

Accelerating Your Mobile Pages With Google AMP

Bryan Soltis
Kentico Technical Evangelist

Agenda

- Why Google AMP?
- What is Google AMP?
- Google AMP Basics / Extended
- Important Notes
- Google AMP Partners
- The Real Story?
- Learn More



Why Google AMP?

- Started by Google to fix an issue
- Addresses mobile browsing issues:
 - It is too slow
 - At times, it is hard to use
 - Responsive is abused too much
 - Too much content / functionality for the form factor
- 40% dropoff after 3 seconds

```
<!doctype html>  
<html ⚡>
```

What is Google AMP

- Released in 2015 (Production in 2/2016)
- Dramatically Improves load time
- Open source project
- AMP JS validates a few important rules in your markup
- Require width/height validation for images / content



Google AMP Basics

- Let's put the DOM on a diet
- Reduce the viable html tags
- Eliminate external CSS requests and `<style />`
- Eliminate loading 50 JavaScript libraries per page
- Stop having the browser doing too much math

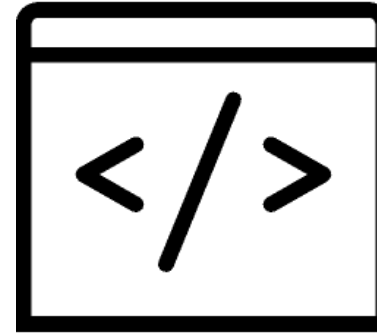


Getting started with
AMP

Worthless Demo Slide

Google AMP Extended

- Make up for markup limitations
- Included as custom elements
- Examples
 - **amp-iframe**
 - amp-anim
 - amp-instagram
 - amp-twitter
 - amp-facebook
 - amp-youtube
- [Many others!](https://www.ampproject.org/docs/reference/extended.html)
<https://www.ampproject.org/docs/reference/extended.html>



Important Notes

- Validation
 - `#development=1`
- The `<form>` tag is not allowed in AMP.
 - Bye bye Web forms!
- For the MVC Fans out there
 - AMP boilerplate syntax is all about @ character (which makes Razor ANGRY)
- Visual Studio 2015
 - Intellisense does not like it so much
- On the AMP page:
`<link rel="canonical" href="http://www.news-site.com/article.html" />`
- On the full version of the page:
`<link rel="amphtml" href="http://www.news-site.com/amp/article.html" />`
- Schema.org still applies heavily
- Choose your content wisely!

Google AMP Partners

Google

LinkedIn

The New York Times

theguardian

THE WALL STREET JOURNAL.

Pinterest



BBC

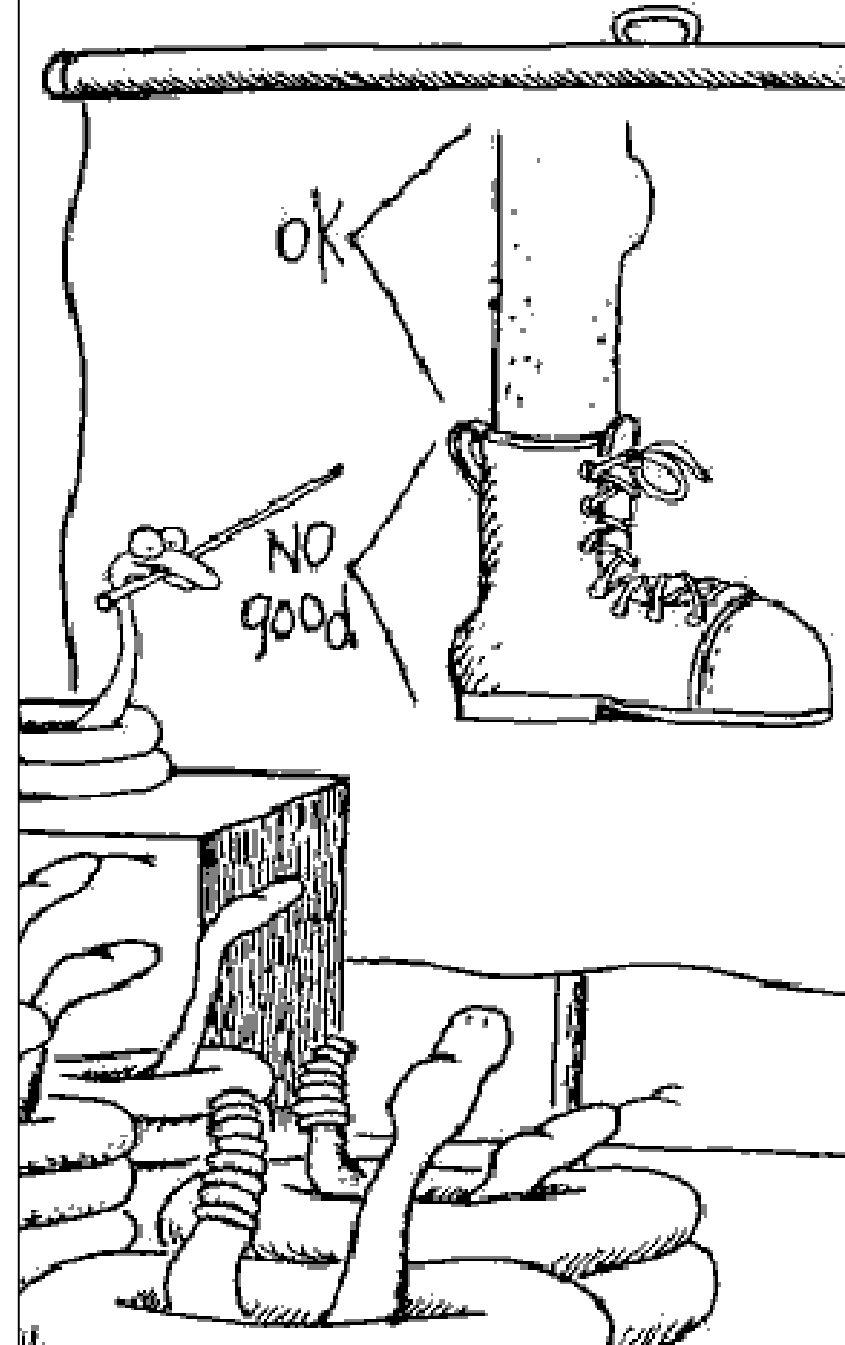
WordPress.com

The Lowdown

- Google says AMP pages load **15 - 85%** faster than standard mobile web pages.
- Google's plans are to eventually cache the entire page on their servers and cdns, making it super fast.
- This is started by Google right ? (Ad Revenue)
- They want the pages to load faster, so Ads loads faster, so people tap them.
- Can a technology that is only a few months old really change the web?

Learn More

- [Google AMP Project page](http://AMPProject.org/)
<http://AMPProject.org/>
- [Github](https://github.com/ampproject/amphtml)
<https://github.com/ampproject/amphtml>
 - AMP boilerplate
 - AMP docs
- [Google Search Console](https://www.google.com/webmasters/tools/accelerated-mobile-pages?pli=1)
<https://www.google.com/webmasters/tools/accelerated-mobile-pages?pli=1>
 - AMP Error Reports
- [Search Demo Page](http://g.co/AMPDemo)
<http://g.co/AMPDemo>



Bryan Soltis

E-mail: bryans@kentico.com

Skype: kentico_bryans

Twitter: bryan_soltis

devnet.kentico.com

facebook.com/KenticoCMS

twitter.com/kentico

linkedin.com/company/kentico-software