



THE 5 BENEFITS OF MIGRATING TO HTTPS FOR PUBLISHERS



Nurturing a Safe and Secure Web

Despite recent noise and publicity around HTTPS, it is not a new protocol: HTTPS has existed since the early 90's and it was used almost exclusively when financial transactions were involved.


But things have changed.

Amid a backdrop of high-profile security concerns (allegations of tampering with elections in the US, military leaks, and a worldwide "Wannacry" ransomware attack) Google, Mozilla and other internet players have identified HTTPS as a critical component to securing the modern web.

Various coalitions and individual entities have been encouraging all websites to make the switch, regardless of their vertical or purpose online. These encouragements have taken different forms, from in-browser warnings to jeopardize user trust and to force websites to make the change, to boosts on Search Engine Results Pages.

Despite this carrot and the stick approach, many publishers remain concerned about the technical expertise that is required to execute the migration to HTTPS. From conversations with publishers, we can observe that many are also unclear about the exact benefits of making the switch.

Marfeel has been fully HTTPS compliant for three years. This guide will call upon experience and knowledge to catalog the benefits of HTTPS and help publishers to understand exactly why it is critical that they migrate as soon as possible.



5 BENEFITS

Benefit #1: User Trust

Benefit #2: SEO Boost

Benefit #3: Accurate Analytics

Benefit #4: Unleash AMP + PWA

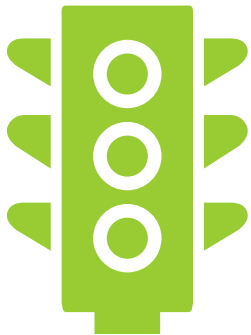
Benefit #5: Padlock Symbols

What is HTTPS?



"HTTPS is primarily designed to provide enhanced security layer over the unsecured HTTP protocol for sensitive data and transactions such as billing details, credit card transactions and user login etc. HTTPS encrypts every data packet in transition using SSL or TLS encryption technique to avoid intermediary hackers and attackers to extract the content of the data; even if the connection is compromised.

HTTPS is configured and supported by default in most web browsers and initiates a secure connection automatically if the accessed web servers requests secure connection. HTTPS works in collaboration with certificate authorities that evaluates the security certificate of the accessed website." - Techopedia Definition



Over 50%

of web traffic now
goes via HTTPS
encrypted websites.
(via www.wired.com)

x2

HTTPS
Adoption
Doubled
in 2016.
(via www.synk.io)

Benefit #1

User Trust



As a publisher, your audience is your life force: you need to understand exactly how you can earn their loyalty and keep them coming back. A huge part of reader retention is offering a safe, secure and seamless online experience.

As more high-profile cases of the dangers of non-secure connections online emerge, HTTP websites face scrutiny and suspicion from a more security-conscious audience. Likewise, as HTTPS adoption increases - propelled by initiatives from Google and Mozilla - and becomes the norm across the web, your readers will expect a HTTPS browsing experience as standard.

By making the transition to HTTPS you can show that you care about the third of people who feel they have no control over their information online, and inspire loyalty among your audience.



1/3

of internet users
feel they have no
control over their
information online.

via www.mozilla.com



84%

of users would
abandon a
purchase over a
HTTP connection.

via www.bluecorona.com

Benefit #2

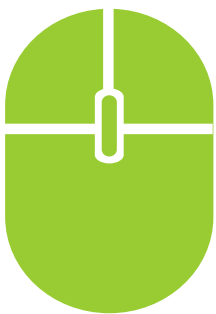
SEO Boost



The push to drive HTTPS adoption has been a priority for Google for a while now. This is evidenced by the fact that back in 2014, Google confirmed that HTTPS would become a ranking signal in Search Engine Results Pages.

Given that Google is notoriously quiet when it comes to revealing details of their algorithms, this was a crystal clear indication that online security was a huge deal for the tech giant, and that an open web is a top priority.

Various reports, such as those from Backlinko, demonstrate that HTTPS is indeed linked with higher rankings on Google's first results page. This suggests that it is just a matter of time until HTTP pages are all but eliminated from Google's Search Engine Results Pages, and by extension, those of other search engines too.



75%

of users never scroll past the first page of search results pages.

via www.imforza.com



93%

of online experiences begin with a search engine.

via www.imforza.com

Benefit #3

Accurate Analytics



Google has made slight yet impactful changes to the way that Analytics works to ensure that websites and publishers that are serious about their online presence will make the change.

HTTPS secured websites do not send referral data to non-secure websites, and the traffic instead shows up on the Referrals tool as "direct".

This means that unsecured websites have lost a very important tool: whenever a user clicks through to their unsecured website from a HTTPS website, they lose the data that would let them accurately track referrals. As more and more websites switch over to HTTPS, unsecured websites will find it increasingly difficult to track their referrers. They will see rises in "direct" traffic instead.



61%

of marketers say improving SEO is their top inbound priority.

via www.builtwith.com



77.5%

of the top million websites globally use Google Analytics.

via www.builtwith.com

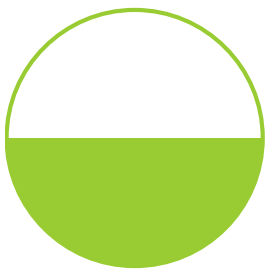
Benefit #4

PWA & AMP



If you create Accelerated Mobile Page (AMP) versions of your content, you enjoy faster loading times, great accessibility features, and a wider distribution on Google's SERPs. HTTPS is not required to serve content on AMP however if you decide to migrate to HTTPS you will be able to use more advanced elements, such as iFrames and Forms. This is another way that Google is incentivizing the transition to HTTPS.

Progressive Web Apps need a valid HTTPS connection to function properly, so you will need to have HTTPS before you can create a PWA.



50%

of smartphone users
download zero apps
per month.

via www.webagility.com



2 Billion

mobile pages are
powered by Google
AMP.

via www.techcrunch.com

Benefit #5

Padlock Symbols

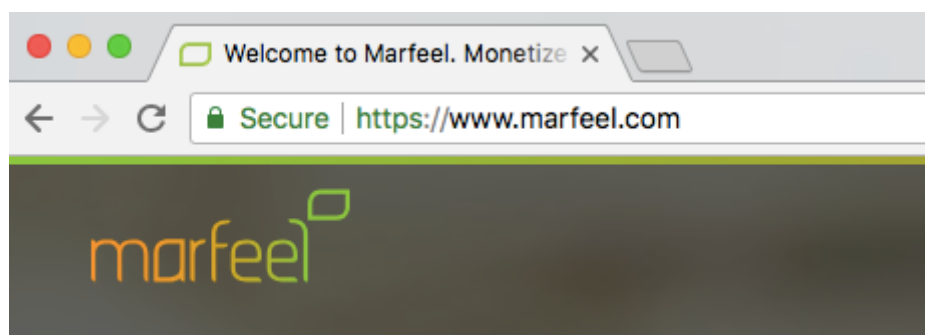


As of July 2018 with the release of Chrome 68, the browser will label all HTTP connections as non-secure. The non-secure label will not be limited to just sites that contain payment or login forms; any site with input fields including newsletter sign-ups and search fields will receive this treatment.

Treatment of HTTP pages:	
Current (Chrome 64)	 example.com
July 2018 (Chrome 68)	 Not secure example.com

This automatic behavior and detrimental label doesn't only have the potential to damage the brand power that publishers work so hard to build and reinforce, it could also deter new visitors and naturally, the publication's revenue potential. For example, GlobalSign found that 84% of users would abandon a purchase if data was sent over an insecure connection.

When a website is HTTPS verified, that website has a green address bar with a padlock to represent that the page is running under a secure connection. Becoming HTTPS verified and getting the green address bar is a great way to demonstrate your commitment to security to your audience.



HTTPS Guidance

Marfeel has been fully HTTPS compliant for three years, so our clients are confident that we understand the entire process and what HTTPS can mean for their website. The state-of-the-art features and technologies that we use are at their best when built upon websites with the HTTPS protocol.

The best time to migrate to HTTPS was yesterday.
The second best time is today.

To get our help with switching to HTTPS and to work with Marfeel, you can arrange a chat with a Marfeel team member today.

LET'S TALK

- or -

Share this eBook



ABOUT MARFEEL

Optimize. Engage. Monetize.

Marfeel is an ad tech platform that revolutionizes the way publishers create, optimize and monetize mobile websites. Marfeel's proprietary technology analyzes publishers' unique audience—user habits, behavior and usage patterns—and dynamically adjusts the mobile site layout to maximize readership, engagement, page views, loading time, and ultimately ad revenue. Marfeel's exclusive partnerships with over 20,000 global ad networks and exchanges ensures top-paying ads from premium advertisers. Marfeel's mobile website conversion and monetization solution has been recognized by Google, forming a strategic partnership with the search engine. Selected Marfeel customers include: The Washington Times (US), Dennis Publishing (US/UK), Autoweek (US), Proceso (MX), Brazil247 (BR), and EWN (ZA). Marfeel is backed by strategic investors Nauta Capital, BDMI and Elaia Partners.

To learn more about Marfeel, please visit www.marfeel.com.

OPTIMIZE. ENGAGE. MONETIZE.

