

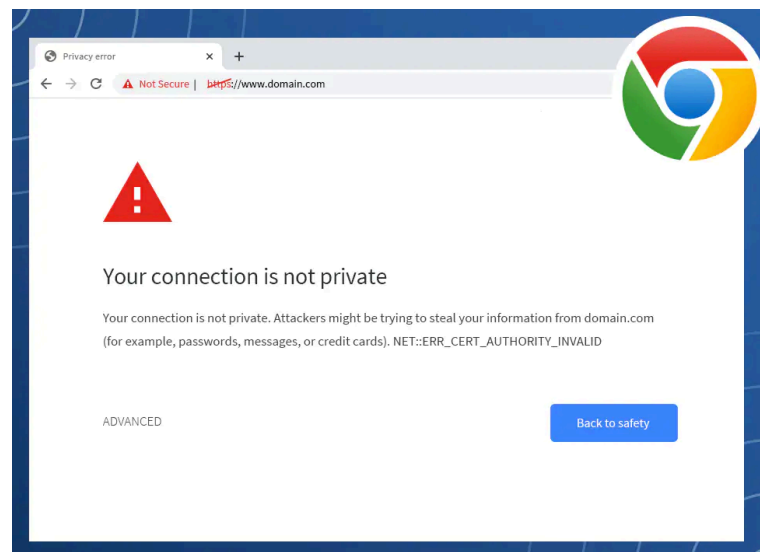


Your website **MAY** not be secure and **MAY** be rejected by Google, Bing and our MCBA directory, please check your listing.

HTTP vs HTTPS: Why You Need to Upgrade HTTP vs HTTPS?

In 2019 with the rollout of the latest Chrome browser, Google began labeling all non – HTTPS sites as ‘not secure’. That means any website you browse through and is not HTTPS, a prefix label “Not secure” would show up and may even bar access. In addition, Google released a statement, that warned from the perspective of SEO (Search Engine Optimization), sites using HTTPS (SSL = certificates) would be favored, and non-SSL sites will have a lower rank. This means that sites with HTTPS will probably appear higher in search results. Soon after, Microsoft’s Bing search and IE browser followed.

What does it look like when someone visits your website WITHOUT an https//www. (They have to click advanced to proceed, most will not do this) Research shows if your customers’ confidential information is compromised, 65% of them will not return to your site. With this marking of “not secure”, it raises concerns among visitors. Viewers are reluctant to fill any forms on a website that is likely to compromise their online security. MCBA cannot list your website in the online directory until the SSL has been installed. This is because it jeopardizes the Association’s search engine placement and does not provide visitors with a good experience.



Why don't I see the red mark? It is there; most likely, you have accessed your site so it is in your cookies. Look on the address bar to see the line and “not secure”.

How can I fix this? Just about, all of the hosting companies offer free SSL. Contact your webmaster, or the hosting company like GoDaddy to get the certificate installed. If you are still having problems use the **website update form** in the member’s area www.mcbamembers.com and MCBA will try to help you.