

# How to Avoid Google's Unsafe Website Warning



Did you know Google plans to point fingers at all websites that are considered unsafe?

An SSL certificate is important for your business. Google cares a great deal about making the online a safer environment. And even small companies like yours need to stay up to date with the latest changes in the online industry.

So, what you can do today to protect both your business and your client's privacy?

Google planning to blacklist non-HTTPS websites is not an attack on you or your business. It's just a way for the internet giant to encourage webmasters to take things seriously. Here's how:

## Why does Google say your website is unsafe



In order to reduce cyber-attacks, website owners need to install extra safety precautions. Unfortunately many webmasters tend to avoid or postpone doing the right thing.

But as long as business owners avoid making their website safe, the internet giant will continue to label them as dangerous.

If your website doesn't redirect to HTTPS, Google will continue to say your website is unsafe.

As a result, small businesses could lose a lot of clients. Visiting any website that's been labeled as "malicious" is off-putting as is, so you can imagine potential clients won't think twice before leaving your website and turn to your competition for help!

## How can an SSL certificate help your company's website



Security has always been a top priority for Google. And by installing a valid SSL certificate, you're letting everybody know you're on the same and safe side.

An extra layer of protection for your website can help your business more than you think.

First, it will tell Google you're all for making the internet a safer place to browse. This in turn will lead to your website being marked as SAFE.

Second, SSL certificates ensure a safe encrypted connection between your browser and your server. This means everything your clients share with you online remains private. Creepy bots and internet spiders have no business messing around with your customers' privacy.

But there's another reason why an SSL certificate is important. It can help boost your brand's credibility! By ensuring your visitors you care about their privacy, they'll trust you more and see you as an authority in your industry.

## What can you do to protect your customer's safety



Your customers will visit your website because they need your product or service. But they won't be thrilled if you can't protect their sensitive information!

In order to ensure your clients you care about their safety online, you should install a valid SSL certificate sooner rather than later.

But redirecting your small website to a strong HTTPS encryption isn't easy. Don't worry though. You can consult with an experienced webmaster and find out what kind of certificate would best fit your needs and have the technical aspect taken care of by a professional.

## How can you make sure your clients will trust you as a brand



As soon as you protect your website from cyber-attacks, visitors will see the green light. And not just metaphorically! The green address bar with the secure lock icon will act as proof you're serious about your business and brand.

In addition, an SSL certificate will also tell Google you've upgraded your security level. And in return, you'll no longer be affected by the unsafe website warning.

With more and more businesses trying to get ahead, looking professional and ensuring your clients' safety plays an important part in attempting to dominate your industry.

If you need your clients to trust you as a brand, you need to offer them something in exchange. And the safety of their personal information is definitely one detail you shouldn't overlook.

[Contact Social Andross](https://andross.net) : <https://andross.net> for your SSL Certificate.