The Definitive Guide to Accelerated Mobile Pages (AMP)

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What is Accelerated Mobile Pages (AMP)?

● Accelerated Mobile Pages is a project designed to optimize faster mobile pages.

● It's like taking a page that's already mobile friendly and making it load quicker, by stripping it down to basics.

● AMP is further proof of Google's focus on users.

● Google is primarily passionate about search users. And, you should be, too.

● Accelerated Mobile Pages (AMP) is an open-source project/platform aimed at helping publishers improve the speed and readability of their mobile content pages.

● Faster mobile pages + readable content = better user experience

How Does AMP Work?

● AMP renders your mobile page more quickly, by cutting back on HTML tags and rendering only the ones that are suitable for mobile users.

● AMP renders your pages using optimized HTML. The pages are expected to load faster, because certain HTML tags that would otherwise slow down the page are eliminated.

● If JavaScript is included in your mobile pages, the script won't be rendered for your Accelerated Mobile Pages.

● Here are a few more things you should know:

❏ With AMP, you have to use a streamlined version of CSS.

❏ You are only permitted to use the JavaScript library that AMP provides – since you're not in control, you may experience lazy loading. This might be the only downside to AMP.

❏ For AMP sites to work every time, they must be properly validated

❏ No forms are allowed on AMP pages.

❏ For better experience, custom fonts have to be specially loaded.

❏ To avoid quirky-looking images, make sure to declare height and width.

❏ Use AMP-approved extensions if you want to have videos on your page.

● So, when you integrate AMP and use it to improve your mobile pages, what should matter to you more is speed and readability, not share-ability.

● Your social share buttons may not even display properly, since the majority of them are developed using JavaScript.

Benefits of Accelerated Mobile Pages

● There's a significant correlation between site speed, page views and search rankings.

● One thing that you have to remember is that whenever a particular web page loads up quickly, mobile users will view more pages on the site, thereby reducing bounce rate.

● When bounce rate is reduced and onsite experience increases, Google will reward the page.

● You shouldn't be surprised to find AMP pages ranking higher than non-AMP's.

● Just like Facebook Instant, a new platform that enables Facebook to serve its users with desired content faster, AMP will take your user's mobile experience to the next level.

● Truth be told, there are many benefits to optimizing with AMP. But, let's consider the top 5:

i). Insanely fast-loading web pages that users love: Speed is the lifeblood of your mobile page. Great content is important, but, unless your pages are accessible, users won't read them.

● If your mobile pages are as slow as a snail, you won't convert targeted mobile users into customers. Get ready to experience dramatic pagespeed increases with AMP.

● Google is constantly improving its systems. We thought that mobile friendliness was the biggest update so far, but then the AMP project showed up.

● And, this can only mean one thing: Google isn't done yet. New search algorithm updates, advanced features and tools will continue to be developed.

● So, get started. Visit AMPProject.org and start accelerating your mobile pages.

ii). Increased mobile visibility for content marketers: Google has started displaying AMP results in organic listings. You can identify these results by the AMP symbols, in green.

● Obviously, the more attention-grabbing that your results are, the more clicks that you'll get.

iii). Improved search rankings: There's a strong relationship between site speed and conversion rate.

● If users are happy on a fast-loading site, they're more likely to subscribe to a list or purchase a product.

iv). Flexible ad support: Most people started a website or blog in order to make money and to possibly replace their day job.

● Looking at the desktop and mobile versions of a site's pages, it's easy to conclude that there are too many distractions.

- These distractions, such as the header image, navigational menu, sidebar, social share buttons, forms, popups and other unnecessary elements, can lower your conversion rate.

- But, with AMP, you can get rid of distractions on your mobile pages.

- That's because not all HTML tags are executed, you use a streamlined version of CSS, and JavaScript is out of the question (mostly). It's also 6x lighter in code.

- That means that you can make money more easily from your ads.

- If you analyze AMP versions of The Guardian, for example, you'll instantly know that it's designed to display ads in a more flexible and user-friendly way than the typical mobile page.

- When you click on an Accelerated Mobile Page, it'll load nearly instantaneously, even before you're done clicking.

- When displaying ads from a third party on your Accelerated Mobile Pages, make sure that you deliver ads that load quickly but also grab the user's attention and deliver immense value.

- As you already know, this content marketing approach is the easiest way to increase your influence, help users get answers to their questions and improve ROI on ad spend.

- If you're ready to monetize your AMP-optimized pages, here are some of the most popular ad networks that are currently using the AMP-ads functionality:

  - ❏ Amazon A9
  - ❏ Adform
  - ❏ Google Doubleclick
  - ❏ AdReactor
  - ❏ AOL AdTech
  - ❏ Google AdSense
  - ❏ Flite
  - ❏ Taboola
  - ❏ Smart AdServer
  - ❏ plista
  - ❏ Yieldmo
  - ❏ DotAndAds

v). User tracking made simple: It's not enough to send traffic to your mobile pages. You also have to know how they arrived at your site.

- Tracking helps you determine where people came from, which pages they viewed and so on.

- Tracking users and site performance is pretty easy on AMP, because there are analytical tools in place, where you can study your AMP versions in greater detail.

- User behavior can only be influenced when you track it. With AMP, publishers can choose from two tags.

● These tags help to automatically track essential data, such as clicks/conversions, video and link tracking, visitor counts, new vs. returning visitors and more.

Optimize Your Pages for AMP

● There are several options, when you're looking to optimize your web pages for AMP.

● If you're a beginner, one of the things you could do is to maintain at least two versions of your content page.

● Your original content page would be the mobile friendly version that users will see, but you'll also have the AMP version of that specific page, which will definitely speed things up.

● Remember also that AMP versions contain basic HTML, which doesn't allow form elements and third-party JavaScript.

● As a marketer, we all want to build our email list. The downside to AMP is that it won't allow you to easily achieve that.

● Moreover, user comments and other activities that users participate in when viewing your content on a mobile page may not be possible with AMP.

● Again, the focus is on speed and readability.

● To get started with AMP right now, if you're a WordPress user, then you just need to download and install the WordPress plugin at GitHub.

● Simply click on the "Download Zip" button.

● Note that you can install the AMP plugin through your WordPress dashboard, just as you would any other plugin. It's pretty straightforward.

● Once you've successfully installed and activated the plugin, all that you have to do is append "/amp/" to your blog post pages.

● If you don't have a friendly permalink, then you can append this "?amp=1" instead.

● Don't forget to validate and tweak at Google Search Console. That way, you can help Google pick up your AMP versions faster.