WHY HTTPS?

WHAT IS IT?
HTTPS secures data in transit. Basically, it means the traffic between the website user and your web server is secure, or encrypted. It does NOT secure your website itself.

HOW DOES IT WORK?
An SSL certificate is installed on your server. This provides two separate encryption keys: a public one to lock, and a private one to unlock transmissions.

PUBLIC KEY ENCRYPTS
PRIVATE KEY DECRYPTS

SECURE TRAFFIC BETWEEN USERS & WEBSITE SERVER

Prevents 'man in the middle' attacks of your users data.

OCTOBER
October 2018, Chrome 70 will be released.

Chrome 70 will display HTTP websites with a red 'Not secure' designation

60%
Percentage of people who surf the internet using the Chrome browser worldwide.

Sources:
http://gs.statcounter.com/browser-market-share

https://onpointresults.com