

LUNCH & LEARNS 2016

Drive Traffic, Generate Leads, Increase Sales

Does Google Trust Your
Website?

Use SSL and Security to build
Site Traffic.

Today's Speaker



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UI Developer

What are we talking about?

- Web security.
 - Protect yourself as a user
 - Protect your users as a contributor
- SSL Certificates. What the heck are those?

Internet Security User

Protect yourself as a User

- We use the internet for EVERYTHING
 - Shopping
 - Connecting
 - Searching
 - Learning
 - Etc..

- Dangers all over the place.

Internet User Guidelines

10 and 2

Keep it Secret, Keep it Safe

10 and 2

10 and 2 – Defensive Driving

- Know where you are going and don't get distracted
 - Stay in the lines, keep your head on a swivel, and watch your mirrors.
 - Don't trust all those other drivers (the internet), they are machines. You are not.
- Judge a book by its cover
 - Does this site look legitimate? No, then move on!
- Don't accept candy from strangers
 - Downloading - If you are not 100% sure about what you are clicking on... Don't do it.

10 and 2 – Defensive Driving

- Email hacks
 - Weird email from estranged family member or friend.
- Social media hacks
 - Click a link and log in again?
- Shopping online?
 - Look for the padlock and/or “https”
 - Use PayPal

Keep it Secret, Keep it Safe

Keep it Secret, Keep it Safe

- Keep it strong! - Are your passwords strong enough?
- Michael, what do you mean strong?
 - No one knows my dog's name... Someone does.
- Password No-No's
 - The word "password" – Real original!
 - Birthday, initials, kids' birthdays, names, etc.
 - Using the same password for everything. We all do it. Only have to crack it once and then all of your accounts could be compromised.

Keep it Secret, Keep it Safe

- How does someone crack a password?
- How do I make a strong password?
 - Capital letters
 - Special characters
 - Number of characters – 8 okay, 12 better, 16 best
- Strengthen a memorable word or phrase

Innovation Depot = 1Nnov@ti0nD3po+

Keep it Secret, Keep it Safe

- How many internet accounts do you have?
- Again, use different password for everything.

- How do you store your passwords?
 - Piece of paper under the keyboard
 - Word document/Excel Spreadsheet
 - Notes app
 - Email
 - Etc...

Keep it Secret, Keep it Safe

- Password storage - Use a password manager app!
 - 1Password (\$64.99 one time purchase) - 1password.com
 - LastPass (Free/Premium \$12/year) – lastpass.com
 - Padlock (Free) - padlock.io

Keep it Secret, Keep it Safe

- 2-Factor Authentication
 - Extra layer!
 - You will be notified if you are being hacked.

Internet Security Contributor

Protect your users

- Responsibility and vested interest
- Protect login information
 - Do not login to site on an unprotected public network (Starbuck's wifi etc.)
 - Use strong passwords
 - No "admin" usernames
- Keep software up to date
 - WordPress updates and why they are important

Protect your users

- Vet plugins and addons
 - What is a plugin?
 - Does WordPress have any guidelines for their plugin repository?
- Infomedia's process for vetting plugins and addons
 - What does this plugin do?
 - Is plugin updated regularly?
 - What do the reviews say?
 - How does the code look?

Protect your users

- Have a backup plan
 - What happens when an un-vetted plugin shuts your site down?
 - Or, an honest mistake causes the loss of a lot of work?
 - Is your site getting backed up?
- Infomedia clients, fear not!
 - We backup our sites daily
- Backup tools
 - Ask your hosting provider, they may provide
 - Backup Buddy \$80/year – ithemes.com/purchase/backupbuddy
 - Manual backups – Site directory and Database

SSL Certificates

- **SSL (Secure Sockets Layer)**

The standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral.



SSL's

- Sam wants to sell exercise videos online at exercisewithsam.com
- Needs an SSL Certificate so his customers feel safe.
- CA (Certificate Authority) investigates
 - Sam is Sam
 - Exercise with Sam is a real business
 - exercisewithsam.com is a real website
- Sam receives certificate and installs on server
- Now, Sam's customers are safe to buy things via Sam's site. YAY!

SAM



SSL's

- Required for ecommerce
 - Recommended for protecting personal information captured in forms
-
- I'm doing neither Michael. Why do I need an SSL?
 - It legitimizes
 - It's safer
 - Google loves it! (Good for SEO)

Quote from Google's Blog

“For these reasons, over the past few months we’ve been running tests taking into account whether sites use secure, encrypted connections as a signal in our search ranking algorithms. We've seen positive results, so **we're starting to use HTTPS as a ranking signal**. For now it's only a very lightweight signal — affecting fewer than 1% of global queries, and carrying less weight than other signals such as high-quality content — while we give webmasters time to switch to HTTPS. **But over time, we may decide to strengthen it**, because we’d like to encourage all website owners to switch from HTTP to HTTPS to keep everyone safe on the web.”

Source: <https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html>

SSL's

- SSL Certificates do cost money
 - Dedicated IP address
 - Certificate renewal (annual fee)
- SSL are not all the same
 - Standard around \$100-150/yr
 - Padlock and standard https protocol
 - Extended Validation around \$500/year
 - Cool green bar alerting users to secure connection
 - Company vetted much more strictly
- Call us we would be happy to get you setup!

Lunch and Learn Schedules

June 21

What Should My Blog Say? Learn to Write Blogs that Suit Your Business

July 19

Is Your Website's Design Hurting Your Bottom Line? We're Here to Help!

August 16

Use WordPress to Boost Your SEO: A Step-by-Step Guide to Using Keywords

September 20

Custom Programming & You: Add Ecommerce, Intranet, Organization & More

October 18

Optimize Your Ecommerce Site for Holiday Sales, Shipping & Traffic

November 15

Rethink Content Strategy: Get More from Your Newsletter, Emails & Social Media

Like what you learned?

Let us know! We'd love a review on Google+

"Quick response time when issues arise and resolution times are fast."

"Our experience with Infomedia was superb! They built an ecommerce web portal for a client of mine last year."

