

**GoDaddy**

**GoDaddy CDN and Bot Management (WAF)**

**Module 1 Assignment Submission**

**Software Concept**

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## 1. Introduction

The name of my assigned organization is: GoDaddy

With it providing a vast array of web hosting and web domain management services, GoDaddy is a well known name to all web developers (I am not one). At first, this software concept assignment document gives a glimpse of the research efforts that have gone into gaining a fair understanding of GoDaddy.com. The findings of the research have been condensed into the description section, followed by the last section of this document on the proposed software concept.

## 2. Researching My Assigned Organization

Being a Computer Science student, I was aware of the existence of GoDaddy as a Domain Name company. However, as part of the research effort for this assignment, I have tried to understand the different products that GoDaddy offers beyond selling Domain Names. With this effort, I have also tried to understand how the web hosting market works and which are the big players in the market and where they stand against GoDaddy, in terms of service offerings, targeted customer base and market share. As this assignment focuses on an organisation that has never offered any breakthrough products, It was hard to find any solid scholarly work on GoDaddy. The YouTube, however, is full of video tutorials showcasing the services offered and demonstrating the functionality of the Website.

### Founding GoDaddy

#### **Bob Parsons, GoDaddy - Luck and Perspective (full keynote speech)**

This video of GoDaddy founder Bob Parsons was the first resource that I landed on in an effort to understand how GoDaddy was founded. Bob describes his background before talking about his journey in the IT sphere. Before creating GoDaddy, the founder had already sold a successful company and as a result had resources to invest in a comprehensive product right from the start.

### GoDaddy as Leading Web Hosting Provider in Terms of Number of Customers

#### **Usage Statistics and Market Share of Web Hosting Providers, May 2024**

This webpage on W3Techs shows that GoDaddy ranks 7th in terms of most relevant websites hosted. The relevant websites considered for results are those that have some useful content. To determine relevance of websites, website ranking data was used by W3Techs.

#### **Usage statistics of GoDaddy Group as web hosting provider**

The website W3Techs also provides hosting provider specific data. This page for GoDaddy shows that it hosts sites that receive a relatively smaller amount of traffic per site compared to sites hosted by bigger web hosting providers such as AWS and Google Cloud.

#### **Web Hosting Industry (and Services) Statistics 2023**

This article shows the market share of different web hosting providers for different services that they offer. It is clear from this data that GoDaddy, leading by a really large margin, is a market leader when it comes to shared web hosting and VPS web hosting.

#### [A Small Snippet of Functionality Demonstration](#)

##### [Setup and Host Website on Godaddy Server](#)

This tutorial video on YouTube shows how to upload a website to GoDaddy and connect it with a web domain. The website here is a set of files and folders that were uploaded to a file management service called cPanel which was connected to GoDaddy.

##### [GoDaddy Website Builder Tutorial \(Step-by-Step\)](#)

Another video from YouTube presents how to use the Website Builder functionality on GoDaddy. The website builder lets users build their website without ever requiring them to use any computer languages. The video shows the entire process starting from category and theme selection to adding different web parts such as a blog or a web store, and ends in publishing of the website.

### 3. Describing My Assigned Organization

GoDaddy primarily deals in web domains and provides web hosting services to small to medium entities. GoDaddy.com is the part that the customers of GoDaddy interact with, however the primary work done by them is in the backend, which involves maintaining the software across multiple servers located in colocation data centres spread all over the globe. In its present avatar, the website is a one stop shop for services related to domains, web hosting, web security, payment processing and digital marketing.

GoDaddy holds the lion's share of the domain registrar market in the world. Inline with this it provides rich set of options to search, transfer and lease domains right on its website. The additional services of auctioning valuable domains and purchasing already leased domains through the domain broker service of GoDaddy are also listed on the website. The domain broker service is less of a software functionality and more of a comprehensive manual service, provided with a fee and a commission on a successful domain purchase transaction.

A significant share of the revenue of GoDaddy arises from its web hosting services, which are spread over multiple tiers, each providing different levels of performance, benefits and functionality. The services can be divided into shared web hosting and Virtual Private Server(VPS) categories. The shared service does not dedicate any computing resources to individual customers while the VPS plan does, resulting in guaranteed performance. The VPS service is available in unmanaged and managed form, with GoDaddy actively taking care of management of the virtual resources in the latter. There is also a website builder functionality that allows users to interactively build a website according to their styling preferences and functionality requirements, without requiring much technical knowhow. The hosting products are aimed at customers that do not require computing resources on a scale larger than a single high performance CPU for hosting. GoDaddy is a large player in this space and has an established reputation due to years of operations. With many cost effective options from

competitors such as Hostinger available nowadays, the garnered goodwill and its global presence are the biggest strengths of GoDaddy.

The market share of GoDaddy has declined in the recent years with the rise of large cloud computing companies such as Google Cloud and AWS, which provide large scale web hosting services, a market that GoDaddy has not ventured into.

#### 4. My Software Concept

Before commencing the research for this assignment, I did not have much knowledge of the web hosting industry. During the process of learning about GoDaddy, I came upon a set of significant players that make the Web as we know it possible. The parts played by companies like VeriSign and Cloudflare are essential to the interruption free and safe functioning of the Web. Cloudflare, for example, provides Content Delivery Network (CDN) and cyber security services. CDNs use a distributed set of servers to gain performance advantage over a centralised server, while making the entire system resistant to failures and less prone to distributed denial-of-service attacks(DDoS).

While reading about the methodology used by Cloudflare to rank websites, I landed on their article describing the Bot Management functionality that they have implemented with Web Application Firewall(WAF). GoDaddy also provides CDN services with VPS web hosting, but it does not provide it at the scale at which Cloudflare does. The granular control for the CDN and Bot Management is also not mentioned on GoDaddy.com. With this said, I am selecting the 3rd option of adding the functionality of CDN and Bot Management along with granular control to GoDaddy, bringing GoDaddy closer to what cloud providers such as AWS do.