

Domain Name - taogroup.com

WhoIs Information

Registered : No

Domain age : 27 Years 10 Months 3 Days

Tech email : Select Contact Domain Holder link at
<https://www.godaddy.com/whois/results.aspx?domain=TAOGROUP.COM>

Name servers : NS04.DOMAINCONTROL.COM

Created at : 02-Apr-1997

Changed at : 09-Mar-2018

Expire at : 14-Apr-2021

Registrant name :

Admin name :

Registrant country :  US

Admin country : 

Registrant phone :

Admin phone :

Moz information

Subdomain normalized : 6.31477356

Subdomain raw : 0.6314774156

Url normalized : 4.300000191

Url raw : 0.4300000072

Http status code : 200

Domain authority : 66

Page authority : 43

External quality link : 26472

Links : 27262

Link information

Backlink count : 26,472

Total link count : 27,262

Mozrank : 4.300000191

Experience the Tao Group Hospitality

🔍 Select a city

This website uses cookies to provide the best experience for our users. [Read the Privacy Policy](#)

Get it!

Mobile Friendly Check

Performance : 4.4

Emulated Form Factor **Mobile**

Locale **En-US**

Category **Performance**

Field Data

Over the last 30 days, the field data shows that this page has an **Moderate** speed compared to other pages in the Chrome User Experience Report. **We are showing The 75th percentile of FCP and The 95th percentile of FID**

First Contentful Paint (FCP)

1275 ms

Metric Category

AVERAGE

First Input Delay (FID)

12 ms

Metric Category

FAST

Overall Category

AVERAGE



Origin Summary

All pages served from this origin have a **Slow** speed compared to other pages in the Chrome User Experience Report Over the last 30 days. To view suggestions tailored to each page, analyze individual page URLs.

First Contentful Paint (FCP)

1606 ms

Metric Category

AVERAGE

First Input Delay (FID)

14 ms

Metric Category

FAST

Overall Category

SLOW

Lab Data

First Contentful Paint

First Contentful Paint marks the time at which the first text or image is painted. [Learn more](#)

6.1 s

First Meaningful Paint

First Meaningful Paint measures when the primary content of a page is visible. [Learn more](#)

16.7 s

Speed Index

Speed Index shows how quickly the contents of a page are visibly populated. [Learn more](#)

12.8 s

First CPU Idle

First CPU Idle marks the first time at which the page's main thread is quiet enough to handle input. [Learn more](#)

16.7 s

Time to Interactive

Time to interactive is the amount of time it takes for the page to become fully interactive. [Learn more](#)

24.6 s

Max Potential First Input Delay

The maximum potential First Input Delay that your users could experience is the duration, in milliseconds, of the longest task.

[Learn more](#)

1,220 ms

Audit Data

Keep request counts low and transfer sizes small

To set budgets for the quantity and size of page resources, add a budget.json file. [Learn More](#)

107 requests • 4,590 KiB

Eliminate render-blocking resources

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn More](#)

Potential savings of 3,000 ms

Efficiently encode images

Optimized images load faster and consume less cellular data. [Learn More](#)

Enable text compression

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn More](#)

Serve static assets with an efficient cache policy

A long cache lifetime can speed up repeat visits to your page. [Learn More](#)

10 resources found

Reduce the impact of third-party code

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn More](#)

Third-party code blocked the main thread for 2,010 ms

Network Round Trip Times

Network round trip times (RTT) have a large impact on performance. If the RTT to an origin is high, it's an indication that servers closer to the user could improve performance. [Learn More](#)

0 ms

Estimated Input Latency

Estimated Input Latency is an estimate of how long your app takes to respond to user input, in milliseconds, during the busiest 5s window of page load. If your latency is higher than 50 ms, users may perceive your app as laggy. [Learn More](#)

590 ms

First Contentful Paint (3G)

First Contentful Paint 3G marks the time at which the first text or image is painted while on a 3G network. [Learn More](#)

12444 ms

Total Blocking Time

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds.

3,310 ms

Reduce JavaScript execution time

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

5.5 s

Defer offscreen images

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn More](#)

Server Backend Latencies

Server latencies can impact web performance. If the server latency of an origin is high, it's an indication the server is overloaded or has poor backend performance. [Learn More](#)

0 ms

Properly size images

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn More](#)

Remove unused CSS

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn More](#)

Potential savings of 369 KiB

Avoid enormous network payloads

Large network payloads cost users real money and are highly correlated with long load times. [Learn More](#)

Total size was 4,590 KiB

Minimize main-thread work

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

11.4 s

Serve images in next-gen formats

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn More](#)

Potential savings of 490 KiB

Avoid chaining critical requests

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

[Learn More](#)

26 chains found

Avoid enormous network payloads

A large DOM will increase memory usage, cause longer [Learn More](#)

795 elements

Avoid multiple page redirects

Redirects introduce additional delays before the page can be loaded. [Learn More](#)

Potential savings of 630 ms

Minify JavaScript

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn More](#)

User Timing marks and measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. [Learn More](#)

IP Information

ISP : AS54113 Fastly

Ip : 23.185.0.1

Country :  UNITED STATES

City : San Francisco

Region : California

Timezone : America/Los_Angeles

Latitude : 37.7929

Longitude : -122.4079

Malware Scan Info

Google safe browser norton : Safe

Norton : untested

Search Engine Index Info

Google index : 1,090

Bing index : 0

Yahoo index : 171,000

Sites in Same IP

No data to show

Related Websites

1.

Social Network Information - taogroup.com

Social Network Information

Facebook share : 0

Pinterest Info : 0

Facebook comment : 0

Xing Info : 0

Facebook like : 0

Buffer Info : 0

Reddit Score : 0

Reddit Ups : 0

Reddit downs : 0

Keyword & Meta Information - taogroup.com

TITLE & METATAGS

Title

Tao Group Hospitality | Restaurants, Nightlife, Daylife & Special Events

Viewport

width=device-width, initial-scale=1, shrink-to-fit=no

Facebook-domain-verification

tg294ps7t357uyrvr21mnnctftj06u

Application-name

Msapplication-TileColor

#FFFFFF

Msapplication-TileImage

<https://taogroup.com/wp-content/themes/tao-group/images/favicons/mstile-144x144.png>

Msapplication-square70x70logo

https://taogroup.com/wp-content/themes/tao-group/images/favicons/mstile-70x70.png

Msapplication-square150x150logo

https://taogroup.com/wp-content/themes/tao-group/images/favicons/mstile-150x150.png

Msapplication-wide310x150logo

https://taogroup.com/wp-content/themes/tao-group/images/favicons/mstile-310x150.png

Msapplication-square310x310logo

https://taogroup.com/wp-content/themes/tao-group/images/favicons/mstile-310x310.png

Description

Tao Group Hospitality operates many of the world's most recognized brands including TAO, Marquee, Avenue, Lavo, Beauty & Essex in six cities worldwide.

Twitter:card

summary_large_image

Twitter:description

Tao Group Hospitality operates many of the world's most recognized brands including TAO, Marquee, Avenue, Lavo, Beauty & Essex in six cities worldwide.

Twitter:title

Tao Group Hospitality | Restaurants, Nightlife, Daylife & Special Events

Twitter:site

@TAOGroup

Twitter:creator

@TAOGroup

Generator

WordPress 5.6.2

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 408

Html headings

H1(1)

1. Tao Group Hospitality

H2(5)

1. Experience the Tao Group Hospitality

2. About Tao Group Hospitality

3. Feroce Ristorante

4. TAO Asian Bistro

5. Beauty & Essex

H3(9)

1. Reservations

2. Venues 44

3. New York

4. Chicago

5. Las Vegas

6. Los Angeles

7. Mohegan Sun Connecticut

8. Sydney

9. Singapore

H4(0)

No h4 tag found

H5(0)

No h5 tag found

H6(0)

No h6 tag found

KEYWORD ANALYSIS

== Single word keywords ==

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
TAO	20	4.902 %	No
Marquee	10	2.451 %	No
Bistro	9	2.206 %	No
Tao	9	2.206 %	No
Nightclub	9	2.206 %	No
Asian	9	2.206 %	No
Group	8	1.961 %	No
Hospitality	8	1.961 %	No
Essex	8	1.961 %	No
Beauty	8	1.961 %	No
Italian	8	1.961 %	No
LAVO	8	1.961 %	No
Restaurant	7	1.716 %	No
Bar	7	1.716 %	No
Room	6	1.471 %	No
Downtown	6	1.471 %	No
Chicago	5	1.225 %	No
Las	5	1.225 %	No
Vegas	5	1.225 %	No
Lounge	5	1.225 %	No

== Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Asian Bistro	9	2.206 %	No
TAO Asian	9	2.206 %	No
Beauty Essex	8	1.961 %	No
Tao Group	8	1.961 %	No
Group Hospitality	8	1.961 %	No
Italian Restaurant	6	1.471 %	No
LAVO Italian	6	1.471 %	No
Las Vegas	5	1.225 %	No
Nightclub TAO	5	1.225 %	No
TAO Downtown	4	0.98 %	No
New York	4	0.98 %	No
Los Angeles	4	0.98 %	No
Restaurant Marquee	4	0.98 %	No
Youtube Newsletter	3	0.735 %	No
Gift Cards	3	0.735 %	No
TAO Nightclub	3	0.735 %	No
at Dream	3	0.735 %	No
Instagram Youtube	3	0.735 %	No
Little Sister	3	0.735 %	No
Chicago TAO	3	0.735 %	No

== Three words keywords ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
TAO Asian Bistro	9	2.206 %	No
Tao Group Hospitality	8	1.961 %	No
LAVO Italian Restaurant	6	1.471 %	No
Italian Restaurant Marquee	4	0.98 %	No
Instagram Youtube Newsletter	3	0.735 %	No
Downtown Nightclub TAO	2	0.49 %	No
TAO Downtown TAO	2	0.49 %	No
Magic Hour Rooftop	2	0.49 %	No
Contact Instagram Youtube	2	0.49 %	No
Nightclub TAO Uptown	2	0.49 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Hour Rooftop Bar	2	0.49 %	No
Privacy Terms Accessibility	2	0.49 %	No
TAO Downtown Nightclub	2	0.49 %	No
Downtown TAO Downtown	2	0.49 %	No
The Highlight Room	2	0.49 %	No
Sun Connecticut TAO	2	0.49 %	No
Mohegan Sun Connecticut	2	0.49 %	No
The Beach at	2	0.49 %	No
Highlight Room Mohegan	2	0.49 %	No
Las Vegas TAO	2	0.49 %	No

== Four words keywords ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
LAVO Italian Restaurant Marquee	4	0.98 %	No
Chicago TAO Asian Bistro	2	0.49 %	No
Highlight Room Mohegan Sun	2	0.49 %	No
Asian Bistro Las Vegas	2	0.49 %	No
TAO Asian Bistro Las	2	0.49 %	No
Room Feroce Ristorante Caffé	2	0.49 %	No
LAVO Italian Restaurant LAVO	2	0.49 %	No
Italian Restaurant LAVO Nightclub	2	0.49 %	No
TAO Asian Bistro Lounge	2	0.49 %	No
Connecticut TAO Asian Bistro	2	0.49 %	No
Sun Connecticut TAO Asian	2	0.49 %	No
Mohegan Sun Connecticut TAO	2	0.49 %	No
Room Mohegan Sun Connecticut	2	0.49 %	No
The Highlight Room Mohegan	2	0.49 %	No
Contact Instagram Youtube Newsletter	2	0.49 %	No
Magic Hour Rooftop Bar	2	0.49 %	No
PHD Lounge PHD Terrace	2	0.49 %	No
TAO Downtown TAO Downtown	2	0.49 %	No

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Downtown TAO Downtown Nightclub	2	0.49 %	No
TAO Downtown Nightclub TAO	2	0.49 %	No

Alexa Information - taogroup.com

General information

Domain name : taogroup.com

Global Rank : #255,331

Daily Time on Site : 1:46

Search Traffic : 44.1%

Bounce Rate : 37.9%

Total sites link in : 86

Top 5 similar sites by audience overlap

SI	Similar sites	Overlap score
1	taodowntown.com	14.9
2	taorestaurant.com	13.9
3	taolasvegas.com	12.4
4	jasonstrauss.com	11.8
5	taolosangeles.com	10.5

Top 5 keywords by traffic

Keywords	Search Traffic	Share of voice
No data found!		

Top 4 keyword gaps

Keywords driving traffic to competitors, but not to this site	Avg. traffic to competitors	Search popularity
clubs in vegas	36	22
las vegas clubs	35	26
night club	33	35

Keywords driving traffic to competitors, but not to this site	Avg. traffic to competitors	Search popularity
las vegas nightclubs	33	27

Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
tao's	35	5
tao asian bistro	53	11
up and down nyc	49	24
tao opentable	53	5

Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
best clubs in vegas	21	55
tao website	16	44
best nightclubs in vegas	15	58
best las vegas nightclubs	14	58

Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
tao vegas	25	1.26%
tao beach	25	1.32%
moxy rooftop	20	2.06%
phd midtown	20	3.37%

Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
taolasvegas.com	14.9
marqueelasvegas.com	13.9
xslasvegas.com	12.4

Sites by how many other sites drive traffic to them	Referral sites
taogroup.com	11.8
draisgroup.com	10.5

Site flow	
Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	36.1%
marqueelasvegascom	13.1%
googlecom	30.5%

Top 5 audience overlap		
Similar sites to this site	Site's overlap score	Alexa rank
No data found!		

Top 3 audience geography	
Visitors by country	Visitors by country percentage
🇺🇸 United States	93.5%