

ALWAYS-ON SSL

Your quick reference guide to Always-On SSL

As a leading provider of SSL certificates, Symantec is here to help you discover all you need to know about the benefits of Always-On SSL - and to help you successfully implement it.

What is Always-On SSL?

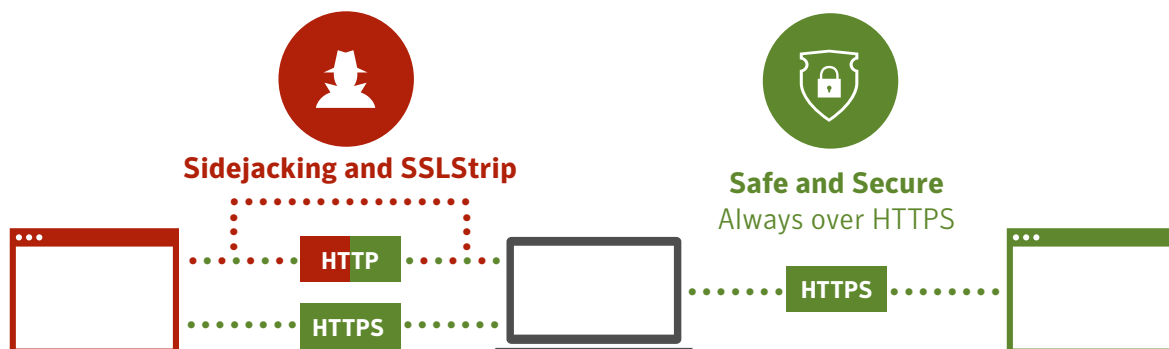
Always-On SSL is a cost-effective security measure for websites that helps protect the entire user experience from online threats. It delivers authentication of the identity of the website and encrypts all information shared between the website and a user (including any cookies exchanged), protecting the data from unauthorized viewing, tampering, or use.

The growing threat of data breaches

Online attacks are becoming more frequent and increasingly easy to execute. Organisations around the world are under increasing scrutiny to ensure online transactions involving confidential data are secure. Take your organisation's security to the next level with Always-On SSL.

Why intermittent SSL is no longer enough

- **Intermittent SSL** – securing only the log-in and transaction pages.
New threats such as Sidejacking and SSLStrip endanger consumer trust and compromise sensitive data
- **Always-On SSL** – securing the entire user session from start to finish.
The entire session is secured and users are safe and secure from Sidejacking and SSLStrip





What makes Always-On SSL different?

Intermittent use of SSL protects only certain pages, such as a website's log-in and transaction pages, leaving the rest of a user's session unsecured and open to attack.

Safe from start to finish - Always-On SSL delivers the same high level of SSL protection throughout the entire site, securing the visitor's complete session. Visitors will be safe with the reassuring HTTPS at the beginning of the browser address bar throughout their entire stay on your website, making it safer to search, share, and shop online.



Why should I care?

Trust is the foundation of the Internet economy. To ensure that trust, you need end-to-end security to help protect every webpage your users visit, not just the login pages and shopping carts.

Companies who are serious about protecting customers and their business reputation should implement Always-On SSL with SSL certificates from a trusted Certificate Authority.

Google now favours websites that implement HTTPS across their entire site. Keep your visitors safe with Always-On SSL and Google will reward you with a SEO ranking boost.

Additionally many browsers now trigger security warnings when a user is hopping between secured and unsecured connections. Ensure your customers experience your website as intended with Always-On SSL.



What are the top 3 tips for moving to Always-On SSL?

1. Always speak with your SSL issuing Certificate Authority as they will be able to provide you with guidance for proper implementation for Always-On SSL.
2. Unencrypted gaps in your site will negatively impact your search ranking and website performance. If different parts of your website run on different servers, you may need to purchase additional certificates to implement Always-On SSL successfully.
3. When you switch to Always-On SSL, you are effectively moving your entire website to HTTPS, which is similar to moving to a new domain name. You need to be sure to redirect all your website pages to their new HTTPS counterparts and update your Google Webmaster tools.



What SSL certificate should I use?

To reassure customers of a website's value and security, use an Extended Validation (EV) SSL certificate from Symantec. The green address bar visually makes customers feel more secure of a website operator's identity, reassuring your users they are safe to proceed on your website.



Conclusion

- ✔ Intermittent use of SSL encryption is no longer sufficient to protect your website visitors or safeguard against data compromise.
- ✔ Implementing Always-On SSL on your website secures the user and your organisation's data on every page – from start to finish.
- ✔ Always-On SSL is easy to implement for your website and requires no extra hardware.
- ✔ Boost your Google SEO ranking with Always-On SSL, a boost likely to increase in the future.
- ✔ Strengthen your brand and reputation by showcasing your commitment to online security.
- ✔ Increased user trust, leads to lower bounce rates and shopping cart abandonments. The benefits: increasing online transactions and conversion rates.
- ✔ Use Symantec Extended Validation SSL for the highest visible display of online trust.



To learn more about Symantec, contact your Security Advisor today:

**Call 0800 032 2101, or +44 (0) 208 6000 740
or visit www.symantec.com/ssl**

Symantec (UK) Limited. 350 Brook Drive, Green Park, Reading, Berkshire, RG2 6UH, UK.

www.symantec.co.uk/ssl