

Accelerating the Mobile Web with AMP

Steve Grunwell
[@stevegrunwell](#)

stevegrunwell.com/slides/amp

Who am I?

- Senior Web Engineer @ [10up](#)
- Open-source contributor
- Husband + (new) father
- Coffee roaster



The AMP Project

ampproject.org

What is AMP?

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- Open-source initiative to speed up the web for mobile

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- Specialized HTML + JS, prioritizes content

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- Open-source initiative to speed up the web for mobile
- Specialized HTML + JS, prioritizes content
- Easily cached by third-party providers

Benefits for users

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- Near-instant page loads, devoid of heavy scripting

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- Clean, consistent reading experience

Benefits for users

- Near-instant page loads, devoid of heavy scripting
- Clean, consistent reading experience
- AMP-enabled pages are clearly identified as such

Benefits for publishers

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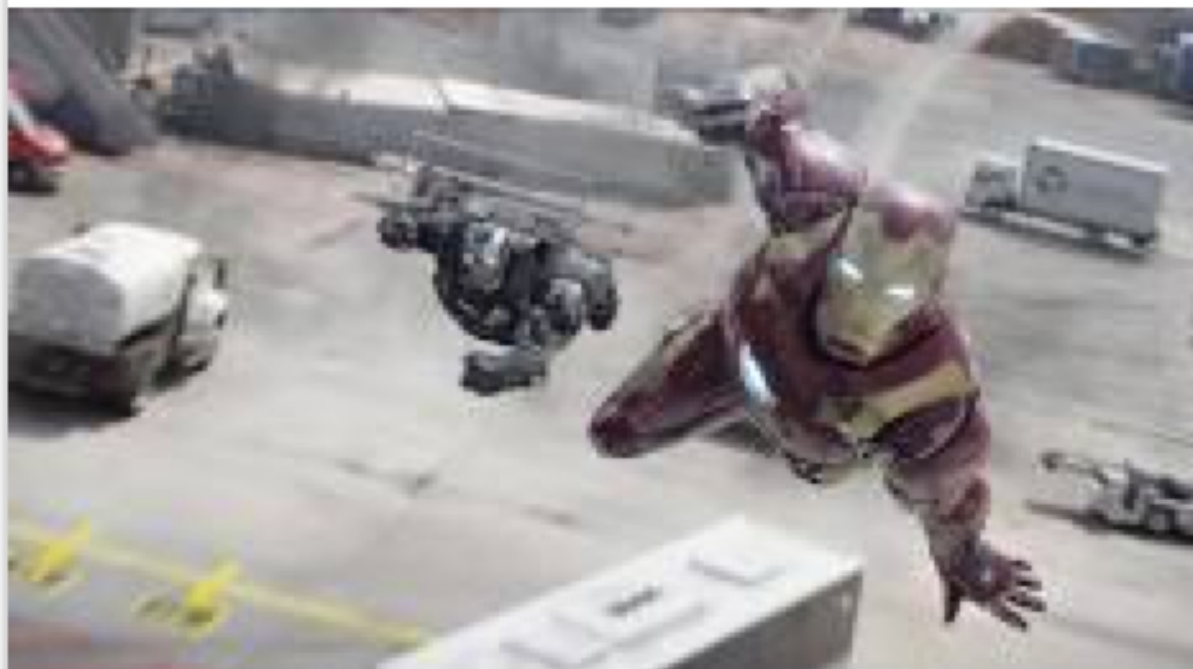
- Consumer preference
 - Not *currently* a ranking factor ([source](#))

Benefits for publishers

- Consumer preference
 - Not *currently* a ranking factor ([source](#))
- Content is considered for the "Top Stories" carousel

Top stories

MP Moviepilot



What 2016 Movie Can Beat 'Captain America: Civil War' At the Box Offi...

⚡ AMP - 1 hour ago

MOVIEWEB



Stan Lee Comments on Captain America Hydra Twist

⚡ AMP - 20 hours ago

COMICBOOK



Stan Lee Weighs In On Captain America Twi

⚡ AMP - 1 day ago

James Gunn Comments on Captain America Comics Twist

Who is it for?

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- Journalists, blogs, and other news sites

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- Journalists, blogs, and other news sites
- Sites with heavy page weights

How is this not just a mobile site?

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- It *kind* of is, but built to a standard

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- Not about offering a different site experience, just a faster way to access content

How is this not just a mobile site?

- It *kind* of is, but built to a standard
- Not about offering a different site experience, just a faster way to access content
- Seamless transition between AMP pages and full site


```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Article",
  "mainEntityOfPage": "https://stevegrunwell.com/blog/amp-wordpress-getting-started/",
  "publisher": {
    "@type": "Organization",
    "name": "Steve Grunwell"
  },
  "headline": "Getting started with AMP for WordPress",
  "datePublished": "2016-05-02T09:30:00+00:00",
  "dateModified": "2016-04-30T15:57:39+00:00",
  "author": {
    "@type": "Person",
    "name": "Steve"
  },
  "image": {
    "@type": "ImageObject",
    "url": "https://i0.wp.com/stevegrunwell.com/wp-content/uploads/2016/04/pingdom.png?fit=619%2C220&ssl=1",
    "width": 619,
    "height": 220
  },
  "description": "A step-by-step guide for implementing Accelerated Mobile Pages (AMP) on your WordPress blog for a more performant mobile reading experience."
}
</script>
```

Structured Data

```
<script type="application/ld+json">
```

```
{
```

```
  "@context": "http://schema.org",
```

```
  "@type": "Article",
```

```
  "mainEntityOfPage": "https://stevegrunwell.com/blog/amp-wordpress-getting-started/",
```

```
  "publisher": {
```

```
    "@type": "Organization",
```

```
    "name": "Steve Grunwell"
```

```
  },
```

```
  "headline": "Getting started with AMP for WordPress",
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```
  "datePublished": "2016-05-02T09:30:03+00:00",
```

```
  "dateModified": "2016-04-30T15:57:39+00:00",
```

```
  "author": {
```

```
    "@type": "Person",
```

```
    "name": "Steve"
```

```
  },
```

```
  "image": {
```

```
    "@type": "ImageObject",
```

```
    "url": "https://i0.wp.com/stevegrunwell.com/wp-content/uploads/2016/04/pingdom.png?fit=619%2C220&ssl=1",
```

```
    "width": 619,
```

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    "height": 220
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  },
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Structured Data

- AMP uses Schema.org markup to describe the content

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  "publisher": {
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```
    "@type": "Organization",
```

```
    "name": "Steve Grunwell"
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  },
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```
  "dateModified": "2016-04-30T15:57:39+00:00",
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```
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    "name": "Steve"
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```
  },
```

```
  "image": {
```

```
    "@type": "ImageObject",
```

```
    "url": "https://i0.wp.com/stevegrunwell.com/wp-content/uploads/2016/04/pingdom.png?fit=619%2C220&ssl=1",
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```
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    "height": 220
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  },
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  "description": "A step-by-step guide for implementing Accelerated Mobile Pages (AMP) on your WordPress blog for a more performant mobile reading experience."
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```
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```

```
</script>
```

Structured Data

- AMP uses Schema.org markup to describe the content
- Pages must pass structured data validation in order to fully benefit from AMP

Analytics

Analytics

- Supports a number of analytics providers out of the box

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- Analytics providers can submit support for their platforms to the AMP Project

Supported analytics providers

- Adobe Analytics
- Chartbeat
- comScore
- Google Analytics
- Parsely
- ...and more!

Advertising

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- Advertising is still permitted, but only if it adheres to guidelines
 - "Sustainable Ad Practices"

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 - "Sustainable Ad Practices"
- Currently supports ~40 different ad networks
 - No scripts within ads may execute

Implementing AMP

AMP plugin

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- Written by Automattic + others

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- Drop-in support with hooks/filters for customizing output

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- Drop-in support with hooks/filters for customizing output
- Currently used to enable AMP across WordPress.com

What can I customize?

- Header/footer
- Displayed post meta
- Page width, colors, etc.
- Analytics
- Ad placements



Integrating with Yoast SEO

- **Glue for Yoast SEO & AMP**
 - Override default Schema.org information with that generated by Yoast
- Automatically connects MonsterInsights (formerly Google Analytics by Yoast)

Customizing AMP with Glue

- Affected post types
- Default images
- Colors
- Analytics code

Post types

Design

Analytics

Post types that have AMP support

Generally you'd want this to be your news post types.
Post is enabled by default, feel free to enable any of them.

Posts (`post` **)**

Enabled

Disabled

Pages (`page` **)**

Enabled

Disabled

Media (`attachment` **)**

Enabled

Disabled

Yoast Dev Article (`yoast_dev_article` **)**

Enabled

Disabled

Save Changes

Content colors

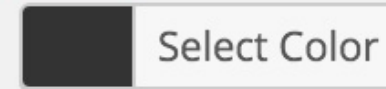
AMP Header color



Title color



Text color

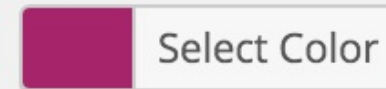


Post meta info color

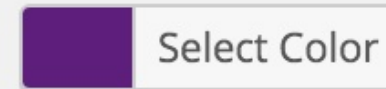


Links

Text color



Hover color

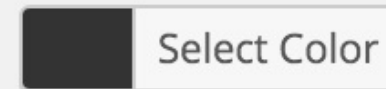


Underline



Blockquotes

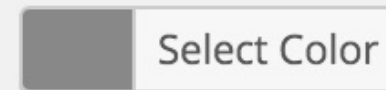
Text color



Background color



Border color



AMP in three easy steps:

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1. Install + activate the AMP plugin

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2. Install + activate Glue for Yoast SEO & AMP plugin

AMP in three easy steps:

1. Install + activate the AMP plugin
2. Install + activate Glue for Yoast SEO & AMP plugin
3. Tweak configuration via code or SEO › AMP

Testing Your Implementation

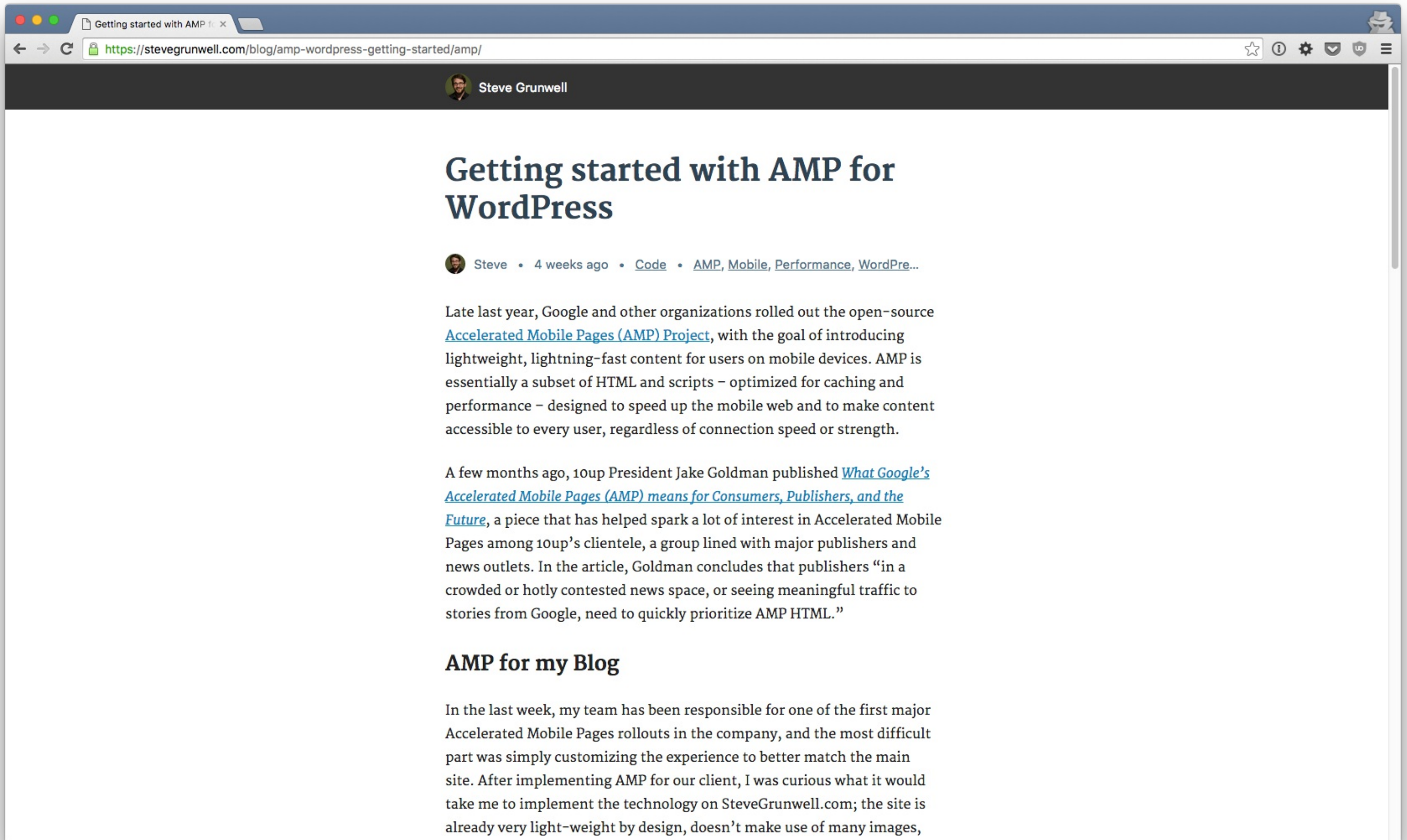
Testing in the Browser

Testing in the Browser

- AMP version of a post accessible by appending `/amp/` to the URL

Testing in the Browser

- AMP version of a post accessible by appending `/amp/` to the URL
- Uses `<link rel="canonical" />` to reference the canonical, non-AMP version.



AMP Validation Tool

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 - Just add `#development=1` to the URL

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 - Just add `#development=1` to the URL
- Exposes common implementation errors within the markup
 - [AMP Validation Errors](#)

Getting started with AMP for WordPress

Steve Grunwell

Getting started with AMP for WordPress

Steve

4 weeks ago

Code

AMP, Mobile, Performance, WordPre...

Late last year, Google and other organizations rolled out the open-source [Accelerated Mobile Pages \(AMP\) Project](#), with the goal of introducing lightweight, lightning-fast content for users on mobile devices. AMP is essentially a subset of HTML and scripts – optimized for caching and performance – designed to speed up the mobile web and to make content accessible to every user, regardless of connection speed or strength.

A few months ago, 10up President Jake Goldman published [What Google’s Accelerated Mobile Pages \(AMP\) means for Consumers, Publishers, and the Future](#), a piece that has helped spark a lot of interest in Accelerated Mobile Pages among 10up’s clientele, a group lined with major publishers and news outlets. In the article, Goldman concludes that publishers “in a

Elements

Console

Sources

Network

Timeline

Profiles

Resources

Security

Audits

top

Filter

Regex

Hide network messages

All

Errors

Warnings

Info

Logs

Debug

Handled

Powered by AMP < HTML – Version 1463506087793

amp.js:87

XHR finished loading: GET "https://stevegrunwell.com/blog/amp-wordpress-getting-started/amp/#development=1".

validator.js:420

AMP validation successful.

validator.js:421

Structured Data Validation Tool

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- [Google Structured Data Validation Tool](#) can validate the Schema.org markup used by your AMP implementation

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- Alerts you to problems with images, content, and more.

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- [Google Structured Data Validation Tool](#) can validate the Schema.org markup used by your AMP implementation
- Alerts you to problems with images, content, and more.
- Important for publishers hoping to appear in the "Top Stories" carousel

Structured Data Testing Tool

← → ↻

https://search.google.com/structured-data/testing-tool?url=https%3A%2F%2Fstevegrunwell.com%2Fblog%2Famp-wordpress-getting-started%2Famp%2F

☆ ⓘ ⚙️ 📧 🔒 🍷

Google Structured Data Testing Tool

https://stevegrunwell.com/blog/amp-wordpress-getting-started/amp/

NEW TEST ⚙️

1 <!doctype html>

2 <html amp>

3 <head>

4 <meta charset="utf-8">

5 <meta name="viewport" content="width=device-width,initial-scale=1,minimum-scale=1,maximum-scale=1,user-scalable=no">

6 <meta name="twitter:card" content="summary"/>

7 <meta name="twitter:description" content="A step-by-step guide for implementing Accelerated Mobile Pages (AMP) on your WordPress site."/>

8 <meta name="twitter:title" content="Getting started with AMP for WordPress | Steve Grunwell"/>

9 <meta name="twitter:site" content="@stevegrunwell"/>

10 <meta name="twitter:image" content="https://stevegrunwell.com/wp-content/uploads/2016/04/pingdom.png"/>

11 <meta name="twitter:creator" content="@stevegrunwell"/>

12 <meta property="og:locale" content="en_US"/>

13 <meta property="og:type" content="article"/>

14 <meta property="og:title" content="Getting started with AMP for WordPress | Steve Grunwell"/>

15 <meta property="og:description" content="A step-by-step guide for implementing Accelerated Mobile Pages (AMP) on your WordPress blog for a more performant mobile reading experience."/>

16 <meta property="og:url" content="https://stevegrunwell.com/blog/amp-wordpress-getting-started"/>

17 <meta property="og:site_name" content="Steve Grunwell"/>

18 <meta property="article:publisher" content="https://www.facebook.com/stevegrunwell"/>

19 <meta property="article:tag" content="AMP"/>

20 <meta property="article:tag" content="Mobile"/>

21 <meta property="article:tag" content="Performance"/>

22 <meta property="article:tag" content="WordPress"/>

23 <meta property="article:section" content="Code"/>

24 <meta property="article:published_time" content="2016-05-02T09:30:03-04:00"/>

25 <meta property="article:modified_time" content="2016-04-30T15:57:39-04:00"/>

26 <meta property="og:updated_time" content="2016-04-30T15:57:39-04:00"/>

27 <meta property="fb:app_id" content="1620833911573287"/>

28 <meta property="og:image" content="https://stevegrunwell.com/wp-content/uploads/2016/04/pingdom.png"/>

29 <meta property="og:image" content="https://stevegrunwell.com/wp-content/uploads/2016/04/screenshot-3-207x320.png"/>

30 <meta property="og:image" content="https://stevegrunwell.com/wp-content/uploads/2016/04/amp-validation-866x654.png"/>

31 <title>Getting started with AMP for WordPress | Steve Grunwell</title>

32 <link rel="canonical" href="https://stevegrunwell.com/blog/amp-wordpress-getting-started"/>

33 <script custom-element="amp-analytics" src="https://cdn.ampproject.org/v0/amp-analytics-0.1.js" async></script>

34 <script src="https://cdn.ampproject.org/v0.js" async></script>

Article

All (1) ▾

Article

1 ERROR 1 WARNING ▴

@type	Article
mainEntityOfPage	https://stevegrunwell.com/blog/amp-wordpress-getting-started/
headline	Getting started with AMP for WordPress
datePublished	2016-05-02T09:30:03+00:00
dateModified	2016-04-30T15:57:39+00:00
description	A step-by-step guide for implementing Accelerated Mobile Pages (AMP) on your WordPress blog for a more performant mobile reading experience.
<div><div><div><div><div></div><div>@type</div><div>name</div><div>logo</div></div><div>author</div><div>@type</div><div>name</div><div>image</div><div>@type</div><div>url</div><div>width</div><div>height</div></div><div>Organization</div><div>Steve Grunwell</div><div>A value for the <i>logo</i> field is required.</div><div>Person</div><div>Steve</div><div>ImageObject</div><div>https://i0.wp.com/stevegrunwell.com/wp-content/uploads/2016/04/pingdom.png?fit=619%2C220&ssl=1</div><div>619</div><div>220</div></div><div>The attribute <i>image.width</i> has an invalid value.</div></div>	

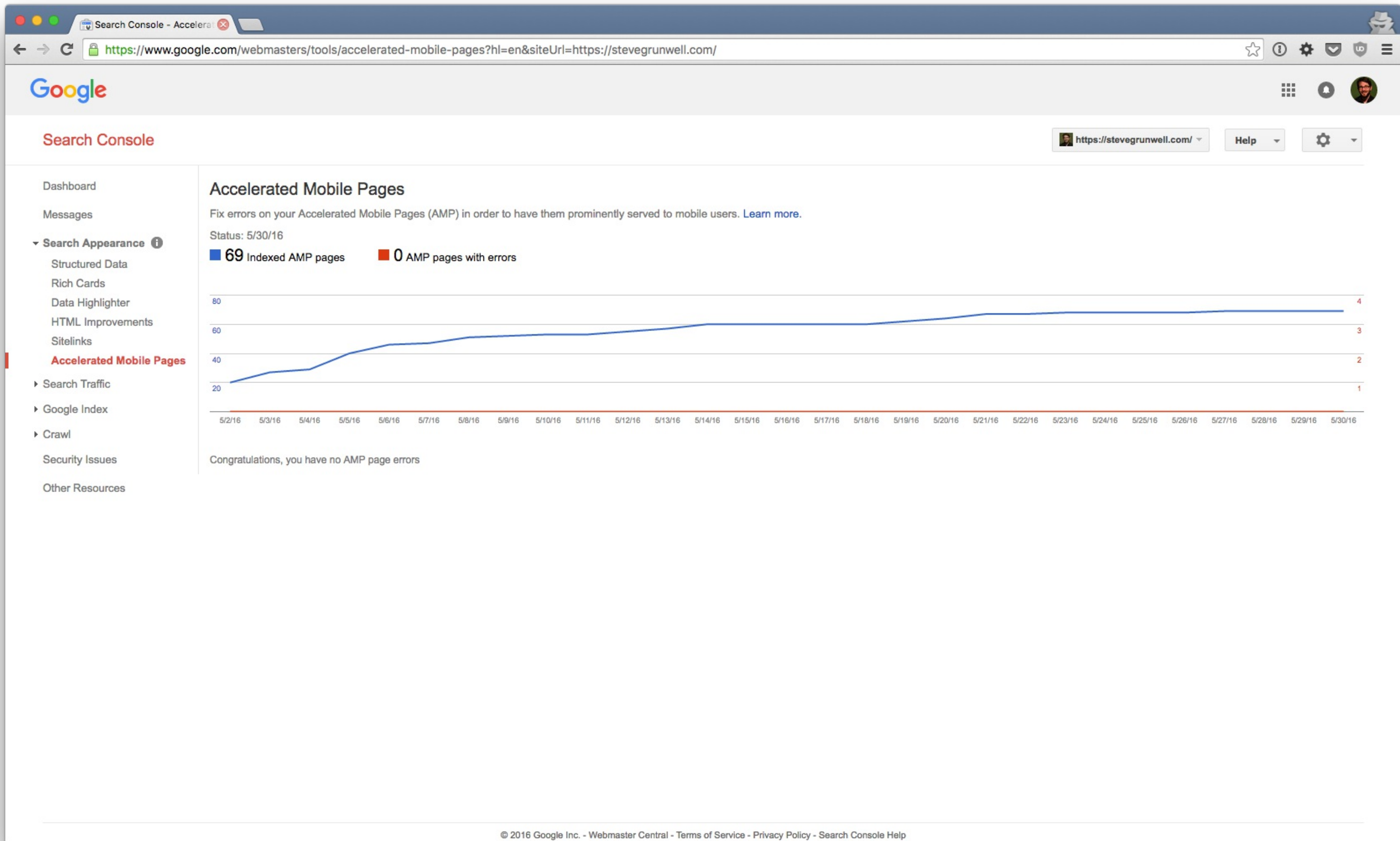
Google Search Console

Google Search Console

- a.k.a. Google Webmaster Tools

Google Search Console

- a.k.a. Google Webmaster Tools
- Provides a full report of AMP indexing and errors



Gotchas

AMP <3s images

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- Consider free stock photos, Creative Commons-licensed images, etc.

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 - Technical blogs may suffer
- Consider free stock photos, Creative Commons-licensed images, etc.
 - Be sure to read the licenses!

AMP Image sizes

Source: bit.ly/1X69CID

AMP Image sizes

Publisher Logo

600x60px

Source: bit.ly/1X69CID

AMP Image sizes

Publisher Logo

600x60px

Featured Image

>= 696px wide

Source: bit.ly/1X69CID

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- AMP is not a golden ticket
 - Adhering to standards just makes you eligible to be considered

Google is still a "Black Box"

- AMP is not a golden ticket
 - Adhering to standards just makes you eligible to be considered
- No guarantee that AMP will ever be a ranking factor

Thank You!

Steve Grunwell

stevegrunwell.com

10up.com

stevegrunwell.com/slides/amp