

**MADKIWIS MARKETING**

**YOUR GUIDE TO**

# **YOUR BUSINESS SECURITY ONLINE**

**HTTP:// OR HTTPS:// THAT IS  
THE QUESTION.**



# TIPS TO BOOST YOUR BUSINESS' ONLINE PRESENCE

## Does your website have an SSL Certificate yet?

An SSL Certificate is vital to keep this information safe and secure if your site collects sensitive information like names, addresses, logins, or payment details.

### SSL Certificates

Digital Certificates are a level of web security that isn't just a "nice to have" anymore — SSL encryption is essential for bolstering security for your network and visitors alike.

#### Why do I need one?

Ever wondered why some websites begin with `http://` and others with `https://`?

The "s" stands for "secure," and it indicates that the site you're browsing is using a protected, encrypted connection — something visitors often see as a padlock icon next to the URL.

If you are collecting sensitive information or providing customer accounts via your website then you will need an SSL (Secure Sockets Layer) Certificate.

We can guide you in getting the correct SSL.

# OPTIMISING YOUR BUSINESS ONLINE

**It's important that you review your online business regularly to ensure you are up to date with the latest tools and technology.**

**Key things to check regularly about your business online:**



### **Up to date details**

Make sure all your details are current and up to date



### **Same and exact address**

Use the same and exact address as the one in your website (and other business listings), this will help with local search optimisation.



### **Website URL**

Include your website URL in your business listing.



### **Hours of Operation**

Check that you have the right hours of operation details and adjust accordingly during holidays.



### **Post in your listing**

Consider posting sale announcements or special offers, industry news and latest blog posts



### **Review**

Review updates and suggestions made by people for your listing

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