Certificates purchased through BigCommerce
- Configure or choose an existing SSL Approver email address
- Purchase and install an SSL Certificate from BigCommerce
- Describe the process of purchasing and installing an SSL certificate from a third party including generating and submitting a CSR
- Generate a CSR
- Describe why merchants may want to load all pages over HTTPS instead of only pages that transmit sensitive information
- Locate the setting to enabled Site-wide HTTPS

🗕 Lessons

This module includes the following lessons:

Lessons
Lesson 1: SSL Basics
Lesson 2: Purchasing and Installing SSL Certificates from BigCommerce
Lesson 3: Purchasing and Installing SSL Certificates from Third Parties
Lesson 4: Site-wide HTTPS Basics

SSL Certificates Lesson 01: SSL Basics

☐ Introduction

From the moment a trial store is created, pages that transmit sensitive data are secured using the free shared BigCommerce SSL certificate. Once the store is moved to a domain, merchants can receive a domain validated Encryption Everywhere certificate at no cost, or pick from a suite of more advanced security options that offer warranties and organization/extended validation.

In this lesson you will explore available SSL certificate features and compare stores using the shared certificate with those using a dedicated certificate.

LearningObjectives

After completing this lesson, you should be able to:

- Describe the SSL features available on each pricing plan
- Identify stores that use the BigCommerce shared SSL certificate and stores that have installed an SSL certificate for their domain

□ Content

This lesson includes the following content:

Content
Video: SSL Certificates
Q&A Activity: SSL Basics

□ Reference

This lesson may reference the following content

Reference

KB Article: BigCommerce SSL Certificates

https://support.bigcommerce.com/articles/Public/BigCommerce-SSL-Certificate/

Video: SSL Certificates	
☐ Video	Watch the SSL Certificates video on YouTube: https://youtu.be/icyNTbvqu-o

■ Notes

Use the area below for writing down any notes or key takeaways from the video:

uratio	on: 5 minutes	
nstructions Select the best term from the word bank to fill in the blank. Use each term once.		
	Wo	ord Bank
	Free shared SSL certificate	SSL certificate purchased from BigCommerce
	Free dedicated SSL certificate	SSL certificate purchased from a third-party
1.	All BigCommerce stores that have been moved to a doma GeoTrust SSL Seal in the store's footer.	iin can use a(n) to load pages over HTTPS and display
2.	All BigCommerce stores that have been moved to a doma domain, but are not able to use features like a site seal or	nin can use a(n) to load pages over HTTPS on their own extended validation.
3.	All BigCommerce stores, including trials, that use a * myh	oigcommerce.com subdomain secure pages like /checkout.php and
5.	/login.php using the	
	Only BigCommerce stores on Pro and Enterprise pricing p	

SSL Certificates Lesson 02: Purchasing and Installing SSL Certificates from BigCommerce

■ Introduction

In addition to the free dedicated SSL certificate applied to stores once a domain name is applied, BigCommerce offers SSL certificates verified by GeoTrust that offer warranties, organization/extended validation and additional features. To learn more about the features offered by the SSL certificates that can be purchased through BigCommerce, see the BigCommerce SSL Options KB article.

In this lesson you will explore the SSL certificate types available for purchase through BigCommerce and the process of purchasing and installing a certificate.

LearningObjectives

After completing this lesson, you should be able to:

- Describe the types of SSL certificates available for purchase through BigCommerce and their pricing
- Locate Instructions for Installing SSL Certificates Purchased through BigCommerce
- Configure or choose an existing SSL Approver email address
- Purchase and install an SSL Certificate from BigCommerce

Content

This lesson includes the following content:

Content	
Q&A Activity: SSL Certificate Types	
Simulation: Purchase and Install a BigCommerce SSL Certificate	

☐ Reference

This lesson may reference the following content

Reference

KB Article: BigCommerce SSL Certificates > SSL Options

https://support.bigcommerce.com/articles/Public/BigCommerce-SSL-Certificate/#options

KB Article: BigCommerce SSL Certificates > Install SSL

https://support.bigcommerce.com/articles/Public/BigCommerce-SSL-Certificate#install

Q&A: SSL Certificate Types

Duration: 5 minutes					
In addi	Instructions In addition to the free dedicated SSL certificate used by all BigCommerce stores once they are moved to a domain, BigCommerce also offers paid SSL certificates verified by GeoTrust.				
	e "BigCommerce SSL Options" KB article to answer the following questions: (support.bigcommerce.com/articles/Public/BigCommerce-SSL-Certificate/#options				
1.	Which type of certificate warranties up to \$100,000 in the case of damage incurred by a security breach covered under the Geotrust warranty?				
2.	Which type of certificate should a merchant purchase if they want their company name to appear in a green bar in the address bar of most browsers instead of just a lock icon?				
3.	Which type(s) of certificates allow merchants to display a dynamic site seal?				

Simulation: Purchase and Install a BigCommerce SSL Certificate

☐ Simulation	Complete the <i>Purchase and Install a BigCommerce SSL Certificate</i> click-through simulation accessible from https://marvelapp.com/43bif7d/
☐ Reference	The following reference material may support this activity:
	Reference
	Reference KB Article: Installing a BigCommerce SSL Certificate
	KB Article: Installing a BigCommerce SSL Certificate

SSL Certificates Lesson 03:

Purchasing and Installing SSL Certificates from Third Parties

☐ Introduction

Stores on a Pro or Enterprise plan can install an SSL certificate from a third-party certificate issuer. To generate a third-party SSL certificate, merchants will often need to generate a CSR (Certificate Signing Request) in BigCommerce, which will give the SSL certificate provider the necessary information to create a working SSL certificate.

In this lesson you will generate a CSR in BigCommerce and identify where third-party SSL certificates are installed in BigCommerce.

LearningObjectives

After completing this lesson, you should be able to:

- Describe the process of purchasing and installing an SSL certificate from a third party including generating and submitting a CSR
- Generate a CSR

□ Content

This lesson includes the following content:

Content

Simulation: Install a Third Party SSL Certificate

□ Reference

This lesson may reference the following content

Reference

KB Article: Installing a Third-Party SSL Certificate

https://support.bigcommerce.com/articles/Public/Installing-a-Third-Party-SSL/

Simulation: Install a Third Party SSL Certificate

☐ Simulation	Complete the <i>Install Third Party SSL</i> click-through simulation accessible from https://marvelapp.com/27fbe79/
☐ Reference	The following reference material may support this activity:
	Reference
	Reference KB Article: Installing a Third-Party SSL Certificate
	KB Article: Installing a Third-Party SSL Certificate

SSL Certificates Lesson 04: Site-Wide HTTPS Basics

■ Introduction Site-wide HTTPS means that all pages on your store are encrypted. Normally encryption is only required for pages that deal with private information such as the checkout page. With site-wide HTTPS, merchants benefit from improved search rankings, shopper confidence and security. In this lesson you will explore the benefits of using HTTPS to load all pages on a website, and locate the settings in BigCommerce used to enable the feature. After completing this lesson, you should be able to: Learning **Objectives** Describe why merchants may want to load all pages over HTTPS instead of only pages that transmit sensitive information Locate the setting to enabled Sitewide HTTPS This lesson includes the following content: ☐ Content Content Q&A Activity: Site-Wide HTTPS This lesson may reference the following content ☐ Reference Reference Google Webmaster Central Blog: HTTPS as a ranking signal https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html

TechCrunch Article: Chrome is helping kill HTTP

KB Article: Site-Wide HTTPS

https://techcrunch.com/2016/09/08/chrome-is-helping-kill-http/

https://support.bigcommerce.com/articles/Public/Site-Wide-HTTPS/

Q&A: Site-wide HTTPS Basics

Duration: 8 minutes	
	tions "Site-Wide HTTPS" KB article, "HTTPS as a ranking signal" Google Webmaster Central blog post, and "Chrome is helping kill TechCrunch article to answer the following questions:
https://	support.bigcommerce.com/articles/Public/Site-Wide-HTTPS/ webmasters.googleblog.com/2014/08/https-as-ranking-signal.html techcrunch.com/2016/09/08/chrome-is-helping-kill-http/
1.	What two moves has Google made to encourage site owners to switch to loading all pages over HTTPS?
2.	A store that previously loaded pages over HTTP has recently switched to loading pages over HTTPS. After adding the HTTPS version of the site as a new site to Google Webmaster Tools, what two things should be re-submitted to Google?
3.	What Bing tool is suggested for merchants who switch from loading pages over HTTP to HTTPS?
4.	Where is the toggle to enable Site-Wide HTTPS found in the BigCommerce control panel?