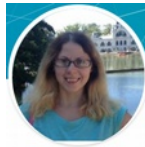


Tech for business research

- Enterprise business PR and marketing oriented improvements driven with AMP (Accelerated Mobile Pages) HTML framework for mobile front-end web development

May 2020

Authors and knowledge base



Svitlana Samko

<https://www.linkedin.com/in/svitlana-samko/>

My most beneficial skill: *I like to learn the business from the inside. Only so one can be sure that we build the right product in the right way at any stage of the development process.*



Key skills and work experience used as a base for current research

- GDG Dublin - January 2020 - AMP Workshop (Fellyph Cintra, James Osborne)
- Certified Google AdWords specialists 2008-2016
- Certified Google Analytics specialists 2009-2014
- Marketing experts in Google AdWords Agencies 2010-2014
- Enterprise PR and marketing 2006-2012
- 15+ years in web and mobile development
- 300+ delivered web and mobile start-up projects



Andrii Stepura

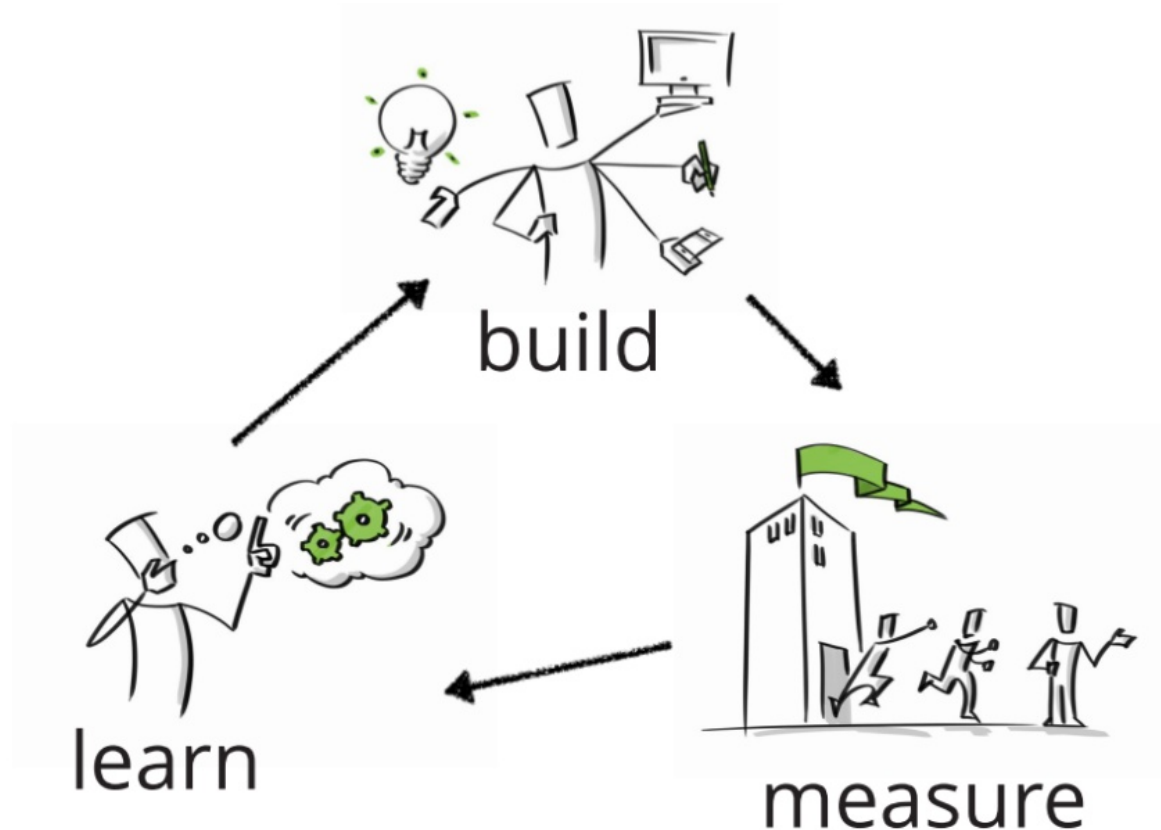
<https://www.linkedin.com/in/andriistepura/>



My most beneficial skill: *Imagination to think like a stakeholder. Every piece of software starts from an idea. The first written code lines are just half of the delivery of that idea.*

Build-Measure-Learn approach

Presentation format: Lean Startup methodology loop



Content

0. Measure

- Audience (Business/Tech) : AMP / Google SEO / AdWords skills

1. Learn

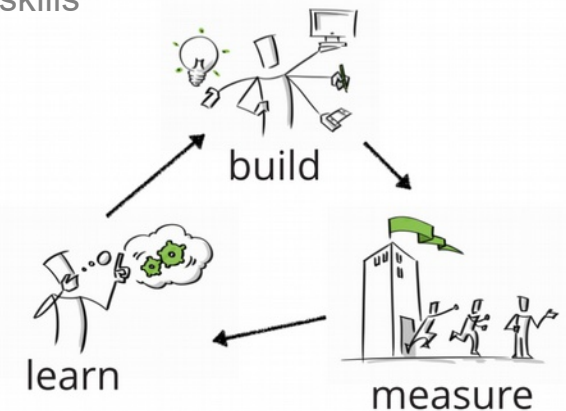
- Google search traffic
- Mobile devices trends
- Google SEO & AdWords definitions
- Web pages front-end technical optimization
- Web pages quality and usability impact
- Actual search results examples

2. Build

- AMP (Accelerated Mobile Pages) HTML framework introduction
- Knowledge source and references

3. Measure

- Presentation usefulness for audience



Audience measurement

Please, submit this form:

<https://forms.gle/QsGyBodhLZ3EKwqD8>

short link:

w2b.kz/amp052020

or:



measure

Google search traffic

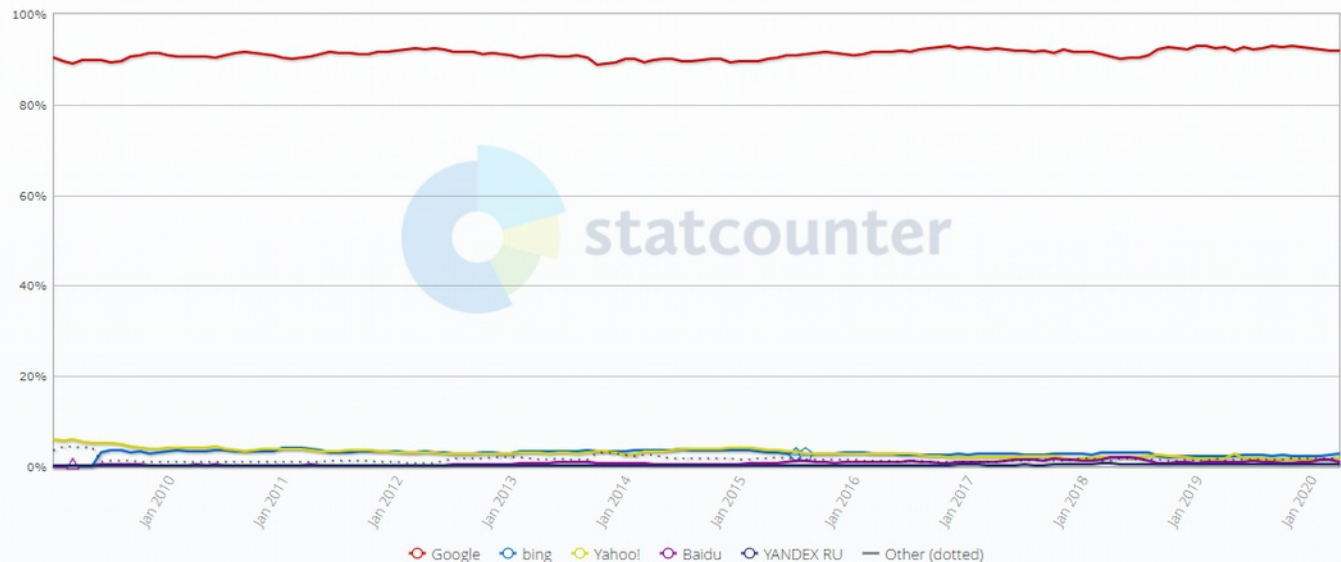
Why Google?

Google was chosen as a search engine for this research because...



Search Engine Market Share Worldwide
Jan 2009 - Apr 2020

Edit Chart Data

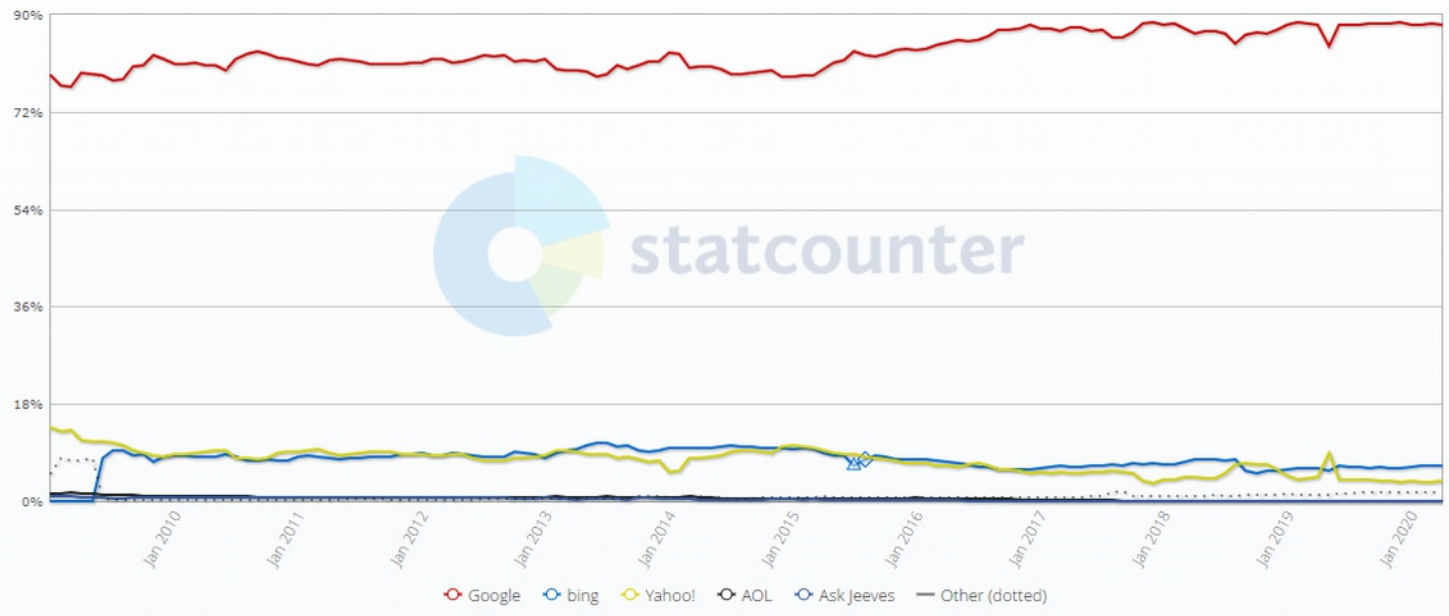


Google search traffic (USA)

Google	bing	Yahoo!	DuckDuckGo	Ecosia	MSN
88.21%	6.55%	3.65%	1.24%	0.14%	0.06%

Search Engine Market Share in United States Of America - April 2020

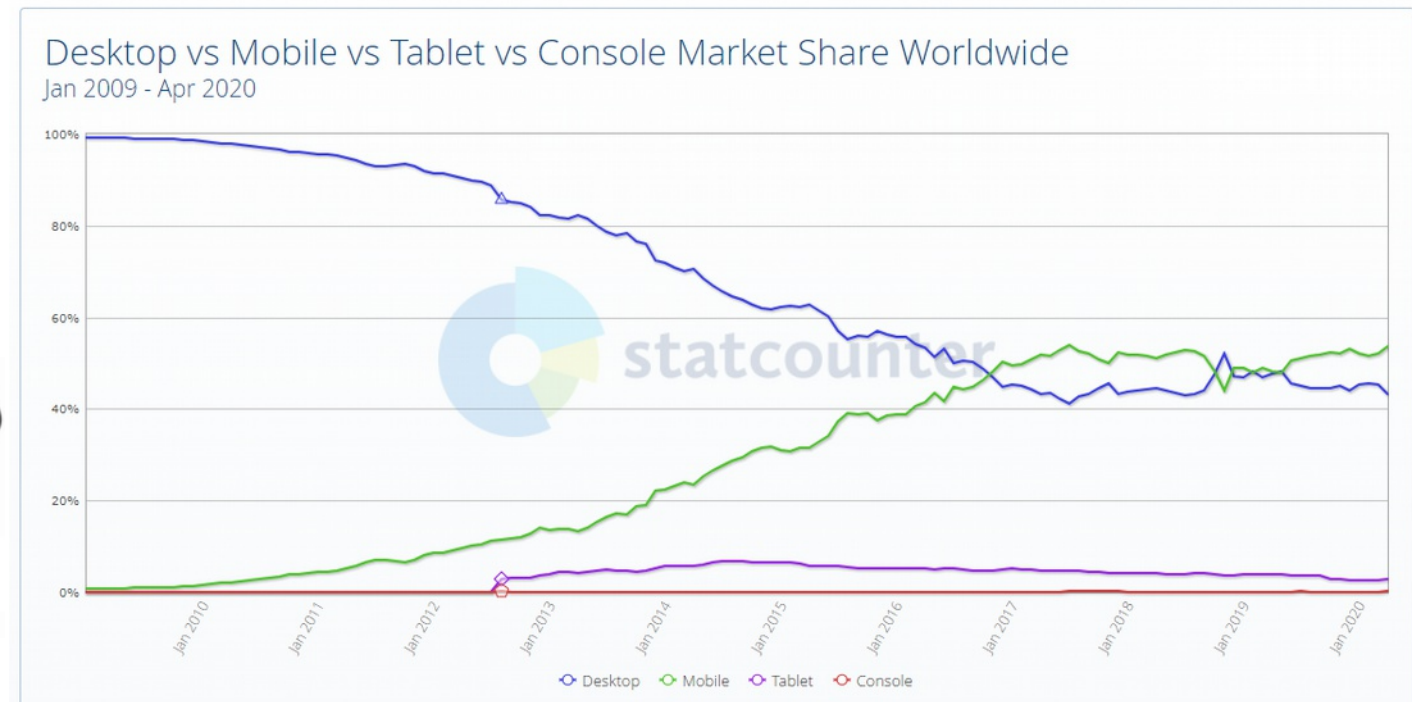
Search Engine Market Share United States Of America
Jan 2009 - Apr 2020



Mobile devices trends

Why mobile?

Mobile traffic important for your business because...

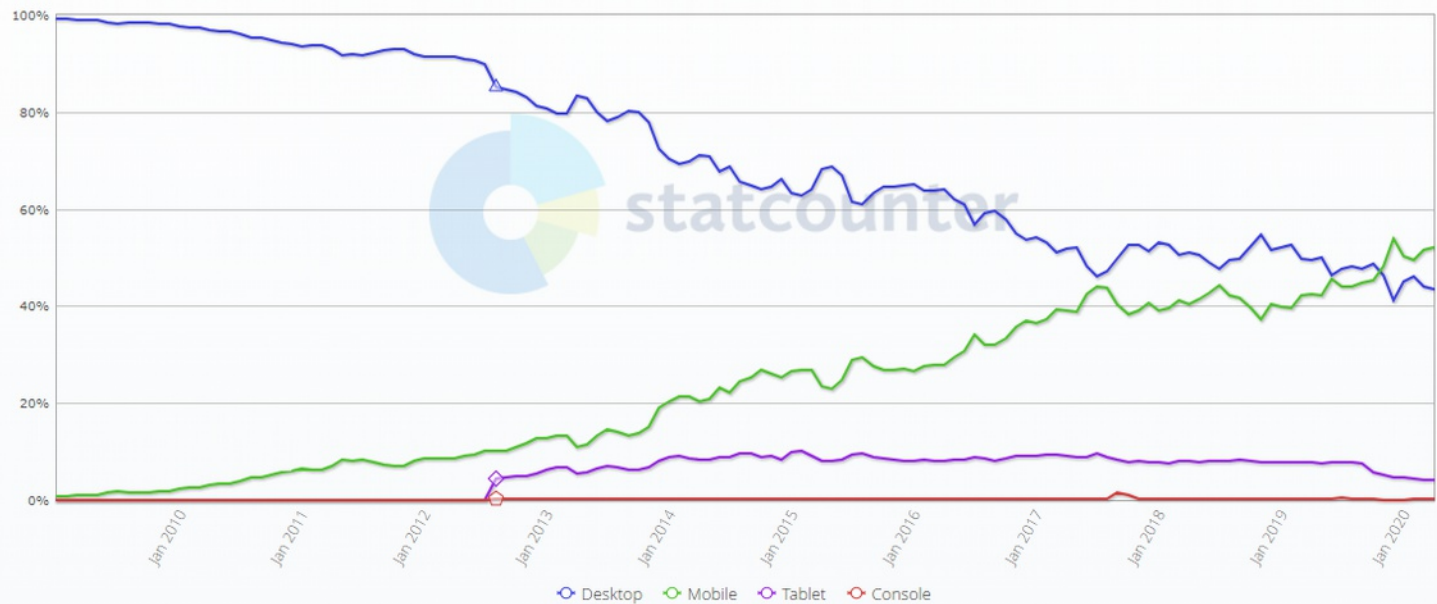


Mobile devices trends (USA)

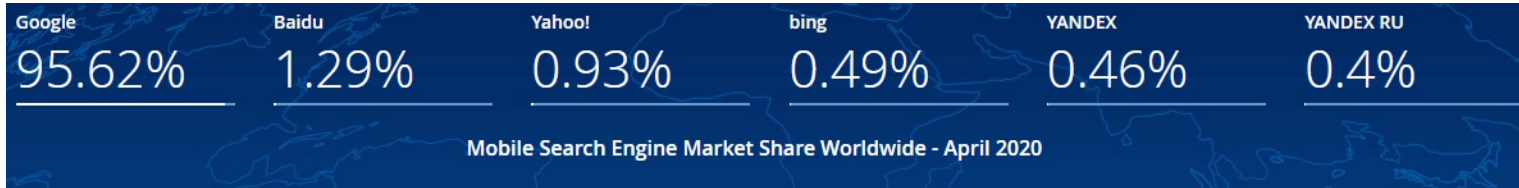


Desktop vs Mobile vs Tablet vs Console Market Share United States Of America

Jan 2009 - Apr 2020

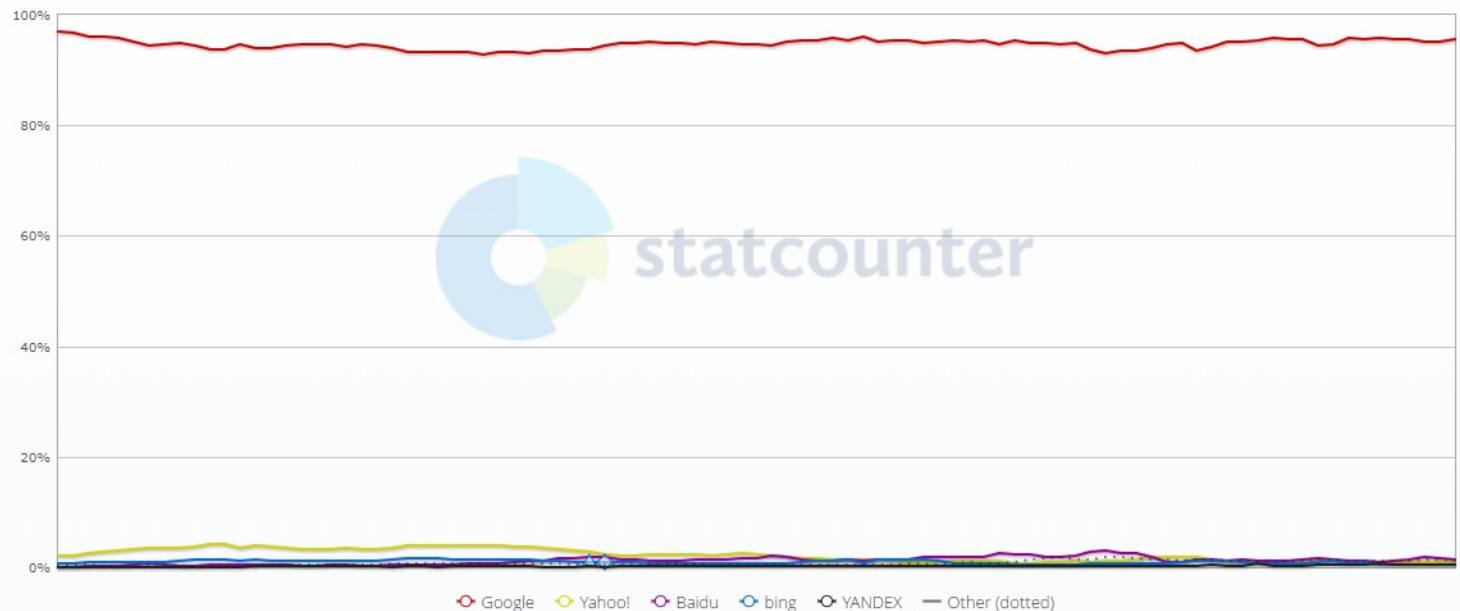


SE trends for mobile users



Mobile Search Engine Market Share Worldwide
Aug 2012 - Apr 2020

Edit Chart Data



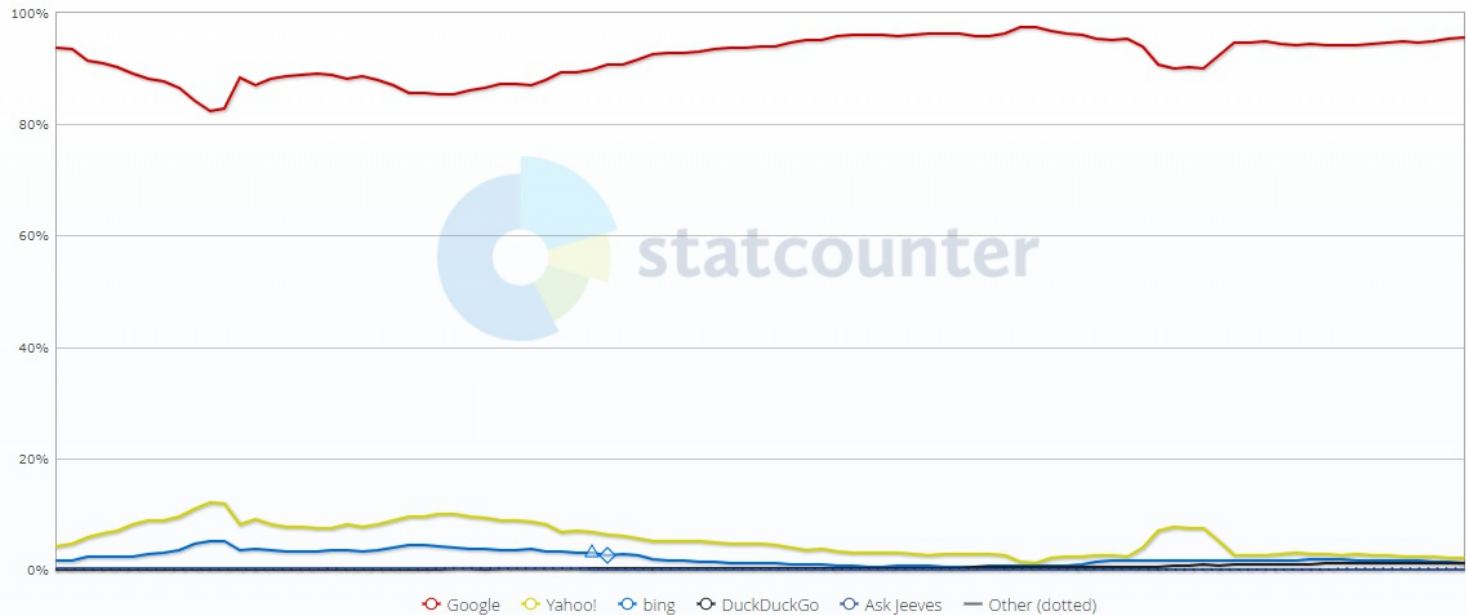
SE trends for mobile users (USA)

Google	Yahoo!	bing	DuckDuckGo	Ecosia	Baidu
95.53%	1.98%	1.27%	1.08%	0.05%	0.03%

Mobile Search Engine Market Share in United States Of America - April 2020

Mobile Search Engine Market Share United States Of America
Aug 2012 - Apr 2020

Edit Chart Data

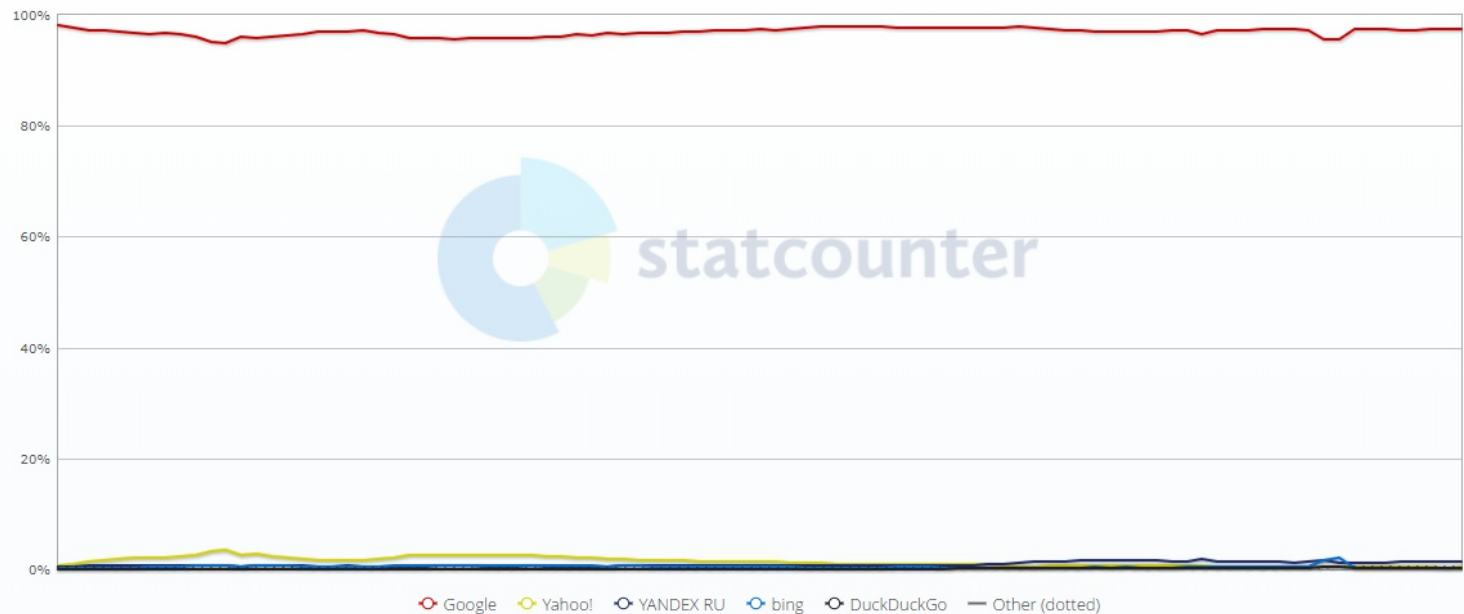


SE trends for mobile users (Europe)

Google	YANDEX RU	Yahoo!	bing	DuckDuckGo	Ecosia
97.37%	1.29%	0.37%	0.28%	0.26%	0.25%

Mobile Search Engine Market Share in Europe - April 2020

Mobile Search Engine Market Share Europe
Aug 2012 - Apr 2020



Google SEO and common terms

SEO - Search Engine Optimization

is about helping search engines understand and present content.

SERP - Stands for “search engine results page”

Ranking - Ordering search results by relevance to the query.

White hat - Search engine optimization practices that comply with Google’s quality guidelines.



Google AdWords definitions

AdWords – Google adverting platform

Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users. Wikipedia

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learn

Front-end technical optimization

Make your site mobile-friendly

The world is mobile today. Most people are searching on Google using a mobile device. The desktop version of a site might be difficult to view and use on a mobile device. As a result, having a mobile ready site is critical to your online presence. In fact, starting in late 2016, **Google has begun experiments to primarily use the mobile version of a site's content for ranking**, parsing structured data, and generating snippets.



Front-end technical optimization

Choose a mobile strategy

There are multiple ways of making your website mobile ready and Google supports different implementation methods :

- [Responsive web design](#)⁴³ (*Recommended*)
- [Dynamic serving](#)⁴⁴
- [Separate URLs](#)⁴⁵

After you have created a mobile-ready site, you can use [Google's Mobile-friendly test](#)⁴⁶ to check if pages on your site meet the criteria for being labeled "Mobile-friendly" on Google Search result pages. You can also check out the [Search Console Mobile Usability report](#)⁴⁷ to fix mobile usability issues affecting your site.

If your site serves lots of static content (like blog posts or product landing pages) across multiple pages, consider implementing it using [AMP](#)⁴⁸ (Accelerated Mobile Pages). It's a special flavor of HTML that ensures your site stays fast and user friendly, and can be further accelerated by various platforms, including Google Search.



Quality and usability impact

“algorithms to promote more usable pages over less usable ones, all other things being equal”

by Google “How Search algorithms work”



Quality and usability impact (AdWords)

In AdWords marketing companies as a result after technical front-end side and server-side improvements according to our experience price per click was reduced, sometimes even in few times as an example 4.26 USD to 1.38 USD for the same requests and targeting audience sources with the higher average positions.



Actual search results examples

Test 1 - “fleet management software”

(USA, mobile, 16 May 2020)

	Website A	Website B
URL	https://www.geotab.com/fleet-management-software/	https://www.verizonconnect.com/
Position	7th	15th
Page Speed Insights (Mobile)	<p>44/100 https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.geotab.com%2Ffleet-management-software%2F&tab=mobile</p> 	<p>34/100 https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2F&tab=mobile</p> 



Actual search results examples

Test 2 - “how to reduce fleet fuel costs”

(Ireland, mobile vs desktop, 16 May 2020)

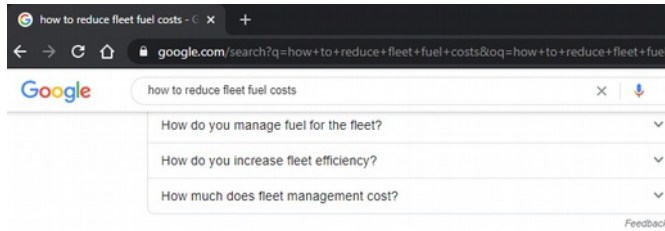
	Website A	Website B
URL	https://www.verizonconnect.com/ie/resources/article/how-to-reduce-fleet-fuel-costs/	https://blog.fossnational.com/reduce-fuel-costs
Desktop - Position - Quality	2 nd 97/100 https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2Fie%2Fresources%2Farticle%2Fhow-to-reduce-fleet-fuel-costs%2F&tab=desktop	7 th 88/100 https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fblog.fossnational.com%2Freduce-fuel-costs&tab=desktop
Mobile - Position - Quality	2 nd 51/100 https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2Fie%2Fresources%2Farticle%2Fhow-to-reduce-fleet-fuel-costs%2F&tab=mobile	1 st 37/100 https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fblog.fossnational.com%2Freduce-fuel-costs&tab=mobile

It looks like an abnormality, but...



Actual search results examples

Desktop vs mobile SERP



www.verizonconnect.com › resources › article › how-t...
See How To Reduce Fleet Fuel Costs | Verizon Connect Ireland

Feb 2, 2020 - As fuel costs are often a fleet's largest expense, there's always an appetite to increase efficiency and lower expenditure in this particular area.

www.fleetmanagement.ie › blog › reduce-fleet-fuel-cost...
25 Tips to Reduce Fleet Fuel Cost - Fleet Management

Oct 16, 2019 - Any strategy to reduce the fuel costs of a fleet of buses/cars/ trucks is welcome. There are different methods used by managers of large fleets to ...

www.transpoco.com › blog › 4-ways-of-reducing-fuel-...
4 ways of reducing fuel costs with fleet management software

Jul 20, 2015 - Reducing fuel costs is one of the main targets for a fleet manager, but it is often a challenging one as fuel prices are constantly changing.

www.fleetcheck.co.uk › fleet-management › 5-ways-to-...
5 ways to reduce fleet fuel costs | FleetCheck

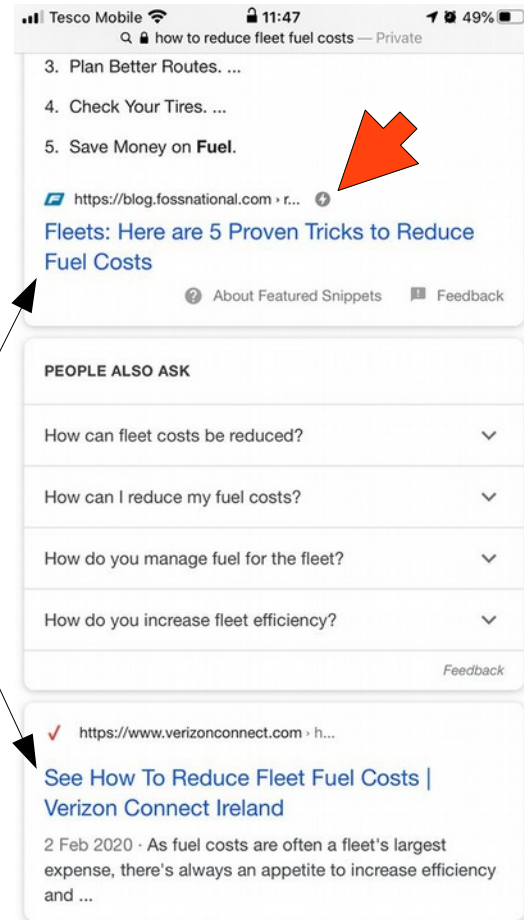
Sep 10, 2019 - These 5 simple steps can help minimise your fleet fuel costs. Reducing your fleet's spend on fuel will always improve your bottom line.

www.pendragonvehiclename.com › fleet-advice ›
30 ways to reduce fleet costs - Pendragon Vehicle Management

Fleets are under constant pressure to find savings to keep costs low ... According to AutoTrader, driving with under-inflated tyres can reduce fuel economy by up ...

blog.fossnational.com › reduce-fuel-costs ›
Fleets: Here are 5 Proven Tricks to Reduce Fuel Costs - Blog

HOW TO INCREASE FUEL EFFICIENCY AND SAVE MONEY. 1. Improve Driving Behaviour. This is, by far, one of the smartest things you can do for your business.



3. Plan Better Routes. ...

4. Check Your Tires. ...

5. Save Money on Fuel.

https://blog.fossnational.com › r...
Fleets: Here are 5 Proven Tricks to Reduce Fuel Costs

About Featured Snippets Feedback

PEOPLE ALSO ASK

How can fleet costs be reduced?

How can I reduce my fuel costs?

How do you manage fuel for the fleet?

How do you increase fleet efficiency?

Feedback

https://www.verizonconnect.com › h...
See How To Reduce Fleet Fuel Costs | Verizon Connect Ireland

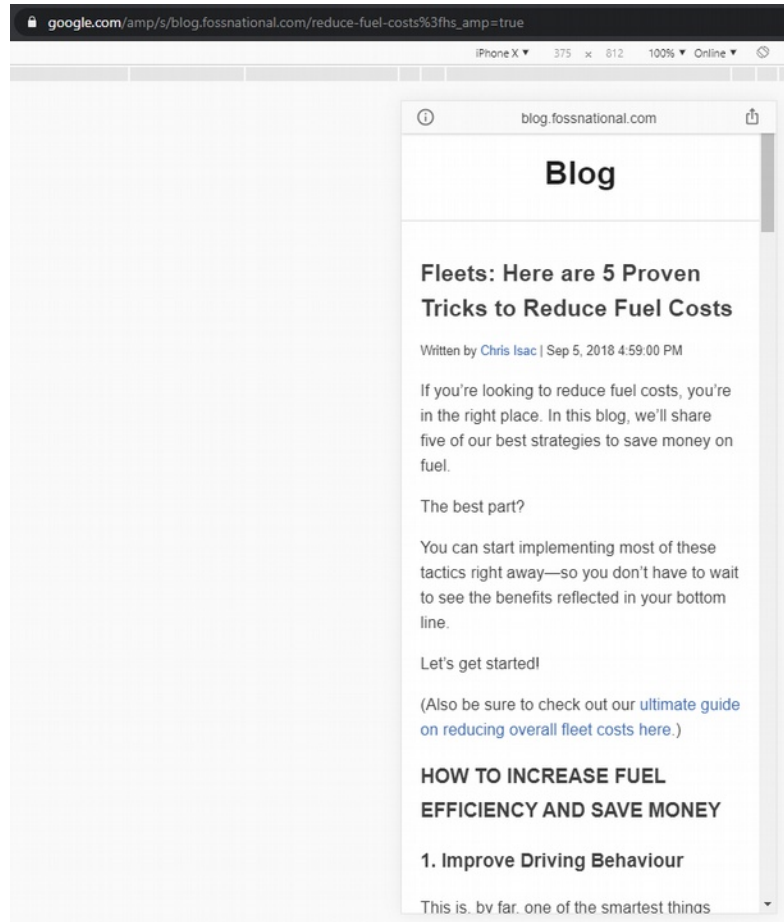
2 Feb 2020 - As fuel costs are often a fleet's largest expense, there's always an appetite to increase efficiency and ...



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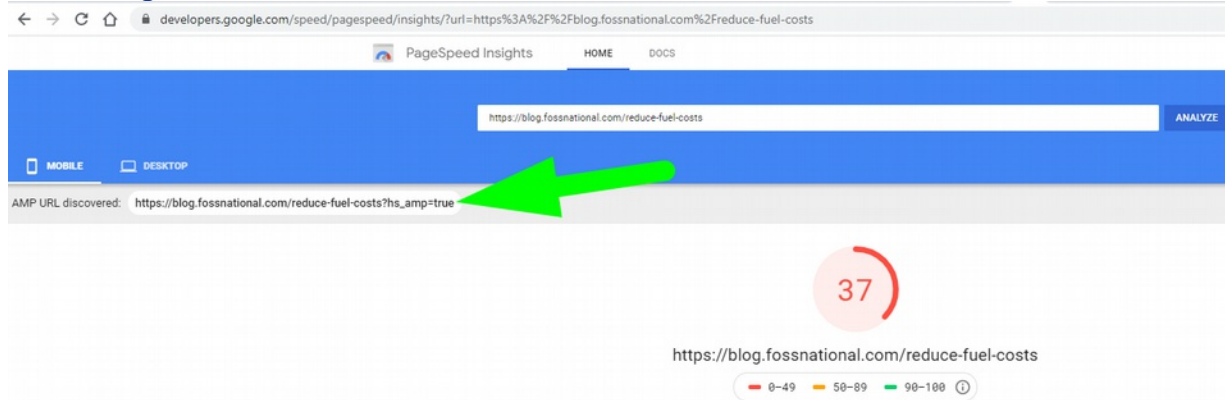
AMP search result

https://www.google.com/amp/s/blog.fossnational.com/reduce-fuel-costs%3fhs_amp=true

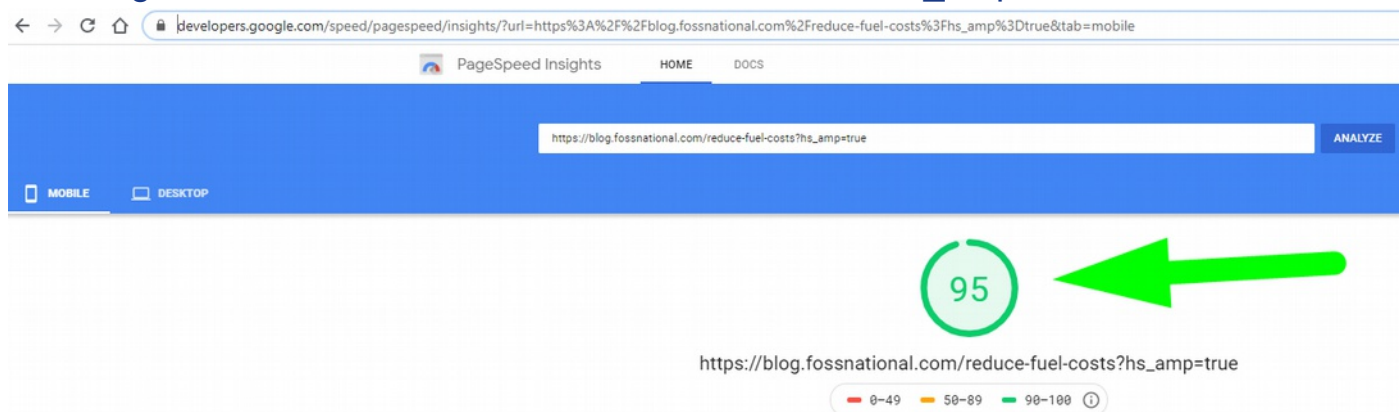


AMP search result

<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fblog.fossnational.com%2Freduce-fuel-costs>



https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fblog.fossnational.com%2Freduce-fuel-costs%3Fhs_amp%3Dtrue&tab=mobile



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AMP introduction



Acronym for Accelerated Mobile Pages - “diet HTML” designed to make the viewing experience lightning fast for mobile visitors.

It was originally created by Google as a competitor to Facebook Instant Articles and Apple News. AMP is optimised for mobile web browsing and intended to help webpages load faster. AMP pages may be cached by a CDN, such as Microsoft Bing or Cloudflare's AMP caches, which allows pages to be served more quickly.



AMP introduction

Thunder ⚡ Lightning bolt symbol can be used in HTML AMP markup

```
<!doctype html>  
<html amp>
```

or

```
<!doctype html>  
<html ⚡>
```



<https://amp.dev/about/websites/>



AMP introduction

AMP Boilerplate Generator

<https://amp.dev/boilerplate/>



AMP Components

<https://amp.dev/documentation/components/>



Knowledge source and references

Beginner Course - <https://glitch.com/~nosy-leech>

Intermediate Course - <https://glitch.com/~grateful-block>

Advanced Course - <https://glitch.com/~enshrined-eyebrow>



Presentation usefulness

Please, submit this form:

<https://forms.gle/LtDYEZUCo6HSeELp6>

short link:

w2b.kz/amp052020m

or:



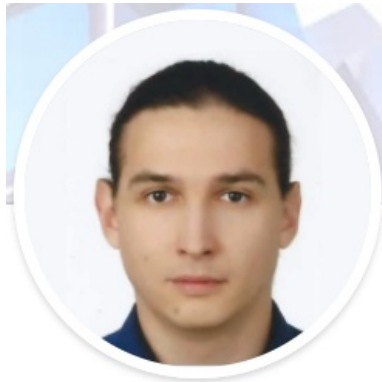
measure

Any questions? Let's stay in touch



Svitlana Samko

<https://www.linkedin.com/in/svitlana-samko/>



Andrii Stepura

<https://www.linkedin.com/in/andriistepura/>