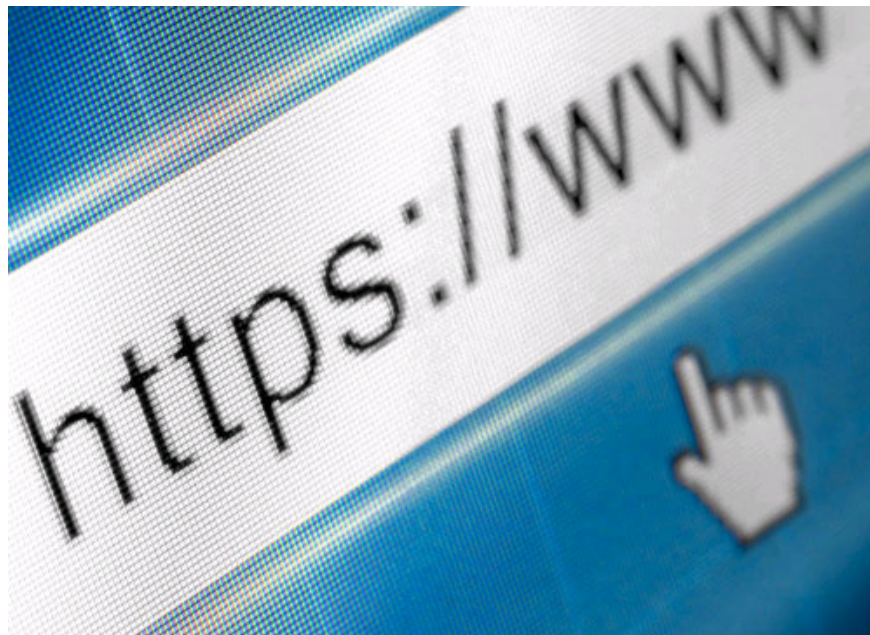


# Google 'prioritizes' sites that use HTTPS protocol

Google is quietly changing some of the algorithms included in the ranking list of sites returned from Google Search. Accordingly, Google will favor Web sites that use HTTPS security protocols.

**Google is "silently" changing some of the algorithms included in the ranking list of sites returned from Google Search. Accordingly, Google will "favor" sites that use HTTPS security protocols.**



Google is interested in using HTTPS protocol

According to *CNET*, two Internet rankings analysts *Zineb Ait Bahajji* and *Gary Illyes* said that recently when they conducted research on listings returned from Google Search, it was discovered that Google was conducting negative silently altering some of Google Search's algorithms, and evaluating sites that use HTTPS security protocols are ranked higher than others.

Currently, a Google representative has confirmed the above information is correct and how to apply the ranking protocol for websites using HTTPS is in the testing phase.

This decision of Google is seen as a "*medicine*" to help webmasters care more about the security mechanism of their website, and also help Google "feel secure" when returning search results to for users.

It is known that Gmail has also applied HTTPS security protocol in the default mode when users send or receive email, regardless of which connection network to use.

HTTPS ( *Secure HTTP* ), a combination of the HTTP protocol and the SSL or TLS security protocol, enables secure exchange of information on the internet. HTTPS connections are often used for payment transactions on the World Wide Web and for sensitive transactions in banking information systems.

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