PageSpeed Insights

Mobile



58 / 100 Speed

Should Fix:

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

Your page has 3 blocking script resources and 11 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.

Remove render-blocking JavaScript:

- http://xemkeo.vn/wp-includes/js/jquery/jquery.js?ver=1.12.4
- http://xemkeo.vn/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1
- https://cdnjs.cloudflare.com/ajax/libs/Swiper/4.3.0/js/swiper.min.js

Optimize CSS Delivery of the following:

- https://stackpath.bootstrapcdn.com/bootstrap/4.2.1/css/bootstrap.min.css
- https://use.fontawesome.com/releases/v5.6.3/css/all.css
- http://xemkeo.vn/wp-content/themes/xemkeo/assets/css/style.css?v=1.44
- https://fonts.googleapis.com/css?family=Roboto+Condensed:300,400,700
- http://xemkeo.vn/wp-includes/css/dist/block-library/style.min.css?ver=5.0.2
- https://fonts.googleapis.com/css?family=Libre+Franklin%3A300%2C300i%2C400%2C400i% 2C600%2C600i%2C800%2C800i&subset=latin%2Clatin-ext
- http://xemkeo.vn/wp-content/themes/xemkeo/style.css?ver=5.0.2
- http://xemkeo.vn/wp-content/themes/xemkeo/assets/css/blocks.css?ver=1.0
- http://xemkeo.vn/wp-content/plugins/sassy-social-share/public/css/sassy-social-share-public.css?ver=3.2.4
- http://xemkeo.vn/wp-content/plugins/sassy-social-share/admin/css/sassy-social-share-svg.css?ver=3.2.4
- https://cdnjs.cloudflare.com/ajax/libs/Swiper/4.3.0/css/swiper.min.css

Optimize images

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

Optimize the following images to reduce their size by 264.7KiB (35% reduction).

- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Dortmund-vs-Tottenham-03h00-ngay-6-3.jpg&size=769x435&zoom=1&q=90 could save 32.8KiB (37% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Livorno-vs-Benevento-03h00-ngay-5-3.jpg&size=480x280&zoom=1&q=90 could save 25.9KiB (40% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Hamburger-vs-Greuther-Furth-02h30-ngay-5-3-anhchu.jpg&size=480x280&zoom=1&q=90 could save 21.8KiB (39% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Leganes-vs-Levante-03h00-ngay-5-3.jpg&size=480x280&zoom=1&q=90 could save 20.6KiB (36% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/cac-vi-tri-

- trong-bong-da-c.jpg&size=300x180&zoom=1&g=90 could save 15.6KiB (39% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Derby-County-vs-Wigan-02h45-ngay-6-3.jpg&size=480x280&zoom=1&q=90 could save 12.5KiB (31% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/cach-giai-den-co-bac-b.jpg&size=300x180&zoom=1&q=90 could save 11.9KiB (40% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/penalty-la-gi-a.jpg&size=300x180&zoom=1&q=90 could save 10.9KiB (31% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/02/kinh-nghiem-soi-keo-phat-goc-luon-thang.jpg&size=300x180&zoom=1&q=90 could save 10.1KiB (36% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/cup-fa-la-gi.jpg&size=300x180&zoom=1&q=90 could save 9.8KiB (40% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/02/nhung-dieu-can-biet-ve-keo-ty-bong-da-a.jpg&size=300x180&zoom=1&q=90 could save 8.3KiB (34% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Melbourne-Victory-vs-Daegu-15h30-ngay-5-3.jpg&size=233x132&zoom=1&q=90 could save 7.5KiB (35% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/cuu-cau-thu-liverpool-van-dijk-la-hau-ve-xuat-sac-nhat-the-gioi1-e1551775962627.jpg&size=300x180&zoom=1&q=90 could save 7KiB (39% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/vi-van-dijk-hl v-solskjaer-cung-gia-dinh-lam-vao-tinh-canh-kho-xu1-e1551768732161.jpg&size=300x180&zoom=1&q=90 could save 6.7KiB (33% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/02/luat-ca-bong-da-viet-nam-cap-nhat-moi-nhat-2019.jpg&size=300x180&zoom=1&q=90 could save 6.6KiB (30% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Kashima-Antlers-vs-Johor-Darul-17h00-ngay-5-3.jpg&size=233x132&zoom=1&q=90 could save 6.3KiB (39% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/hlv-psg-noi-ve-dang-cap-cua-mbappe-duoi-mot-nguoi-tren-van-nguoi2-1.jpg&size=300x180&zoom=1&g=90 could save 5.5KiB (33% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/02/kinh-nghiem-danh-bong-co-hay-b.jpg&size=300x180&zoom=1&q=90 could save 5.3KiB (39% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/loi-viet-vi-lagi-b.jpg&size=300x180&zoom=1&q=90 could save 5.2KiB (41% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Real-madrid-

- vs-ajax-03h00-ngay-6-3.jpg&size=233x132&zoom=1&q=90 could save 5.1KiB (39% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/sao-real-madrid-vi-thay-moi-giong-mot-diem-voi-thay-cu.jpg&size=300x180&zoom=1&q=90 could save 4.9KiB (33% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/pressing-lagi.jpg&size=300x180&zoom=1&q=90 could save 4.7KiB (30% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/mac-du-luan-hoc-tro-het-loi-khen-ngoi-sarri-2.jpg&size=300x180&zoom=1&q=90 could save 4.4KiB (32% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Derby-County-vs-Wigan-02h45-ngay-6-3.jpg&size=233x132&zoom=1&q=90 could save 4.1KiB (29% reduction).
- Compressing http://images.dmca.com/Badges/dmca-badgew200-5x1-03.png?ID=a6d48083-1a22-4826-bd62-0fe5677d243a could save 1.7KiB (31% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/logo-xemkeofooter.png could save 1.5KiB (18% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/wu-db-1.png could save 1.2KiB (28% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/laliga.png could save 1.1KiB (23% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/logo-xk-ft.png could save 1KiB (22% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/dtqg.png could save 924B (15% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/1067px-UEFA Champions League logo.png could save 890B (33% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/anh.png could save 847B (14% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/phap.png could save 817B (27% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/seriea.png could save 798B (16% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/logo-xk.png could save 677B (20% reduction).

Mobile

Consider Fixing:

Enable compression

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

<u>Enable compression</u> for the following resources to reduce their transfer size by 478B (56% reduction).

• Compressing http://images.dmca.com/Badges/DMCABadgeHelper.min.js could save 478B (56% reduction).

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://www.googletagmanager.com/gtag/js?id=UA-128575947-1 (15 minutes)
- https://connect.facebook.net/vi VN/sdk.js (20 minutes)
- https://www.google-analytics.com/analytics.js (2 hours)

Reduce server response time

In our test, your server responded in 0.69 seconds.

There are many factors that can slow down your server response time. <u>Please read our recommendations</u> to learn how you can monitor and measure where your server is spending the most time.

Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

Minify CSS for the following resources to reduce their size by 288B (14% reduction).

 Minifying http://xemkeo.vn/wp-content/themes/xemkeo/assets/css/style.css?v=1.44 could save 288B (14% reduction) after compression.

Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

Minify HTML for the following resources to reduce their size by 2.6KiB (18% reduction).

• Minifying http://xemkeo.vn/ could save 2.6KiB (18% reduction) after compression.

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Minify JavaScript for the following resources to reduce their size by 2.2KiB (35% reduction).

- Minifying http://xemkeo.vn/wp-includes/js/thickbox/thickbox.js?ver=3.1-20121105 could save 1.2KiB (32% reduction) after compression.
- Minifying https://connect.facebook.net/vi_VN/sdk.js could save 668B (39% reduction) after compression.
- Minifying http://images.dmca.com/Badges/DMCABadgeHelper.min.js could save 341B (41%)

reduction).



2 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about avoiding landing page redirects.

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content.

100 / 100 User Experience



5 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.

Size content to viewport

The contents of your page fit within the viewport. Learn more about sizing content to the viewport.

Mobile

Size tap targets appropriately

All of your page's links/buttons are large enough for a user to easily tap on a touchscreen. Learn more about <u>sizing tap targets appropriately</u>.

Use legible font sizes

The text on your page is legible. Learn more about using legible font sizes.

Desktop



63 / 100 Speed

Should Fix:

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

Your page has 2 blocking script resources and 10 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.

Remove render-blocking JavaScript:

http://xemkeo.vn/wp-includes/js/jquery/jquery.js?ver=1.12.4

http://xemkeo.vn/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.4.1

Optimize CSS Delivery of the following:

- https://stackpath.bootstrapcdn.com/bootstrap/4.2.1/css/bootstrap.min.css
- https://use.fontawesome.com/releases/v5.6.3/css/all.css
- http://xemkeo.vn/wp-content/themes/xemkeo/assets/css/style.css?v=1.44
- https://fonts.googleapis.com/css?family=Roboto+Condensed:300,400,700
- http://xemkeo.vn/wp-includes/css/dist/block-library/style.min.css?ver=5.0.2
- https://fonts.googleapis.com/css?family=Libre+Franklin%3A300%2C300i%2C400%2C400i% 2C600%2C600i%2C800%2C800i&subset=latin%2Clatin-ext
- http://xemkeo.vn/wp-content/themes/xemkeo/style.css?ver=5.0.2
- http://xemkeo.vn/wp-content/themes/xemkeo/assets/css/blocks.css?ver=1.0
- http://xemkeo.vn/wp-content/plugins/sassy-social-share/public/css/sassy-social-share-public.css?ver=3.2.4
- http://xemkeo.vn/wp-content/plugins/sassy-social-share/admin/css/sassy-social-share-svg.css?ver=3.2.4

Optimize images

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

Optimize the following images to reduce their size by 427.5KiB (55% reduction).

- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/cac-vi-tri-trong-bong-da-c.jpg&size=300x180&zoom=1&q=90 could save 35.3KiB (87% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Dortmund-vs-Tottenham-03h00-ngay-6-3.jpg&size=769x435&zoom=1&q=90 could save 32.8KiB (37% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/penalty-la-gi-a.jpg&size=300x180&zoom=1&q=90 could save 31.3KiB (86% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Livorno-vs-Benevento-03h00-ngay-5-3.jpg&size=480x280&zoom=1&g=90 could save 25.9KiB (40%

reduction).

- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/cach-giai-den-co-bac-b.jpg&size=300x180&zoom=1&q=90 could save 25.6KiB (84% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/02/kinh-nghiem-soi-keo-phat-goc-luon-thang.jpg&size=300x180&zoom=1&q=90 could save 23.6KiB (82% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Hamburger-vs-Greuther-Furth-02h30-ngay-5-3-anhchu.jpg&size=480x280&zoom=1&q=90 could save 21.8KiB (39% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/cup-fa-la-gi.jpg&size=300x180&zoom=1&q=90 could save 20.8KiB (84% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Leganes-vs-Levante-03h00-ngay-5-3.jpg&size=480x280&zoom=1&q=90 could save 20.6KiB (36% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/02/nhung-dieu-can-biet-ve-keo-ty-bong-da-a.jpg&size=300x180&zoom=1&q=90 could save 20.3KiB (82% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/02/luat-ca-bong-da-viet-nam-cap-nhat-moi-nhat-2019.jpg&size=300x180&zoom=1&q=90 could save 18KiB (82% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/vi-van-dijk-hlv-solskjaer-cung-gia-dinh-lam-vao-tinh-canh-kho-xu1-e1551768732161.jpg&size=300x180&zoom=1&q=90 could save 17.2KiB (82% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/cuu-cau-thu-liverpool-van-dijk-la-hau-ve-xuat-sac-nhat-the-gioi1-e1551775962627.jpg&size=300x180&zoom=1&q=90 could save 15.3KiB (83% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/hlv-psg-noi-ve-dang-cap-cua-mbappe-duoi-mot-nguoi-tren-van-nguoi2-1.jpg&size=300x180&zoom=1&g=90 could save 14KiB (82% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/pressing-la-gi.jpg&size=300x180&zoom=1&q=90 could save 12.9KiB (83% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Derby-County-vs-Wigan-02h45-ngay-6-3.jpg&size=480x280&zoom=1&q=90 could save 12.5KiB (31% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/sao-real-madrid-vi-thay-moi-giong-mot-diem-voi-thay-cu.jpg&size=300x180&zoom=1&q=90 could save 11.9KiB (79% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/

- mac-du-luan-hoc-tro-het-loi-khen-ngoi-sarri-2.jpg&size=300x180&zoom=1&q=90 could save 11.4KiB (81% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/02/kinh-nghiem-danh-bong-co-hay-b.jpg&size=300x180&zoom=1&q=90 could save 11.3KiB (82% reduction).
- Compressing and resizing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/loi-viet-vi-la-gi-b.jpg&size=300x180&zoom=1&q=90 could save 10.4KiB (81% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Melbourne-Victory-vs-Daegu-15h30-ngay-5-3.jpg&size=233x132&zoom=1&q=90 could save 7.5KiB (35% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Kashima-Antlers-vs-Johor-Darul-17h00-ngay-5-3.jpg&size=233x132&zoom=1&q=90 could save 6.3KiB (39% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Real-madrid-vs-ajax-03h00-ngay-6-3.jpg&size=233x132&zoom=1&q=90 could save 5.1KiB (39% reduction).
- Compressing https://xemkeo.vn/wp-content/uploads/vthumb.php?src=2019/03/Derby-County-vs-Wigan-02h45-ngay-6-3.jpg&size=233x132&zoom=1&q=90 could save 4.1KiB (29% reduction).
- Compressing http://images.dmca.com/Badges/dmca-badgew200-5x1-03.png?ID=a6d48083-1a22-4826-bd62-0fe5677d243a could save 1.7KiB (31% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/logo-xemkeo-footer.png could save 1.5KiB (18% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/wu-db-1.png could save 1.2KiB (28% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/laliga.png could save 1.1KiB (23% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/logo-xk-ft.png could save 1KiB (22% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/dtqg.png could save 924B (15% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/1067px-UEFA_Champions_League_logo.png could save 890B (33% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/anh.png could save 847B (14% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/phap.png could save 817B (27% reduction).
- Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/seriea.png could save 798B (16% reduction).

 Compressing http://xemkeo.vn/wp-content/themes/xemkeo/assets/images/logo-xk.png could save 677B (20% reduction).

Consider Fixing:

Enable compression

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

<u>Enable compression</u> for the following resources to reduce their transfer size by 478B (56% reduction).

Compressing http://images.dmca.com/Badges/DMCABadgeHelper.min.js could save 478B (56% reduction).

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://www.googletagmanager.com/gtag/js?id=UA-128575947-1 (15 minutes)
- https://connect.facebook.net/vi_VN/sdk.js (20 minutes)
- https://www.google-analytics.com/analytics.js (2 hours)

Reduce server response time

In our test, your server responded in 0.67 seconds.

There are many factors that can slow down your server response time. <u>Please read our recommendations</u> to learn how you can monitor and measure where your server is spending the most time.

Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

Minify CSS for the following resources to reduce their size by 288B (14% reduction).

• Minifying http://xemkeo.vn/wp-content/themes/xemkeo/assets/css/style.css?v=1.44 could save 288B (14% reduction) after compression.

Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

Minify HTML for the following resources to reduce their size by 2.6KiB (18% reduction).

• Minifying http://xemkeo.vn/ could save 2.6KiB (18% reduction) after compression.

Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

Minify JavaScript for the following resources to reduce their size by 2.2KiB (35% reduction).

Minifying http://xemkeo.vn/wp-includes/js/thickbox/thickbox.js?ver=3.1-20121105 could

save 1.2KiB (32% reduction) after compression.

- Minifying https://connect.facebook.net/vi_VN/sdk.js could save 668B (39% reduction) after compression.
- Minifying http://images.dmca.com/Badges/DMCABadgeHelper.min.js could save 341B (41% reduction).



2 Passed Rules

Avoid landing page redirects

Your page has no redirects. Learn more about <u>avoiding landing page redirects</u>.

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content.