

SSL Certificates and SEO

Question

Does SSL have any impact on SEO for a website?

Answer

Yes, it does.

Google announced a ranking boost to websites that secure their connection with an SSL with a key of at least 2048-bit.

[Google informed the world that this SSL ranking boost counts only as a 'very lightweight signal'](#) in the overall ranking algorithm. While minimal, the tiniest gain in your ranking can mean the difference between being found or being lost in the masses.

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