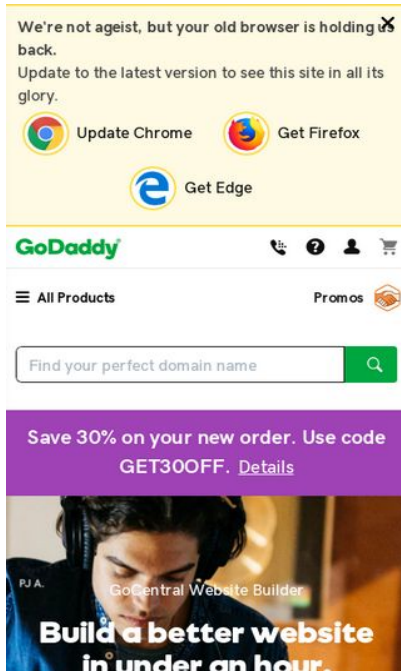


PageSpeed Insights

Mobile



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! Should Fix:

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- <https://api2.branch.io/v1/pageview> (expiration not specified)
- <https://api2.branch.io/v1/profile> (expiration not specified)
- <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/35a73aa2-8b9e-4da5-a93a-b2dad66412f9/fae6a317-ff1c-4b20-9055-accb59617789/1280x720/match/image.jpg> (expiration not specified)
- <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/ce42c118-737e-4a72-bce7-a3e25b84af1b/64fce579-8db7-44b4-9e31-bc436d9cf3d4/1280x720/match/image.jpg> (expiration not specified)

Mobile

- <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/e90b1634-3bd9-4013-ada5-82e15c6ad083/c7ff66c0-cc11-44e6-98d9-b4b327cf19a1/1280x720/match/image.jpg> (expiration not specified)
- <https://s.yimg.com/wi/ytc.js> (expiration not specified)
- <https://accdn.lpsnmedia.net/api/account/30187337/configuration/le-campaigns/campaigns/1064087714/engagements/1064087914/revision/6763?v=3.0&cb=lp1064087914&flavor=dependency> (40 seconds)
- <https://accdn.lpsnmedia.net/api/account/30187337/configuration/le-campaigns/zones?fields=id&fields=zoneValue&cb=lpZonesStaticCB> (41 seconds)
- https://zncppilcxlhy2kxod-godaddy.siteintercept.qualtrics.com/WRSiteInterceptEngine/?Q_ZID=ZN_cPpILcXLHy2kXOd&Q_LOC=https%3A%2F%2Fwww.godaddy.com%2F (60 seconds)
- https://players.brightcove.net/5522450877001/experience_5b62086c477f8e000f65ee09/live.js (2.4 minutes)
- https://players.brightcove.net/5522450877001/S1I5uuC6Z_default/index.min.js (2.6 minutes)
- https://players.brightcove.net/5522450877001/studio_overlays/S1I5uuC6Z-d5060fb9-3a11-406d-9e21-f42ef37c87f6.png (2.8 minutes)
- https://players.brightcove.net/5522450877001/S1I5uuC6Z_default/config.json (3.9 minutes)
- <https://cdn.branch.io/branch-latest.min.js> (5 minutes)
- <https://tags.tiqcdn.com/utag/godaddy/godaddy/prod/utag.js> (5 minutes)
- <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5663771539001> (5.2 minutes)
- <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5665637411001> (9.2 minutes)
- <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5833547087001> (9.9 minutes)
- <https://cdnssl.clicktale.net/www23/ptc/f29c59f3-0e2c-4531-ab63-3f03d5789ff1.js> (10 minutes)
- <https://collector-1594.tvsquared.com/tv2trackext.js> (10 minutes)
- https://lpcdn.lpsnmedia.net/le_re/3.27.0.0-release_2916/jsv2/UISuite.js?v=3.27.0.0-release_2916 (10 minutes)
- https://lpcdn.lpsnmedia.net/le_re/3.27.0.0-release_2916/jsv2/overlay.js?v=3.27.0.0-release_2916 (10 minutes)
- <https://tags.tiqcdn.com/utag/tiqapp/utag.v.js?a=godaddy/godaddy/201812242336&cb=1545769326796> (10 minutes)
- <https://lptag.liveperson.net/lptag/api/account/30187337/configuration/applications/taglets/.json?v=2.0&df=2&b=1> (10.5 minutes)

Mobile

- <https://lptag.liveperson.net/tag/tag.js?site=30187337> (10.5 minutes)
- https://www.googletagmanager.com/gtag/js?id=UA-115508484-1&l=_analyticsDataLayer (15 minutes)
- <https://connect.facebook.net/signals/config/284067518410183?v=2.8.35&r=stable> (20 minutes)
- <https://bat.bing.com/bat.js> (30 minutes)
- <https://www.google-analytics.com/plugins/ua/ec.js> (60 minutes)
- https://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 3 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

[Optimize CSS Delivery](#) of the following:

- <https://www.godaddy.com/assets/wrhs-assets/7fb8e681aa393eabbba58b30fbd714c9/uxcore2.min.css>
- <https://www.godaddy.com/assets/wrhs-assets/48f661deb82677ce52ff6b5271681770/salesheader.min.css>
- <https://www.godaddy.com/assets/cms/sales/css/sales-cms-6d8f10cabce51887fe7ebf0a8be5e213.min.css>

Optimize images

Properly formatting and compressing images can save many bytes of data.

Mobile

[Optimize the following images](#) to reduce their size by 1MiB (63% reduction).

- Compressing <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/ce42c118-737e-4a72-bce7-a3e25b84af1b/64fce579-8db7-44b4-9e31-bc436d9cf3d4/1280x720/match/image.jpg> could save 343.4KiB (73% reduction).
- Compressing <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/35a73aa2-8b9e-4da5-a93a-b2dad66412f9/fae6a317-ff1c-4b20-9055-accb59617789/1280x720/match/image.jpg> could save 266.3KiB (74% reduction).
- Compressing <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/e90b1634-3bd9-4013-ada5-82e15c6ad083/c7ff66c0-cc11-44e6-98d9-b4b327cf19a1/1280x720/match/image.jpg> could save 256.8KiB (76% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/D/4/img-mrq-gwg-tablet-v4.jpg> could save 56.1KiB (62% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/6/C/hosting-promo-2.jpg> could save 27.6KiB (31% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/5/5/domains-promo.jpg> could save 24.8KiB (31% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/0/7/email-promo.jpg> could save 24.8KiB (29% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/4/4/img-mrq-gwg-mobile-v1.jpg> could save 23.6KiB (34% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/E/3/gocentral-promo.jpg> could save 18.3KiB (30% reduction).

Prioritize visible content

Your page requires additional network round trips to render the above-the-fold content. For best performance, reduce the amount of HTML needed to render above-the-fold content.

The entire HTML response was not sufficient to render the above-the-fold content. This usually indicates that additional resources, loaded after HTML parsing, were required to render above-the-fold content. [Prioritize visible content](#) that is needed for rendering above-the-fold by including it directly in the HTML response.

- Only about 1% of the final above-the-fold content could be rendered with the full HTML response.
- Click to see the screenshot with only the HTML response: snapshot:5

Consider Fixing:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

[Enable compression](#) for the following resources to reduce their transfer size by 15KiB (69% reduction).

- Compressing <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5665637411001> could save 5.1KiB (75% reduction).
- Compressing <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5663771539001> could save 5KiB (75% reduction).
- Compressing <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5833547087001> could save 3.4KiB (67% reduction).
- Compressing https://bcbolt446c5271-a.akamaihd.net/media/v1/text/vtt/clear/5522450877001/35a73aa2-8b9e-4da5-a93a-b2dad66412f9/03d15893-13ba-4ebf-ab16-92bcd7728d7f/text.vtt?akamai_token=exp=1548189164~acl=/media/v1/text/vtt/clear/5522450877001/35a73aa2-8b9e-4da5-a93a-b2dad66412f9/03d15893-13ba-4ebf-ab16-92bcd7728d7f/text.vtt*~hmac=6f49f9c449d6e51873d93a9466dea9216d0c89c6fdc6c1346e7e05d8c92fb47d could save 1.2KiB (50% reduction).
- Compressing https://www.youtube.com/iframe_api could save 368B (43% reduction).

Reduce server response time

In our test, your server responded in 0.24 seconds.

There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.



Mobile

4 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).

Minify JavaScript

Your JavaScript content is minified. Learn more about [minifying JavaScript](#).

95 / 100 User Experience

Consider Fixing:

Size content to viewport

The page content is too wide for the viewport, forcing the user to scroll horizontally. [Size the page content to the viewport](#) to provide a better user experience.

The page content is 422 CSS pixels wide, but the viewport is only 412 CSS pixels wide. The following elements fall outside the viewport:

- The element `<div class="row browser-deprecation-banner">We're not agei...irefoxGet Edge</div>` falls outside the viewport.

Size tap targets appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider [making these tap targets larger](#) to provide a better user experience.

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

- The tap target `` is close to 1 other tap targets final.
- The tap target `<div class="ee-components-circledarrow"></div>` and 1 others are close to other tap targets.
- The tap target `<div class="ee-template-vi...ents-thumbnail">✓ WatchedNow Playing0</div>` is close to 1 other tap targets.
- The tap target `<div class="ee-template-vi...ents-thumbnail">✓ WatchedNow Playing0</div>` is close to 1 other tap targets.
- The tap target `<button type="button" class="column-heading...t-primary-bold">About GoDaddy</button>` and 5 others are close to other tap targets.
- The tap target `Legal` and 1 others are close to other tap targets.



3 Passed Rules

Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

Configure the viewport

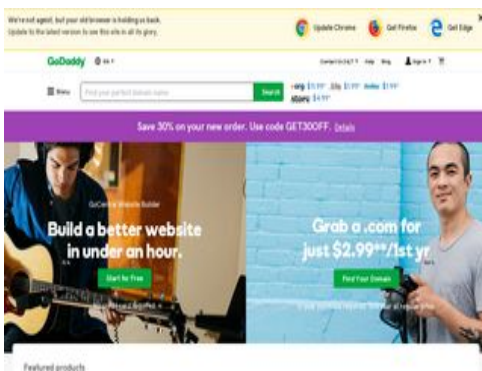
Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).

Mobile

Use legible font sizes

The text on your page is legible. Learn more about [using legible font sizes](#).

Desktop



45 / 100 Speed

! Should Fix:

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- <https://api2.branch.io/v1/pageview> (expiration not specified)
- <https://api2.branch.io/v1/profile> (expiration not specified)
- <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/35a73aa2-8b9e-4da5-a93a-b2dad66412f9/fae6a317-ff1c-4b20-9055-accb59617789/1280x720/match/image.jpg> (expiration not specified)
- <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/ce42c118-737e-4a72-bce7-a3e25b84af1b/64fce579-8db7-44b4-9e31-bc436d9cf3d4/1280x720/match/image.jpg> (expiration not specified)

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- <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/e90b1634-3bd9-4013-ada5-82e15c6ad083/c7ff66c0-cc11-44e6-98d9-b4b327cf19a1/1280x720/match/image.jpg> (expiration not specified)
- <https://s.yimg.com/wi/ytc.js> (expiration not specified)
- https://players.brightcove.net/5522450877001/experience_5b62086c477f8e000f65ee09/live.js (10 seconds)
- https://players.brightcove.net/5522450877001/S1I5uuC6Z_default/index.min.js (24 seconds)
- <https://accdn.lpsnmedia.net/api/account/30187337/configuration/le-campaigns/zones?fields=id&fields=zoneValue&cb=lpZonesStaticCB> (26 seconds)
- <https://accdn.lpsnmedia.net/api/account/30187337/configuration/le-campaigns/campaigns/1064087714/engagements/1064087914/revision/6763?v=3.0&cb=lp1064087914&flavor=dependency> (53 seconds)
- https://znccpilcxlhy2kxod-godaddy.siteintercept.qualtrics.com/WRSiteInterceptEngine/?Q_ZID=ZN_cPlLcXLHy2kXOd&Q_LOC=https%3A%2F%2Fwww.godaddy.com%2F (60 seconds)
- https://players.brightcove.net/5522450877001/studio_overlays/S1I5uuC6Z-d5060fb9-3a11-406d-9e21-f42ef37c87f6.png (83 seconds)
- https://players.brightcove.net/5522450877001/S1I5uuC6Z_default/config.json (4.8 minutes)
- <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5663771539001> (4.8 minutes)
- <https://cdn.branch.io/branch-latest.min.js> (5 minutes)
- <https://tags.tiqcdn.com/utag/godaddy/godaddy/prod/utag.js> (5 minutes)
- <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5665637411001> (8.8 minutes)
- <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5833547087001> (9.5 minutes)
- <https://cdnssl.clicktale.net/www23/ptc/f29c59f3-0e2c-4531-ab63-3f03d5789ff1.js> (10 minutes)
- <https://collector-1594.tvsquared.com/tv2trackext.js> (10 minutes)
- https://lpcdn.lpsnmedia.net/le_re/3.27.0.0-release_2916/jsv2/UISuite.js?v=3.27.0.0-release_2916 (10 minutes)
- https://lpcdn.lpsnmedia.net/le_re/3.27.0.0-release_2916/jsv2/overlay.js?v=3.27.0.0-release_2916 (10 minutes)
- <https://tags.tiqcdn.com/utag/tiqapp/utag.v.js?a=godaddy/godaddy/201812242336&cb=1545769349578> (10 minutes)
- <https://lptag.liveperson.net/lptag/api/account/30187337/configuration/applications/taglets/.json?v=2.0&df=0&b=1> (10.5 minutes)

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- <https://lptag.liveperson.net/tag/tag.js?site=30187337> (10.5 minutes)
- https://www.googletagmanager.com/gtag/js?id=UA-115508484-1&l=_analyticsDataLayer (15 minutes)
- https://connect.facebook.net/en_US/fbevents.js (20 minutes)
- <https://connect.facebook.net/signals/config/284067518410183?v=2.8.35&r=stable> (20 minutes)
- <https://bat.bing.com/bat.js> (30 minutes)
- <https://www.google-analytics.com/plugins/ua/ec.js> (60 minutes)
- https://www.googleadservices.com/pagead/conversion_async.js (60 minutes)
- <https://www.google-analytics.com/analytics.js> (2 hours)

Optimize images

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their size by 1MiB (57% reduction).

- Compressing <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/ce42c118-737e-4a72-bce7-a3e25b84af1b/64fce579-8db7-44b4-9e31-bc436d9cf3d4/1280x720/match/image.jpg> could save 343.4KiB (73% reduction).
- Compressing <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/35a73aa2-8b9e-4da5-a93a-b2dad66412f9/fae6a317-ff1c-4b20-9055-accb59617789/1280x720/match/image.jpg> could save 266.3KiB (74% reduction).
- Compressing <https://cf-images.us-east-1.prod.boltdns.net/v1/static/5522450877001/e90b1634-3bd9-4013-ada5-82e15c6ad083/c7ff66c0-cc11-44e6-98d9-b4b327cf19a1/1280x720/match/image.jpg> could save 256.8KiB (76% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/3/8/img-mrq-gwg-desktop-v3.jpg> could save 30.4KiB (32% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/6/C/hosting-promo-2.jpg> could save 27.6KiB (31% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/5/5/domains-promo.jpg> could save 24.8KiB (31% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/0/7/email-promo.jpg> could save 24.8KiB (29% reduction).

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reduction).

- Compressing <https://img1.wsimg.com/Sitecore/4/C/mrq-hero-split-3-way-NP-left-side-desktop-520-v4.jpg> could save 18.8KiB (18% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/E/3/gocentral-promo.jpg> could save 18.3KiB (30% reduction).
- Compressing <https://img1.wsimg.com/Sitecore/F/C/mrq-hero-split-3-way-NP-rigth-side-desktop-520-v4.jpg> could save 15.4KiB (17% reduction).
- Compressing and resizing <https://img1.wsimg.com/wrhs-assets/browser-deprecation-warning/Firefox.png> could save 11.1KiB (75% reduction).
- Compressing and resizing <https://img1.wsimg.com/wrhs-assets/browser-deprecation-warning/Chrome.png> could save 9.3KiB (77% reduction).
- Compressing and resizing <https://img1.wsimg.com/ux/sales-footer/social-media-sprite.png> could save 2.3KiB (42% reduction).
- Compressing and resizing <https://img1.wsimg.com/wrhs-assets/browser-deprecation-warning/Edge.png> could save 1.6KiB (53% reduction).

Consider Fixing:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

[Enable compression](#) for the following resources to reduce their transfer size by 15KiB (69% reduction).

- Compressing <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5665637411001> could save 5.1KiB (75% reduction).
- Compressing <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5663771539001> could save 5KiB (75% reduction).
- Compressing <https://edge.api.brightcove.com/playback/v1/accounts/5522450877001/videos/5833547087001> could save 3.4KiB (67% reduction).
- Compressing https://bcbolt446c5271-a.akamaihd.net/media/v1/text/vtt/clear/5522450877001/35a73aa2-8b9e-4da5-a93a-b2dad66412f9/03d15893-13ba-4ebf-ab16-92bcd7728d7f/text.vtt?akamai_token=exp=1548189164~acl=/media/v1/text/vtt/clear/5522450877001/35a73aa2-8b9e-4da5-a93a-b2dad66412f9/03d15893-13ba-4ebf-ab16-92bcd7728d7f/text.vtt*~hmac=6f49f9c449d6e51873d93a9466dea9216d0c89c6fdc6c1346e7e05d8c92fb47d could save

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1.2KiB (50% reduction).

- Compressing https://www.youtube.com/iframe_api could save 368B (43% reduction).

Reduce server response time

In our test, your server responded in 0.24 seconds.

There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 3 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

[Optimize CSS Delivery](#) of the following:

- <https://www.godaddy.com/assets/wrhs-assets/7fb8e681aa393eabbba58b30fbd714c9/uxcore2.min.css>
- <https://www.godaddy.com/assets/wrhs-assets/48f661deb82677ce52ff6b5271681770/salesheader.min.css>
- <https://www.godaddy.com/assets/cms/sales/css/sales-cms-6d8f10cabce51887fe7ebf0a8be5e213.min.css>

Prioritize visible content

Your page requires additional network round trips to render the above-the-fold content. For best

Desktop

performance, reduce the amount of HTML needed to render above-the-fold content.

The entire HTML response was not sufficient to render the above-the-fold content. This usually indicates that additional resources, loaded after HTML parsing, were required to render above-the-fold content. [Prioritize visible content](#) that is needed for rendering above-the-fold by including it directly in the HTML response.

- Only about 1% of the final above-the-fold content could be rendered with the full HTML response.
- Click to see the screenshot with only the HTML response: snapshot:5



4 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Minify HTML

Your HTML is minified. Learn more about [minifying HTML](#).

Minify JavaScript

Your JavaScript content is minified. Learn more about [minifying JavaScript](#).