

## Why would I need a dedicated IP address for my site?

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Dedicated IP addresses are primarily used for sites that require an SSL (or security) certificates. The best example of this would be an e-commerce site. When accepting orders on your site from your customers you want them to feel safe entering credit card information over the internet. This is done by the utilizing HTTPS:// instead of HTTP://

When you have a certificate on your site; you can utilize HTTPS:// In order to get a certificate, you have to verify that the IP address that you use is unique to your site and not shared by anyone else.

When you order a dedicated IP address for your site, it will take up to 24 hours for that IP address to be assigned. In the past, IP addresses were handed out without a care. IP addresses are now required to be submitted along with your domain name before it can be released for your use. We will do everything we can to get that assigned to your site the instant we receive approval,