



WORDCAMP KOŠICE 2018

BEZ HTTPS TO UŽ NEPÔJDE

FERO VOLÁR

HEAD OF SERVER PRODUCTS

WebSupport

*alian
.info*



SLEDUJ

TWITTER.COM/ALIAN



Meet the Heroes



BEZ HTTPS TO UŽ NEPÔJDE

AGENDA

1. Prečo HTTPS
2. SSL certifikát
3. WordPress
4. Google Analytics
5. Sociálne siete
6. Najčastejšie problémy
7. Čo ďalej?

PREČO HTTPS?

PREČO HTTPS?

◆ bezpečnosť

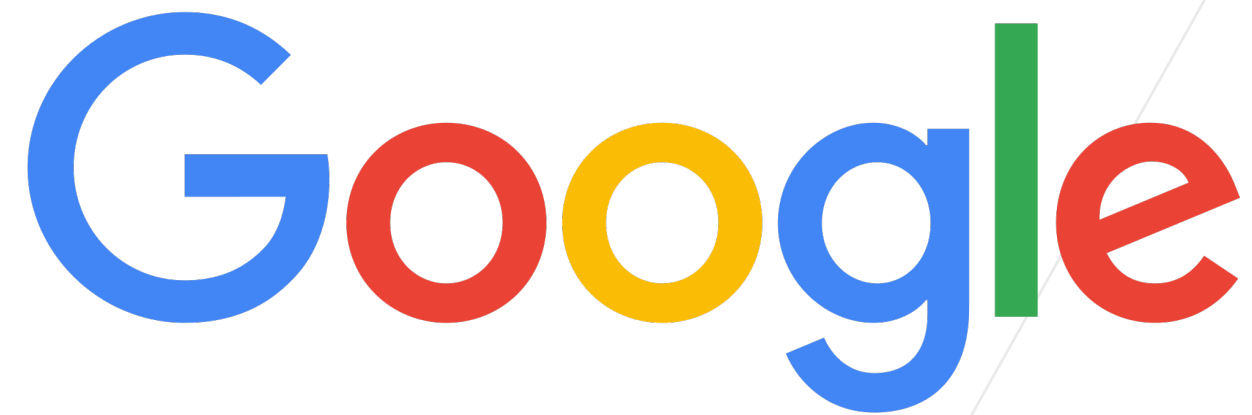
- ◆ obsah prenášaný medzi webovým serverom a prehliadačom nie je modifikovaný (ISP, public WiFi)
- ◆ pokročilé overenie identity a dôveryhodnosti (EV)
- ◆ HSTS preload domén .dev, .foo, .app

◆ SEO

- ◆ Google od roku 2014

◆ rýchlosť

- ◆ HTTP/2

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'. The logo is positioned in the upper right quadrant of the slide. A thin grey line extends from the right side of the 'l' and 'e' towards the top right corner of the slide.



Treatment of HTTP pages:

Current (Chrome 64)

📄 example.com

July 2018 (Chrome 68)

📄 Not secure | example.com

SSL CERTIFIKÁT

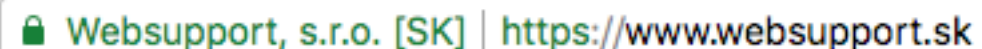
- ◆ Overenie domény - **DV** (Domain Validation)
- ◆ Overenie spoločnosti - **OV** (Organization Validation)
- ◆ Rozšírené overenie - **EV** (Extended Validation)

- ◆ Overenie domény - **DV** (Domain Validation)
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A horizontal bar representing an SSL certificate status for Domain Validation. It features a green padlock icon on the left, followed by the word "Secure" in green, a vertical separator line, and the URL "https://alian.info" in blue.

Secure | <https://alian.info>

Domain Validation

A horizontal bar representing an SSL certificate status for Extended Validation. It features a green padlock icon on the left, followed by the text "Websupport, s.r.o. [SK]" in green, a vertical separator line, and the URL "https://www.websupport.sk" in blue.

Websupport, s.r.o. [SK] | <https://www.websupport.sk>

Extended Validation



- ◆ **bezplatná**, automatizovaná a otvorená Certifikačná autorita (CA)
- ◆ podpora na **hostingoch** (ln.alian.info/lehosting) i serveroch (UNIX-like OS)
- ◆ DV, 90 dňová platnosť

WORDPRESS

WORDPRESS - ZMENA URL

- ◆ spravte si funkčnú **zálohu webu**
- ◆ **implementujte SSL** certifikát pre webový server
- ◆ nastavte **HTTPS pre administráciu** /wp-admin
 - ◆ pridajte do súboru wp-config.php
 - ◆ `define('FORCE_SSL_ADMIN', true);`

WordPress Address (URL)

Site Address (URL)

Enter the address here if you [want your site home page to be different from your WordPress installation directory.](#)

- ◆ Settings > General
- ◆ `UPDATE wp_options SET option_value = replace(option_value, 'http://www.oldurl', 'http://www.newurl') WHERE option_name = 'home' OR option_name = 'siteurl';`

- ◆ Wordpress má uložené **absolútne cesty** - mixed content

- ◆ **SQL update**

- ◆ `UPDATE wp_posts SET post_content = replace(post_content, 'http://www.yoursite.com', 'https://www.yoursite.com');`

- ◆ **WP CLI**

- ◆ `wp search-replace 'http://www.yoursite.com' 'https://www.yoursite.com' --skip-columns=guid`

- ◆ **Pluginy**

- ◆ Velvet Blues Update URLs <https://ln.alian.info/2HVQ19I>
 - ◆ WP Force SSL <https://ln.alian.info/2wgeSDZ>
 - ◆ Really Simple SSL <https://ln.alian.info/2HXWHUG>

WORDPRESS - MIXED CONTENT

- ◆ pluginy
- ◆ menu, widgety
- ◆ obsah aj šablóna
- ◆ CSS, JavaScript
- ◆ obrázky, video, audio
- ◆ iframes
- ◆ web fonts
- ◆ relatívne // namiesto `https://`

WORDPRESS - 301 REDIRECT

- ◆ 1:1
- ◆ všetok obsah (JS, CSS, multimédia)

◆ Apache2 - .htaccess

```
<IfModule mod_rewrite.c>
RewriteEngine On
RewriteCond %{HTTPS} off
RewriteRule ^(.*)$ https://%{HTTP_HOST}%{REQUEST_URI} [L,R=301]
</IfModule>
```

◆ Nginx

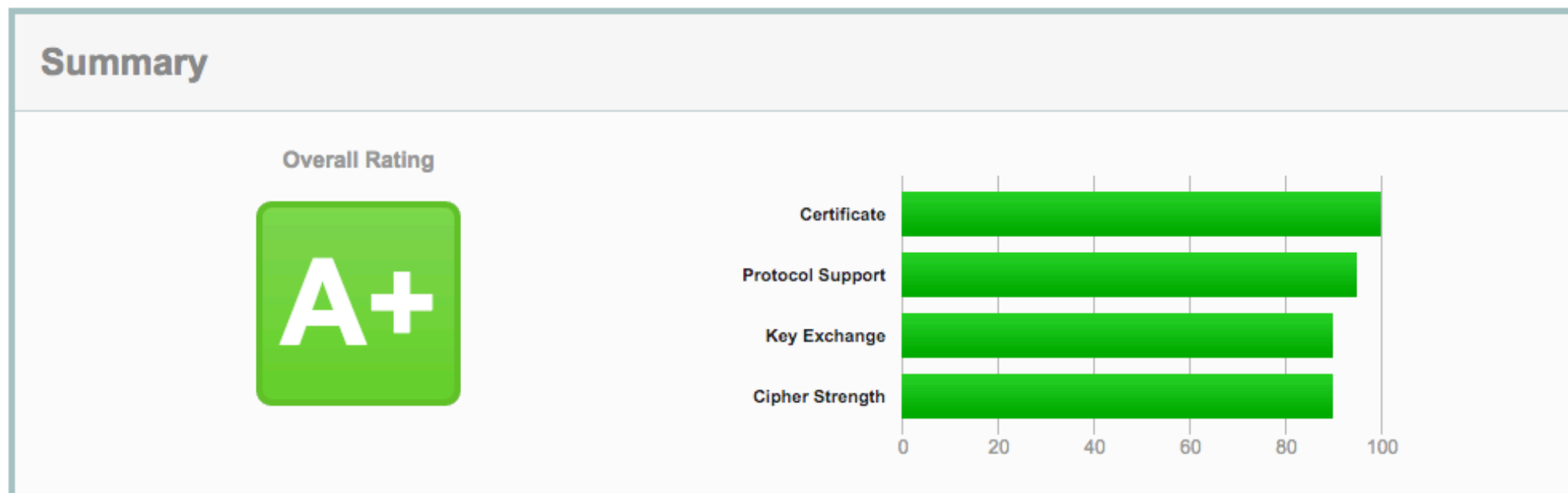
```
server {
    listen 80;
    server_name www.yoursite.com;
    rewrite ^(.*) https://www.yoursite.com$1 permanent;
}
```

TEST

SSL Report: alian.info (37.9.171.238)

Assessed on: Sun, 06 May 2018 18:36:55 UTC | HIDDEN | [Clear cache](#)

[Scan Another »](#)



- ◆ SSL report - <https://www.ssllabs.com/ssltest/>
- ◆ Redirect <https://digimato.com/urlcheck>, <https://httpstatus.io/>

HOTOVO?

GOOGLE ANALYTICS

The screenshot shows the Google Analytics Admin interface for the property 'alian.info'. The top navigation bar includes the Google Analytics logo, 'All accounts > alian.info', and the property name 'alian.info' with a dropdown arrow. Below this, there are two tabs: 'ADMIN' (selected) and 'USER'. The left sidebar contains a search icon, a home icon, a grid icon, a clock icon, a person icon, a share icon, a calendar icon, and a flag icon. The main content area is divided into two columns. The left column contains a list of settings: 'Property' with a '+ Create Property' button, 'alian.info' with a dropdown arrow, 'Property Settings' (highlighted with a red icon), 'User Management' (with a people icon), '.js Tracking Info' (with a '.js' icon), and a 'PRODUCT LINKING' section with 'Adwords Linking', 'AdSense Linking', 'Ad Exchange Linking', and 'All Products'. The right column is titled 'Property Settings' and contains 'Basic Settings'. Under 'Basic Settings', there are three sections: 'Tracking Id' with the value 'UA-199022-1', 'Property Name' with a text input field containing 'alian.info', and 'Default URL' with a dropdown menu showing 'https://' and a text input field containing 'alian.info'. Below the dropdown menu, there is a text input field with 'http://' and a checked checkbox next to 'https://'. The 'Industry Category' section has a dropdown menu showing 'News'.

All accounts > alian.info
alian.info

ADMIN USER

Property + Create Property

alian.info

Property Settings

User Management

.js Tracking Info

PRODUCT LINKING

Adwords Linking

AdSense Linking

Ad Exchange Linking

All Products

Property Settings

Basic Settings

Tracking Id
UA-199022-1

Property Name
alian.info

Default URL
https:// alian.info

http://
✓ https://

Industry Category
News

- ◆ Admin > Property Settings > Default URL
- ◆ z HTTPS webu na HTTP web sa referrer neprenáša
 - ◆ `<meta name="referrer" content="unsafe-url">`

GOOGLE SEARCH CONSOLE (WEBMASTER TOOLS)

- ◆ web na HTTPS treba nanovo **pridať**
- ◆ nanovo **overiť**
- ◆ nanovo **prepojiť** s Google Analytics

SOCIÁLNE SIETE

- ◆ Facebook
- ◆ Google+
- ◆ Twitter
- ◆ LinkedIn

SEO

SEARCH ENGINE OPTIMALIZATION

- ◆ Google
- ◆ Bing
- ◆ Seznam

NAJČASTEJŠIE PROBLÉMY

NAJČASTEJŠIE PROBLÉMY

- ◆ cache
- ◆ subdomény
- ◆ dva weby (presmerovania)
- ◆ mixed content
- ◆ load <https://tools.pingdom.com/>
- ◆ veľké weby (performance)

ČO ĎALEJ?

ČO ĎALEJ?

- ◆ pregenerujte **Sitemap**
 - ◆ skontrolujte si `robots.txt`, pridajte nový na `https://`
 - ◆ Google Tag Manager (JSON export)
 - ◆ inbound links
 - ◆ reklamné siete
-
- ◆ prejdite na **HTTP/2** <https://ln.alian.info/2HYMLum>

WebSupport

ĎAKUJEM

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