

# BrightEdge Point of View: HTTPs and SEO

## The Basics: HTTP vs HTTPS

HTTP (Hypertext Transfer Protocol) is a structure for transferring and receiving information on the web, most frequently operated to retrieve HTML web pages. HTTPS, or Secure HyperText Transfer Protocol, was established to sanction secured transactions and authorization over the web. Exchanging information, like credit card numbers or access, requires security to avert unauthorized entry through HTTPS.

## What Is HTTPS Used For?

Securing data. HTTPS has been used for any site involving secure information. It's used for ecommerce sites to tender protected transactions. More than likely, your bank uses HTTPS to secure your personal information — easily recognized by the padlock on your browser.

So what's the difference between HTTP vs HTTPS? HTTPS is HTTP — just the secure version. HTTPS follows the same protocols as HTTP — the browser begins a connection to a server on a standard port. HTTPS works simultaneously with another protocol, SSL (Secure Sockets Layer) to communicate information safely in three ways:

1. Encryption: Encrypting the transferred data for security
2. Data Integrity: Data cannot be altered or corrupted during transmission
3. Authentication: Users are authenticated to communicate with the website

HTTPS presents the best of both worlds: the data is visually appealing to the user, and you're getting the extra layer of security as the data moves.



## Reasons to Consider Switching to HTTPS

1. **Google prefers it.** Google Chrome will start warning users when sites are not HTTPS starting in October 2017.
2. **User experience.** It is better for your users and helps protect their data
3. **Reputation.** Data breaches are an increasing problem and if they occur will damage your brand
4. **Tracking and Analytics.** If you're exploring Google Analytics for your HTTP site, the traffic passing through referral sources can appear as "direct" traffic. Through an HTTPS site, the security of the referring domain is preserved. This makes the HTTP vs HTTPS decision even easier to make.
5. **AMP.** HTTPS is required for accelerated mobile pages, AMP, which is increasingly important for mobile.
6. **PWAs.** HTTPS is required for progressive web apps, PWAs, which are probably the future of mobile apps.
7. **Ranking.** Google has indicated a definite preference for HTTPS and that has or will find its way into the algorithm and the rankings. Considering their user-based algorithm updates, Google preference for trusted sites isn't surprising. If users are guaranteed to have a secure site experience, the answer to HTTP vs HTTPS becomes simple — they will prefer HTTPS to HTTP.

## The Takeaway

**YES.** HTTPS will make your site more secure and better for your users. HTTPS is integral to some of the biggest trends in digital and mobile. You must migrate before the end of 2017.

If you would like to discuss the topic, please call your Customer Success manager or call us at 800-678-8023.

## About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results, such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,500+ customers include global brands such as 3M, Microsoft, and Nike, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.