Double Feature Talk

1) Intro to SSL
2) Git Basics for Devs & Designers
SSL
Intro to SSL
Why should you care?

No ecommerce?
Data security + SEO benefit.

eCommerce via WP?
100% requirement
SSL in 15 minutes

What is SSL + how it works
What are the different types of certificates?
When not to use SSL
The recent SEO Benefit to SSL.
Tips on setting up an SSL (depending on your host).
What is SSL?

Encrypts the connection between your website/server, and the device your visitor is using.

Think of an SSL certificate as almost buying ‘insurance’.
How it works

1. Buy SSL
2. Validate domain ownership
3. Generate CSR
4. CSR to SSL Registrar
5. SSL Registrar issues certificate
6. Certificate into site
1. Purchase Certificate

Recommended providers:

I use DigiCert: https://www.digicert.com/083520/

GoDaddy

Media Temple

Or ask your hosting provider..
2. Generate CSR

Generate a request code (CSR) from your server.

“Certificate signing request”
-----BEGIN CERTIFICATE REQUEST-----
MIICzDCCAbQCAQAwgYYxCzAJBgNVBAYTAkNBMQswCQYDVQQIIEwJBQjEQMA4GA1UE
BxMHQ2FsZ2FyeTEYMBYGA1UEChMPTWlrZSBjbmMuMR0wGwYDVQQDEExRd3cuYWR2YW5j
Lm5ldCCASIwDQYJKoZIhvcNAQEBBQADggEPADCCAQoCggEDEwLyYuTQd3d3cuYWR2YW5j
Lm5ldC5zY3JpcHQwYXswgYzIyMjEyMi4xMjIwMDAxMjEyMzUxNTM2MzE0MDI0MDAwMDAwMjUy
-----END CERTIFICATE REQUEST-----
3. CSR to SSL Provider

You give your ‘certificate request’ to your SSL provider. Using that unique generated key, they will build & sign your certificate.
4. Install Certificate

2) Generate a request code (CSR) from your server.

“Certificate signing request”
Important Note 1

When registering an SSL & generating a CSR - your company information must be the same between the two.
Important Note 2

A SSL provider is like an insurance company, and will need to verify you have control of the domain name in some way.

Often they will need to validate via email.
Important Note 3

If you want SSL to be required, you need to redirect all users to use SSL.

This is typically done via HTACCESS, it forces a redirect of all http:// traffic to https://
Types of certificates

1. Extended Validation SSL - Green Bar

2. Standard Validation SSL - No Bar
   - https://moz.com/checkout/freetrial

3. SSL with Errors
   - https://www.dunkindonuts.com/dunki...
Ok, lets actually to this.
SEO Benefit to SSL

- Google has announced you’ll be rewarded in rankings, they care about data security.
  - If Google cares, the market cares.
  - You also get more referrer data.

Link: https://moz.com/blog/seo-tips-https-ssl
Why not to switch / list of things you need to do.

- It is similar to changing domain names.
- Existing sites, hard to transition share counts.
- All css/js/images need to use "https://" or "//".
  - Update your analytics tracking code
  - 301 redirect changes
  - Update webmaster tools
How do I figure SSL out for my website?

- Any good host will have support documentation.
  - Really good hosts will sell SSL certificates & automate this process.
  - Check out their support documentation or call their support staff, they are very helpful (mark of a good hosting company).
Selling SSL to your clients.

1) Make sure you are comfy with it. Know the risks.
2) You can add SSL to your services contract.
3) Create a service cost for install/configure.
GIT
GIT in 15 minutes

- What is version control?
- Basics on how GIT works?
- Using GIT services (like Github).
- Git for designers.
- Git and wordpress.
- GIT & your service contracts.
Why should I care?

- The story of losing code for my big doctor client after deleting his entire blog.
What is version control?

Version control provides a central home or repository for your code as you are working on it.

You first create a repository.

Then, you copy or clone that repository to your development computer.
What is version control?

Then as you make changes, you can commit them using GIT.

Every time you commit, imagine that you have created a snapshot of where you are at.

You can then return to that snapshot if something goes wrong or gets over written.
GIT Repository

Clone or checkout from Repository

Your development computer

Commit Your Changes

Doing edits
Coding
Making changes
This gets even more important when you work in teams.
Using Git services

Easiest way to use Git is to use a service like:
(takes a lot of the technical stuff out of the equation)

- Github
- Beanstalk
- Bitbucket
Getting started

1. Get an account from a service.
2. Create a repository.
3. Use a GIT client.
4. Clone your repo.
5. Checkout / sync your repo
5. Add files, work, commit your changes
Thats it!

Now for examples..
GIT & WP

You DO NOT need to sync the entire wordpress folder (but you can if you want).

Real examples >
GIT & Your Clients

You absolutely should charge for GIT, it is a service that provides protection to your clients and a living repository for the work you do for them.
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