

SSL Certificates



*Initial***IT***Services*

Initial IT Services Ltd
Kings House
St Johns Square
Wolverhampton
West Midlands
WV2 4DT

T: 0843 206 8288

F: 0843 265 1431

W: www.initialitservices.co.uk

E: info@initialitservices.co.uk

SSL Certificates

Trade online safely & securely

In 2008 sales over the internet in the UK totalled over £222bn, up from £65bn in 2004 (source: statistics.gov.uk). With no signs of this growth slowing down, the need for businesses to be online trading securely has never been greater.

SSL (Secure Sockets Layer) is the globally recognised standard for securely encrypting information being passed between a server and web browser. The SSL Certificates we offer are exactly the same as those being used by the leading online businesses and banks. Providing your users with essential peace of mind, SSL certificates signify you offer world-class data protection, increasing both trust and revenue. Websites with SSL certificates guarantee stringent security checks are in place to protect user's private information, such as their bank details.

As a website owner, you can trade online safely in the knowledge that the SSL secure connection will make sure all important information is kept out of reach from prying eyes. Having an SSL certificate will keep your visitors coming back time and time again, safe in the knowledge you provide a secure service.

Choose your SSL Certificate

We have three SSL certificates to choose from, depending on your requirements and budget:

Option 1	Option 2	Option 3
<p>Online traders just starting out or with a limited budget.</p> <ul style="list-style-type: none">✓ Based on the AlphaSSL product from GlobalSign✓ https://✓ Browser padlock✓ 128-bit to 256-bit SSL encryption	<p>Perfect for growing businesses looking to publicly display their security credentials.</p> <ul style="list-style-type: none">✓ Clickable Secure Site Seal✓ https://✓ Browser padlock✓ 128-bit to 256-bit SSL encryption✓ \$10,000 warranty 	<p>Comprehensive security & warranties. Also displays the green bar in the browser</p> <ul style="list-style-type: none">✓ Extended business validation with company name and date/time stamp✓ https://✓ Browser padlock✓ Green bar domain verification✓ 128-bit to 256-bit SSL encryption✓ \$250,000 warranty 

The benefits of using an SSL certificate



Increase conversions

Research has shown that up to 75% of potential customers abandon a retail website due to security concerns, so a recognised, industry-standard SSL certificate will help increase your conversion rates and build up your reputation with customers.



Enhanced reputation

A visibly secured website helps you enhance your reputation and guard against possible attacks and fraud.



Store information securely

SSL certificates are not exclusive to websites trading online. If your site requires a log in for protected information, make it secure with SSL technology. An SSL certificate prevents data being intercepted when it is being accessed by authorised users.



Business Validation

The SSL certificate verifies you are who you claim to be and that customers can complete a transaction with confidence.

Buy your SSL certificate now

Our SSL certificates are great value for money and offer complete security for both you and your customers. With more and more people buying online, can you afford not to have one?

SSL Certificates – how they affect your Search Engine Optimisation

Google announced in their Webmaster Blog on the 6th August 2014, Google “called for ‘HTTPS everywhere’”, Google wants “the Internet more safer”. In addition Google confirmed that it would use the data of if a site is using SSL to influence its position within Search Engine rankings, Google confirmed that currently this metric had a low weight, allowing webmasters to adopt to the change but would become an important metric to ensuring a position in the coming months.

<http://googlewebmastercentral.blogspot.co.uk/2014/08/https-as-ranking-signal.html>