

BRIGHTEDGE

SEO and Google's HTTPS Ranking Boost - Are You Ready?

Check out our free white papers and research at www.brightedge.com/resources while you are waiting for the webinar to start

Your Hosts

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Prior jobs:

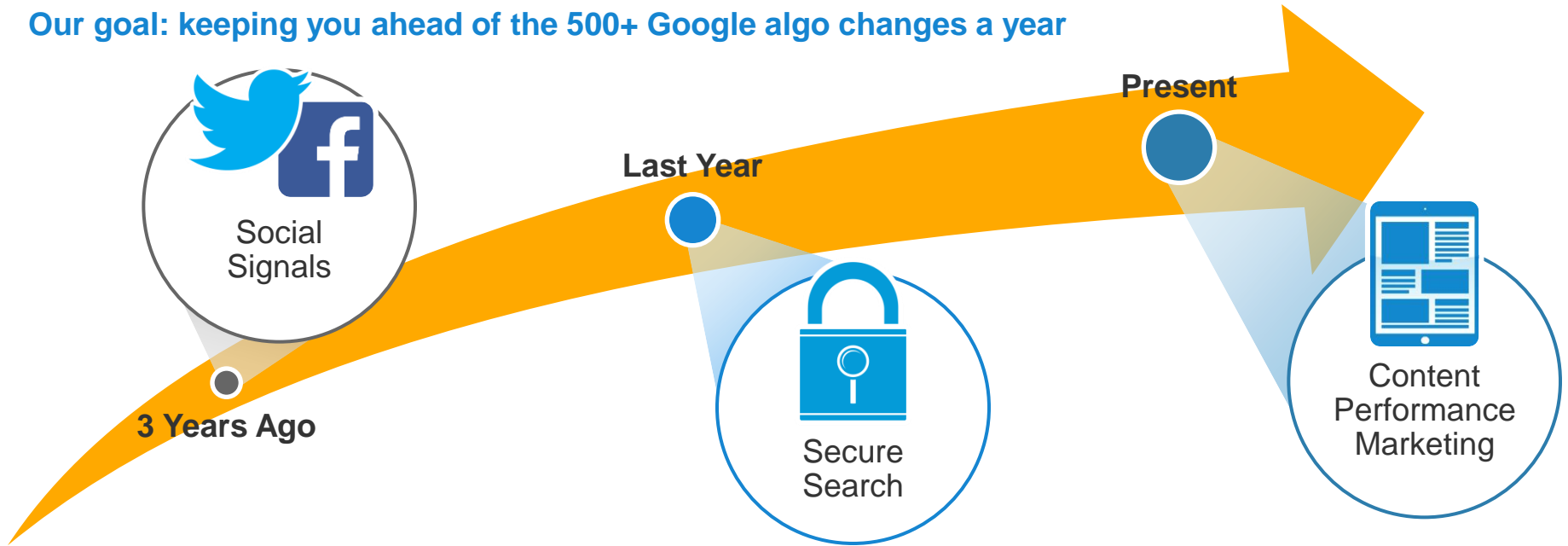
Adobe, EfficientFrontier, Auctiva (acquired by Alibaba)

- Google Analytics certified
- Holds a Master's in Computer Science from CSU, Chico



About BrightEdge

Our goal: keeping you ahead of the 500+ Google algo changes a year



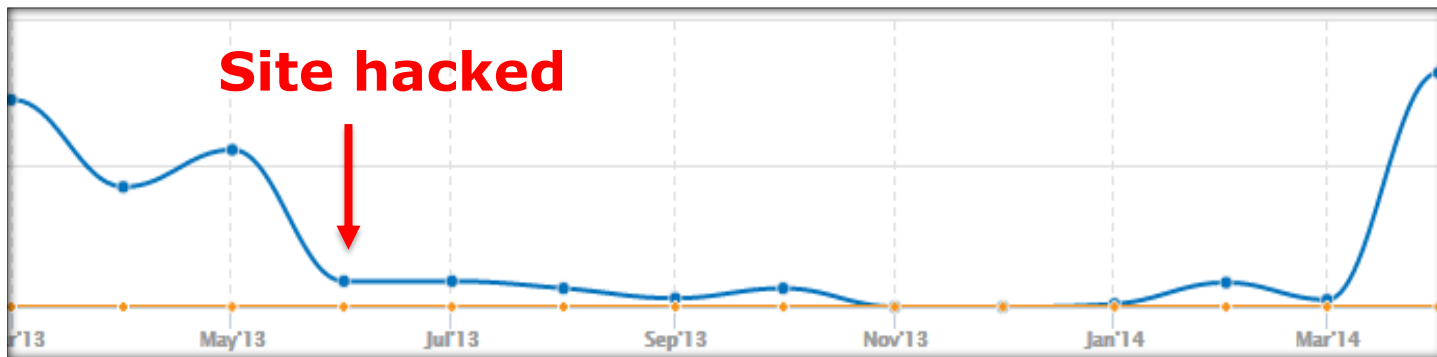
“I think it’s phenomenal that BrightEdge always seems to think one step ahead of us. It really helps us just do our job and not worry about what’s next. I don’t think we could do the job as well as we do without the partnership.”



Why HTTPS?

1. Security & Privacy
 - » Stay safe and provide a safe environment
2. Referrer Data
 - » Referral data strips away from secure to non-secure site
 - » Direct might eat your SEO lunch, because linking site uses HTTPS
 - » Become more imp. as more and more sites move to HTTPS
3. Google Boost
 - » Good to consider for rankings but there are other areas to improve as well

What could happen if your site is not secure?



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274 /document, "script");
275 // ]]></script> <style>.wce5{position:absolute;clip:rect(458px,auto,auto,417px);}</style><div class=wce5>cialis <a href="http://cialis7no
cialis online <a href="http://cialis6store.com" title="cialis online">cialis online</a> cialis <a href="http://norx5cialis.com" title="ci
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</div> </p>
276
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HTTPS – Secure Your Site

- What is an SSL Certificate?
- How it works
- How do I know if my page is secure?
 - Icon on your browser
 - Windows – “cmd” and “tracert”
 - Tools
 - » http://www.ssltools.com/certificate_lookup/
 - » <https://www.ssllabs.com/ssltest/>



Check a site's connection

1. In the address bar, click the lock  or page  icon.
2. Click **Connection**.
3. Depending on the site, you'll see two or three sections of information.

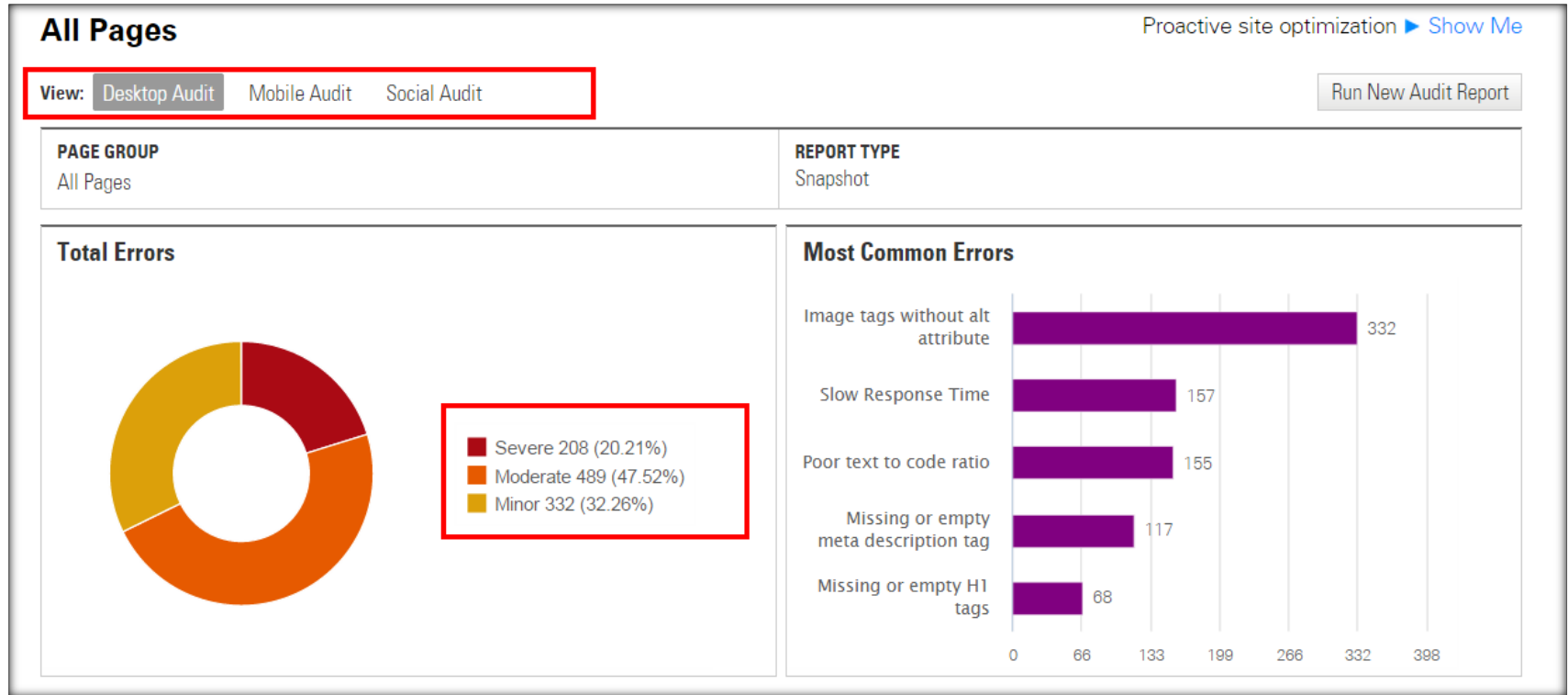
The screenshot shows a browser's connection information panel with three sections highlighted by green callouts:

1. **Permissions** / **Connection** tab. The identity of this website has been verified by Google Internet Authority G2 but does not have public audit records. [Certificate Information](#)
2. Your connection to www.google.com is encrypted with 128-bit encryption. The connection uses TLS 1.2. The connection is encrypted and authenticated using AES_128_GCM and uses ECDHE_RSA as the key exchange mechanism.
3. **Site information**. You first visited this site on Sep 17, 2014.

Planning and Executing the Migration

- **Security Certificates**
 - Use Robust security certificates
 - » Single, multi-domain or wildcard
 - » Add an SSL 2048-bit key certificate
 - » **Use a web server that supports HTTP Strict Transport Security (HSTS)**
- **Help Crawlers see your site as Secure**
 - Redirect to HTTPS pages by server-side 301 HTTP redirects (mod_rewrite is common)
 - Use protocol relative URLs or update your site links to link directly to the HTTPS resource
 - **No need to submit a change of address if you are only moving your site from HTTP to HTTPS**

Before the Move: Audit Your Current Site

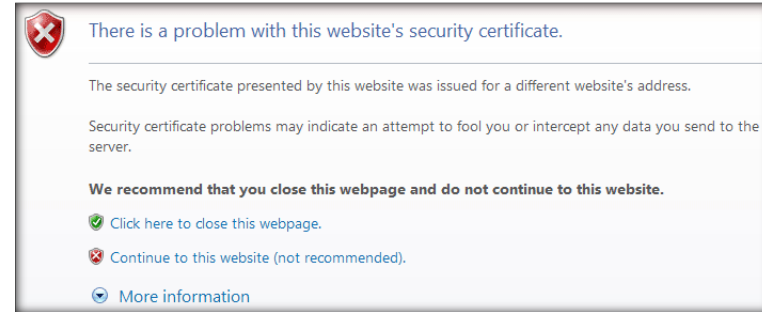


6 Common Pitfalls to Avoid When Moving to HTTPS

1. Make sure the content on your HTTP site and your HTTPS is the same
2. Make sure your certificate is always up to date
3. Use protocol relative URLs (e.g. //example.com/script.js instead of http://example.com/script.js)
4. Only embed HTTPS content on HTTPS pages
5. Check that your website returns the correct HTTP status code
6. Don't block your HTTPS site from crawling using robots.txt

Helpful Tools:

- Xenu Link Sleuth
- ScreamingFrog
- HTTP Headers Chrome add-on

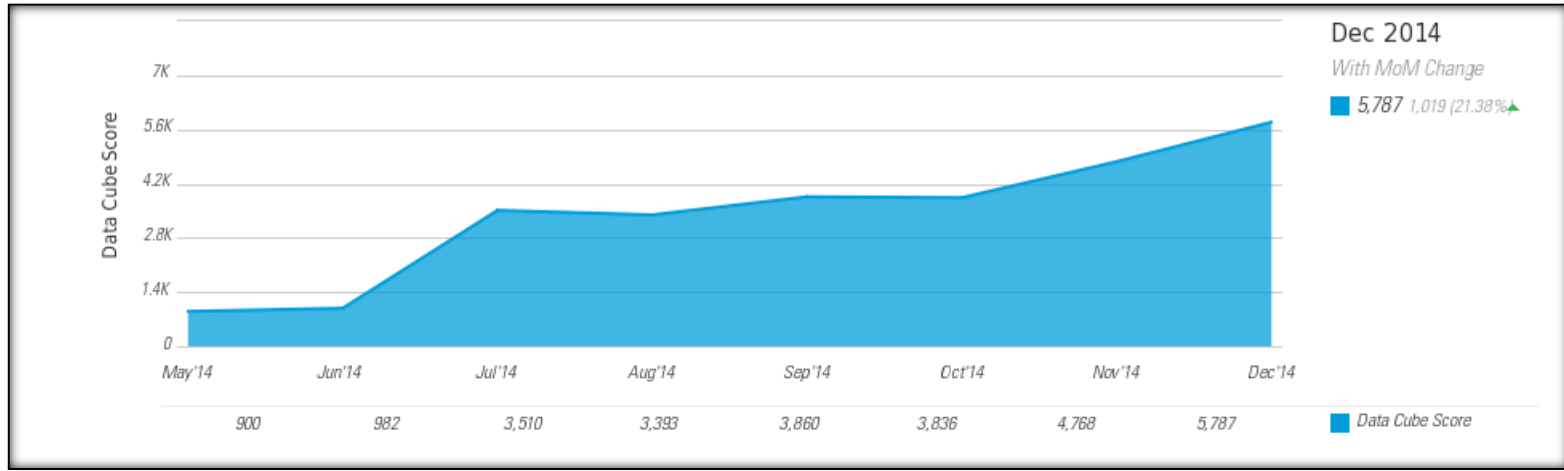


BrightEdge Keyword and Landing Page Report

<input type="checkbox"/>	On-Page Recos.	Off-Page Recos.	Keyword	Rank	Rank Change	<input type="checkbox"/>	Top Ranked Page
<input type="checkbox"/>	✓	✓	about brightedge	1	No Change	📄	www.brightedge.com/technology
<input type="checkbox"/>	✓	•	blended rank	1	No Change	📄	www.brightedge.com/technology
<input type="checkbox"/>	✓	✓	brightedge blog	1	No Change	📄	www.brightedge.com/blog
<input type="checkbox"/>	✓	✓	brightedge share13 indu	1	No Change	📄	www.brightedge.com/share13-a
<input type="checkbox"/>	✓	✓	competitive seo recomr	1	No Change	P	www.brightedge.com/technology
<input type="checkbox"/>	✓	•	gwm integration	1	No Change	📄	www.brightedge.com/blog/secur
<input type="checkbox"/>	✓	✓	seo management platfo	1	No Change	📄	www.brightedge.com/seo-man
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- Keyword
- Ranked pages

BrightEdge Data Cube Aggregate Score



- Massive proprietary content repository with over 1 billion keywords, 150 billion URLs and 100 TB of data
- Perfect for Competitive Analysis, Finding Ranking Keywords, Keyword Gaps and Content Strategies

Summary

- HTTPS move important for security
- Good to consider for rankings but there are other SEO areas to improve as well
- Follow proper site migration steps to plan the move

BrightEdge can help. For a more in-depth conversation:
<http://www.brightedge.com/requestademo>

<http://www.brightedge.com/blog/is-https-really-necessary/>

Questions? Don't be shy, this stuff is confusing.

1. Ask a question on the GoTo Webinar toolbar in text box
2. Or use hand icon and I will open the mic and you can ask live

Connect with us on LinkedIn:

<https://www.linkedin.com/in/eriknewton>

<https://www.linkedin.com/in/sudhirpsharma>

Thanks for joining the webinar. We plan to do new search topics regularly. Future topics will include: Multi-Channel Attribution, Salesforce Reporting for Marketing, Local SEO, SEO and Site Migration

And, registration for the BrightEdge Share15 conference will open in about a month

www.brightedge.com/share15