

# 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.**

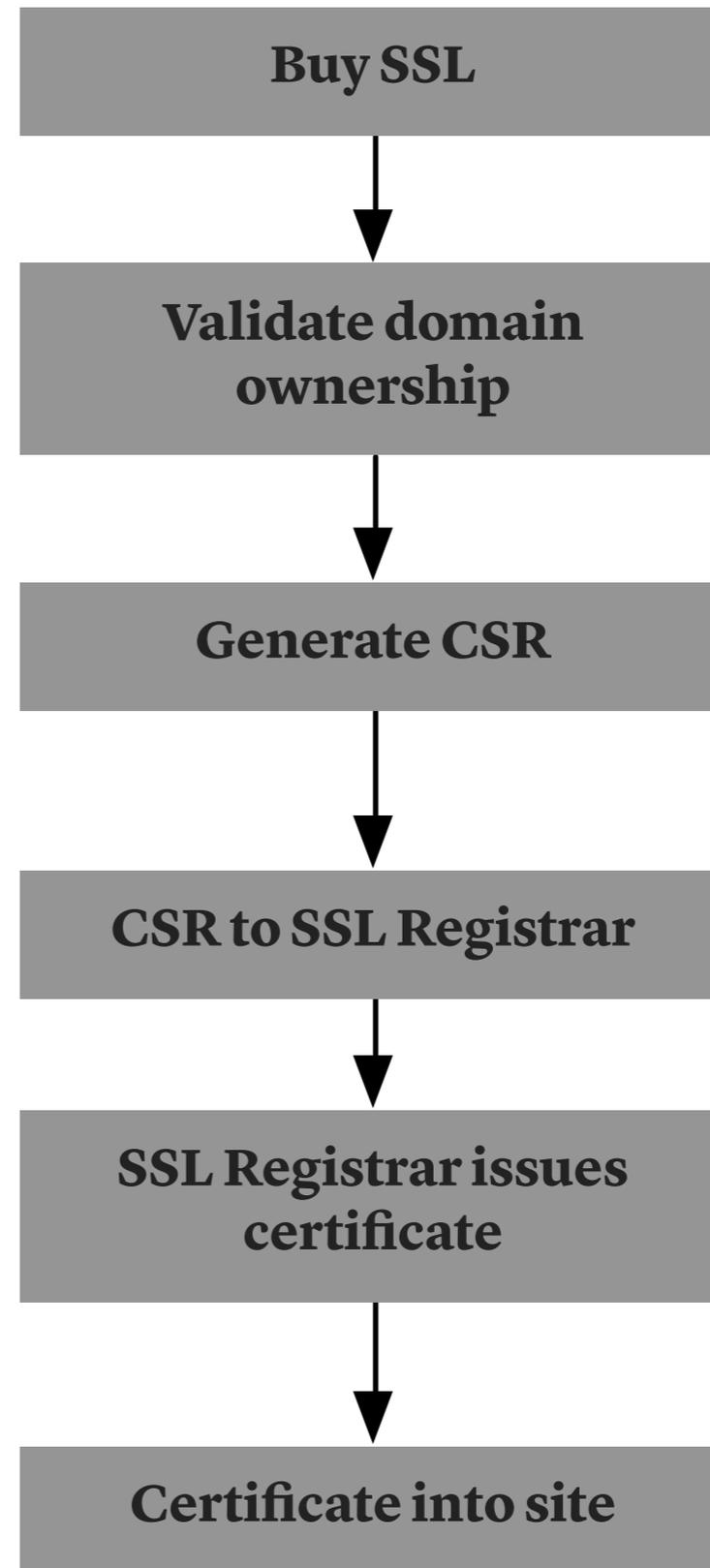
**Tips on setting up an SSL (depending on your host).**

# 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. 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”**



# 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 a 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.

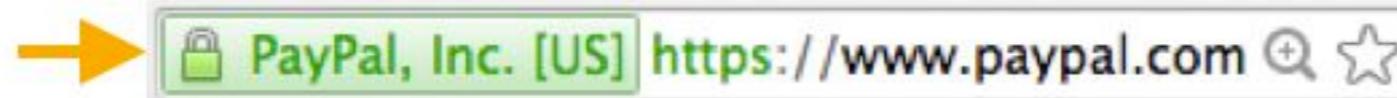
# Important Note 3

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



## 3. SSL with Errors



**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**.

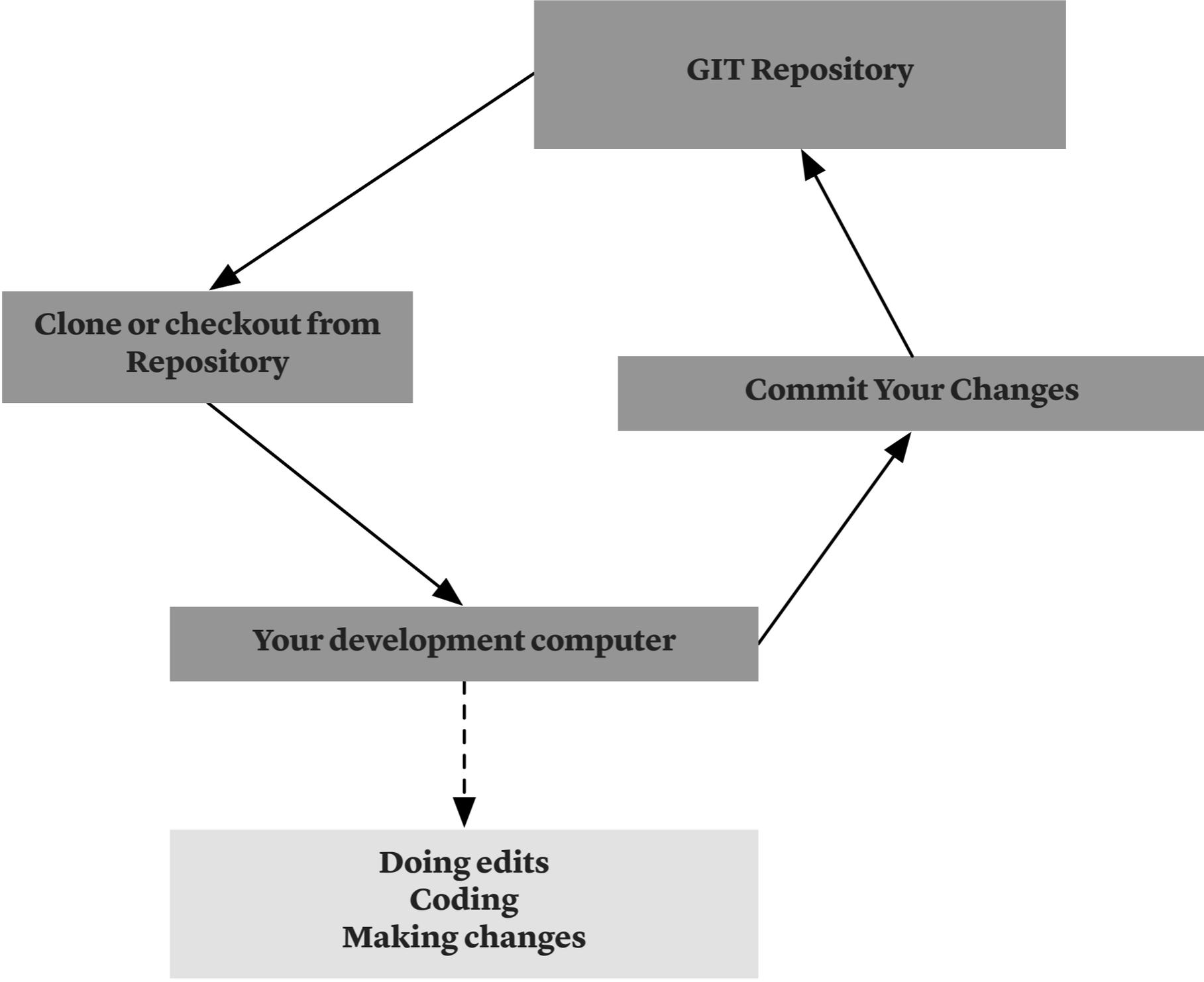
Then, you copy or clone that repository to your development computer.

# 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.



**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.



# Michael Tighe

@miketighe

mike@asolidsite.com