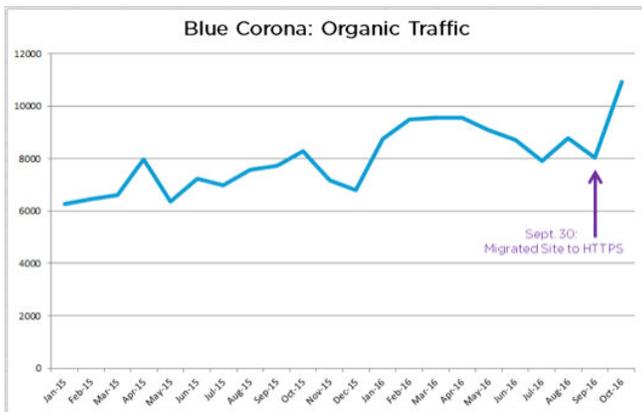




Does Going HTTPS Help Your Website Get More Traffic?

Blue Corona Sees 36% Boost in Organic Traffic with Migration to Secure Site



At the end of September in 2016, Blue Corona migrated our own site (www.bluecorona.com) to HTTPS, in order to keep up with Google’s best practices and emphasis toward more secure sites. In the next month (October 2016), the website saw a 36% increase in organic traffic compared to the previous month. While we’ve seen steady growth over time on our site from other SEO strategies and tactics, the increase in traffic from one month to the next can be attributed to the switch to HTTPS.

HOW DOES GOOGLE VALUE HTTPS?

Google has been putting an increasing emphasis on pushing more websites toward HTTPS (Google even has an internal goal for all their websites to be HTTPS). Currently, about **40% of websites ranking on page one of Google are secure sites** (but the percentage of total websites that are secure is much lower).

In 2014, Google announced that HTTPS would be a ranking factor in their organic algorithm and in 2015 announced that HTTPS would be ranked by default if the website had the secure certificate. In 2016, Google shared that if all other organic algorithm ranking factors were equal, a website with HTTPS would outrank a site without it. Google also includes “https://” in the ranking URLs when a site is secure and only “www.” when a site is not secure.

While there isn’t a standard increase in organic traffic to expect when migrating a site to HTTPS, this increase for Blue Corona’s site is an indicator that having a secure site can help a website perform better in organic rankings (both in terms of how well the site ranks as well as what search users are choosing to click on from the results page).

WEBSITE SECURITY ESSENTIALS PACKAGE FROM BLUE CORONA

HTTPS can protect your users’ connection to your site by securing information in three layers: **(1) encryption** ensures that a user’s activity cannot be tracked or their information stolen; **(2) data integrity** prevents files from being corrupted as they’re transferred; **(3) authentication** protects against attacks and builds user trust.

Our Website Security Essentials Package can be tailored to meet your needs. When it comes to website security, we offer:

- Hosting services
- Migration to HTTPS
- WordPress version updates
- Plugin updates
- Installation of security monitoring software
- User logins and access control
- Scheduled backups