

Omaha SEO
Digital Marketing
Internet Lead Generation
Search Engine Marketing
For Small and Medium Sized Businesses



<http://www.neovora.com/omaha-seo/>

Securing Your Web Connections



Whether you're in Omaha Nebraska or Wall Street, hackers are looking to phish your data. These security considerations must be on the menu when looking into Omaha SEO strategy.

HTTPS Is Your Security Key



The Hypertext Transfer Protocol Secure (HTTPS), is a protocol for securing communication over a computer network. HTTPS uses two keys - the public key and the private key. Anything the public key encrypts, the private key decrypts and vice versa.

Benefits of Using HTTPS :

- 1. Customer information, like credit card numbers, is encrypted and cannot be intercepted**
- 2. Visitors can verify you are a registered business and that you own the domain**
- 3. Customers are more likely to trust and complete purchases from sites that use HTTPS**
- 4. Security is it's main functionality**

An Extra 'S' Really Helps

Knowing about http and https will help you better understand the benefits that you can offer prospects. Web security is a major issue and one that the leading Omaha SEO firm knows about.

| Omaha SEO Company



We are looking to roll out https encryption as part of our Omaha SEO implementation. For all small and medium sized businesses with webspace, this is a crucial component.

Learn more about SEO and search engine marketing at the link below.

Click to learn more

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