

You may have noticed that when you open the golf club web site, you see that the web site is not secure. The following information will help explain why the site is not secure.

In the past, SSLs have only been deemed necessary for eCommerce websites or sites that request personal information such as a phone number, address, or email address. Today, this is not the case. Every website should be secure, for a myriad of reasons.

The first and most important benefit of having an SSL on your site is that it protects your site visitors information by encrypting data that is transmitted from your site so that it can only be interpreted by the recipient, where it is decrypted. This helps to deter a type of cyber attack called eavesdropping. It is also necessary to have an SSL on a site that collects credit card information in order to be PCI compliant.

Additionally, having an SSL helps to protect from scams such as phishing, where a fraudulent website will try to pose as your business. Having an SSL on your site is a method of verification, letting customers know what site is valid.

By securing your site, you prevent a warning from displaying on your site letting your visitors know that the site is not secure. Having that alert pop up leaves a negative impression about your website. Google places great importance on "customer experience". To enforce this, starting in 2018, they started identifying websites that are not secure by putting a red alert in the address bar where the SSL padlock should be. In some cases, it will even present a warning screen that tells the site visitor that the site is not secure and asks if they are sure they want to proceed. A considerable amount of traffic could be lost in this exchange. Site security is also a factor in Google ranking, so not having an SSL could negatively affect your site's search engine performance.

Even if you don't request any private information on your site, security is now the norm. It is expected of sites to be secure because that translates to

trust. It lets your visitors know that their privacy and security is important to you. In short, it just looks better to have an SSL than to not. At this point, it is a matter of perception as much as it is actually necessary. However, public perception is important when you are trying to drive traffic to your website.

The only con that people typically tout when discussing whether or not to get an SSL is the cost associated and the time it takes to apply it. Well, lucky for you, Homestead offers a free and automatic SSL when you build a site with Website Builder, our newest building platform. We will be looking into Website Builder.

In the meantime, we will no longer ask you for your email address, nor will we post anyones mailing address or phone number. We will also remove the Bulletin Board page. Since we are not an eCommerce website and don't sell anything, losing your credit card information to someone is not an issue.