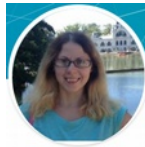


Tech for business research

- 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**

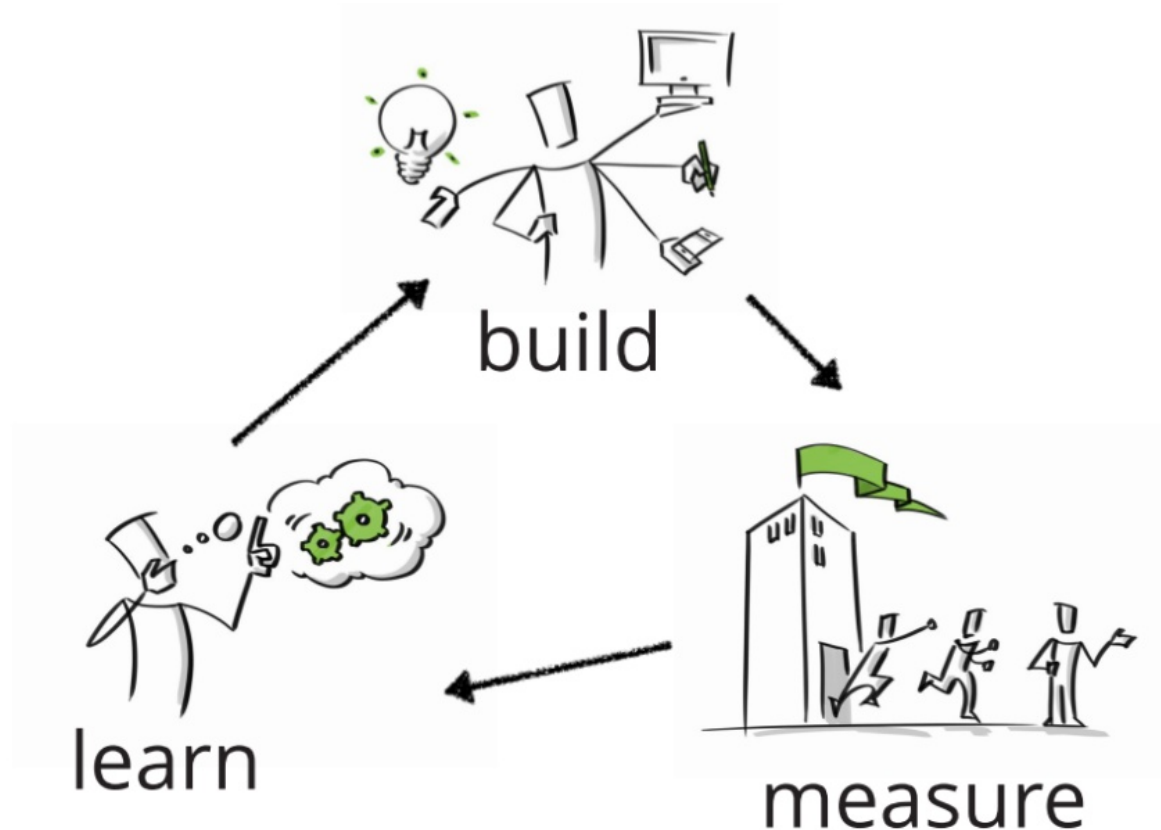
<https://www.linkedin.com/in/andriistepura/>



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

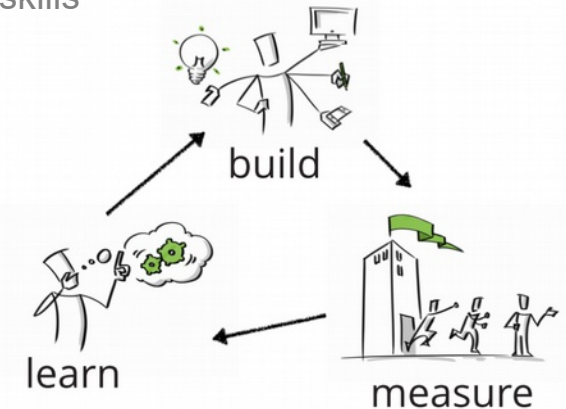
- Google search traffic
- Mobile devices trends
- Google SEO & AdWords definitions
- Web pages front-end technical optimization
- Web pages quality and usability impact
- Actual search results examples

## 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

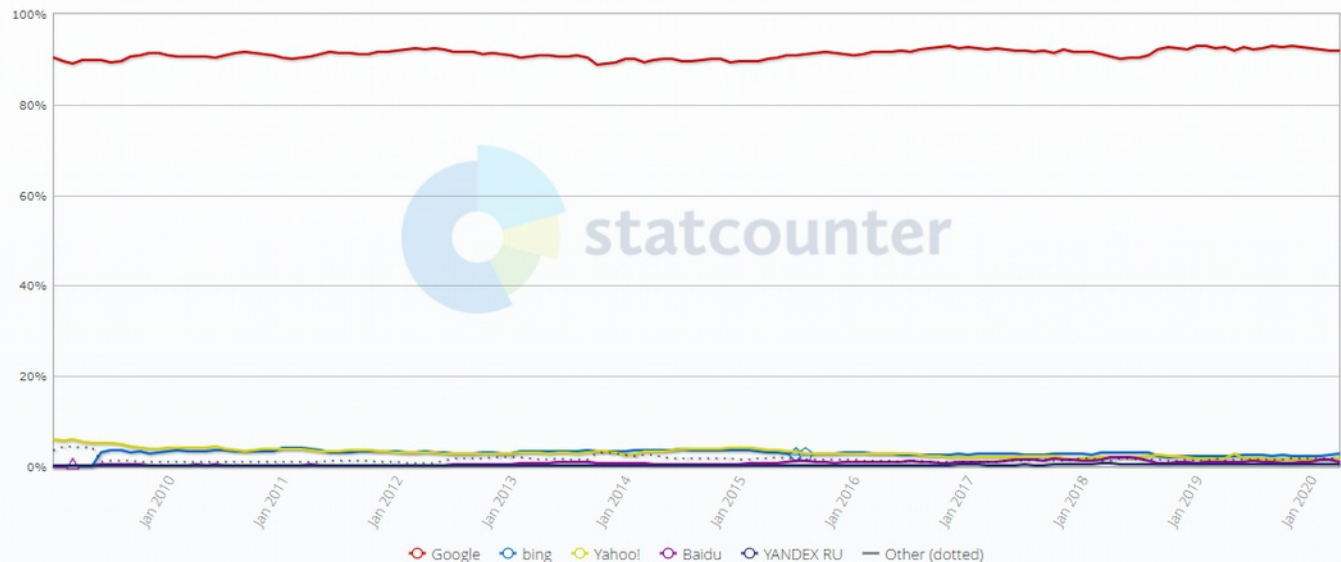
## Why Google?

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



Search Engine Market Share Worldwide  
Jan 2009 - Apr 2020

Edit Chart Data



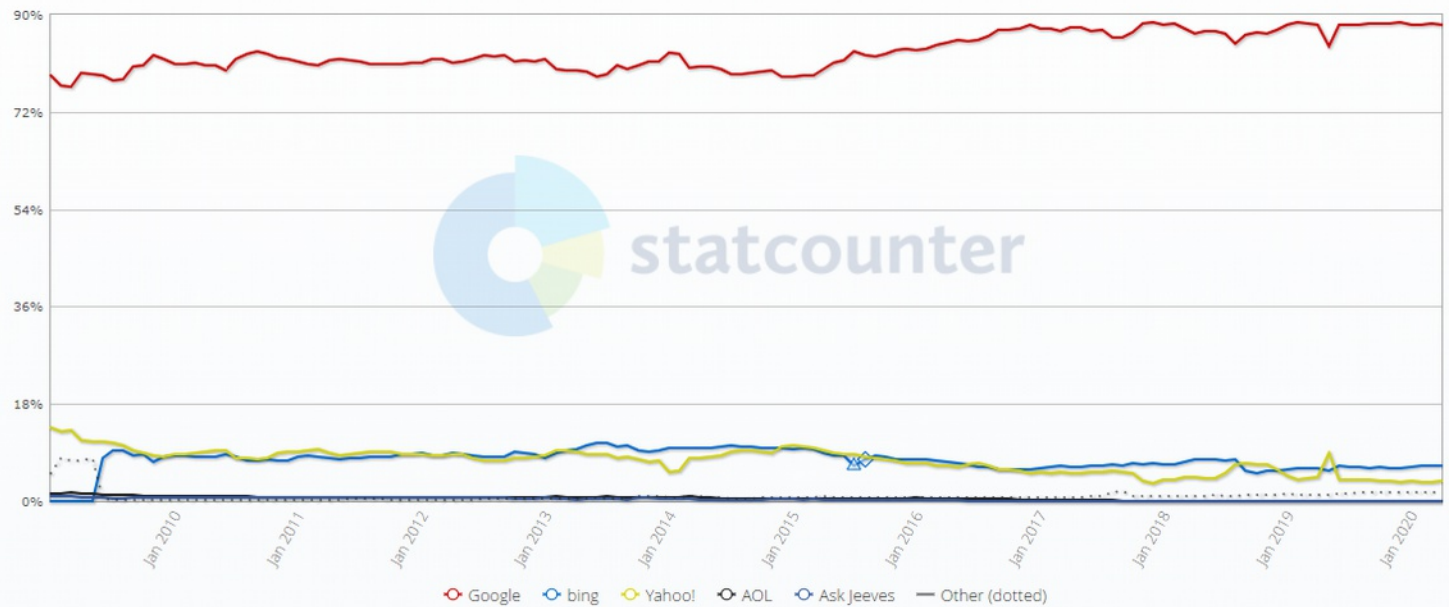


# Google search traffic (USA)

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

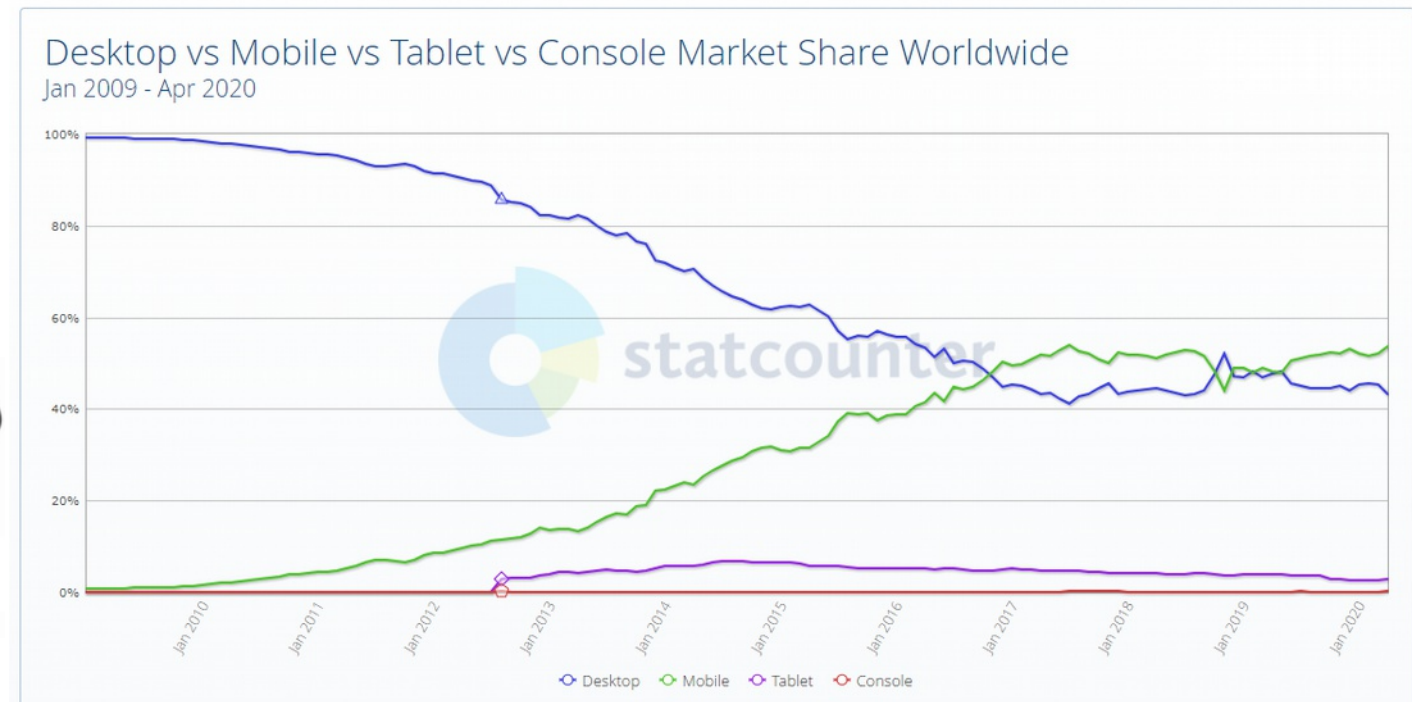
Search Engine Market Share United States Of America  
Jan 2009 - Apr 2020



# Mobile devices trends

## Why mobile?

Mobile traffic important for your business because...



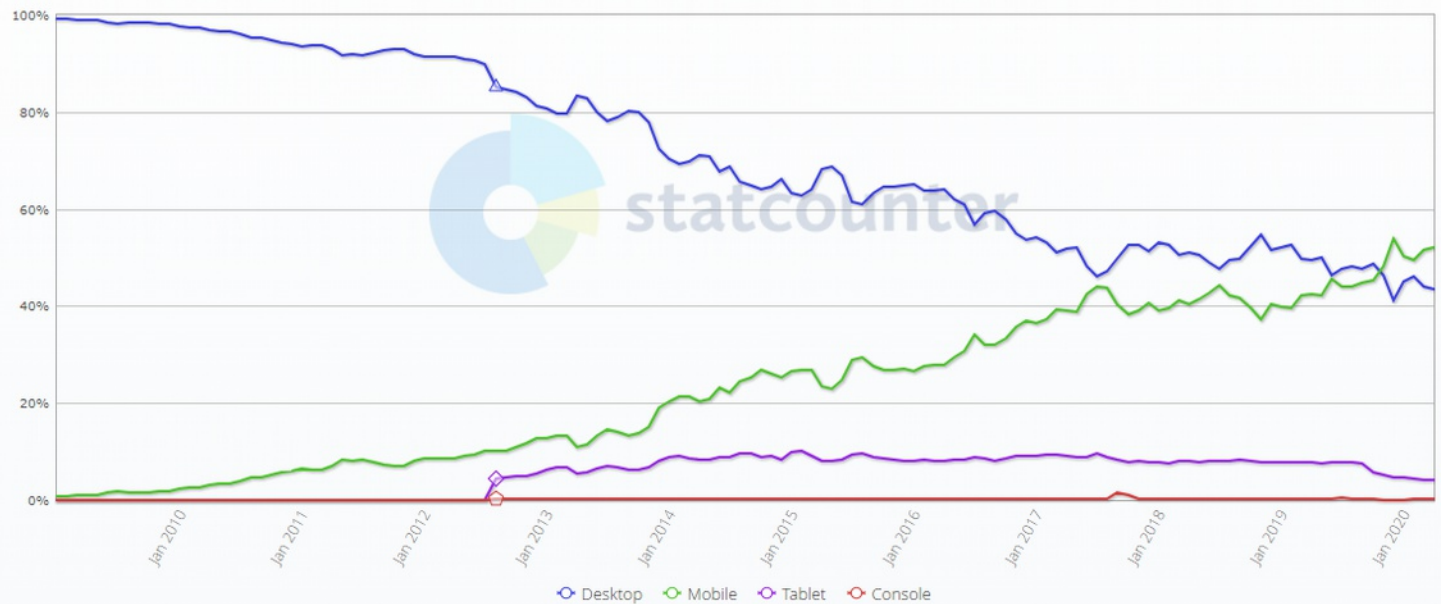


# Mobile devices trends (USA)

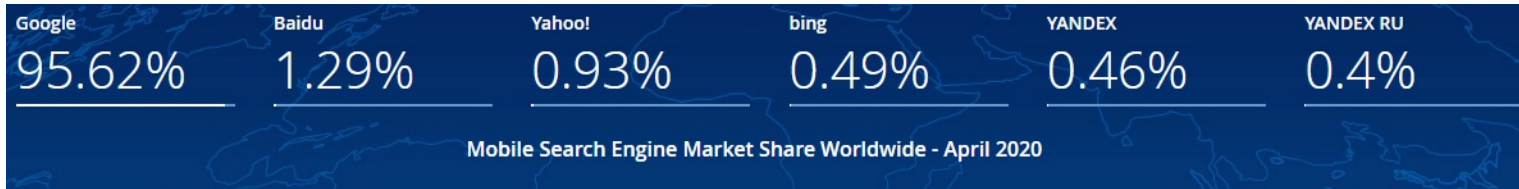


Desktop vs Mobile vs Tablet vs Console Market Share United States Of America

Jan 2009 - Apr 2020

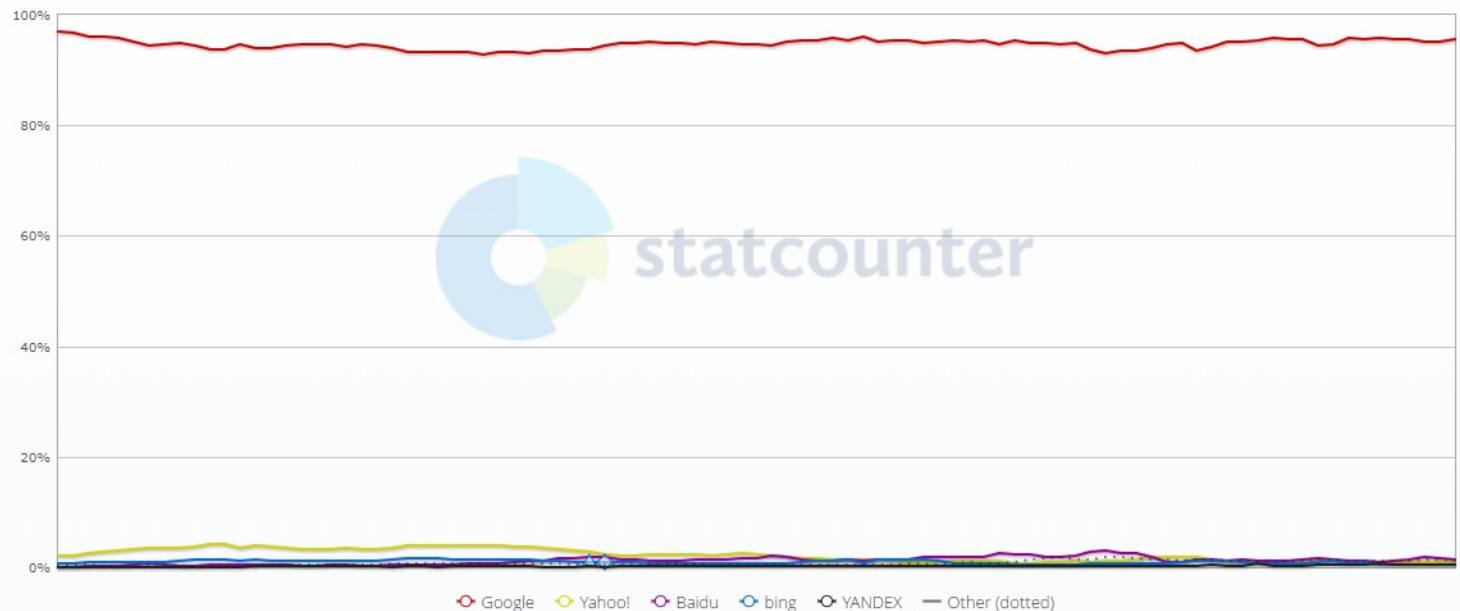


# SE trends for mobile users



Mobile Search Engine Market Share Worldwide  
Aug 2012 - Apr 2020

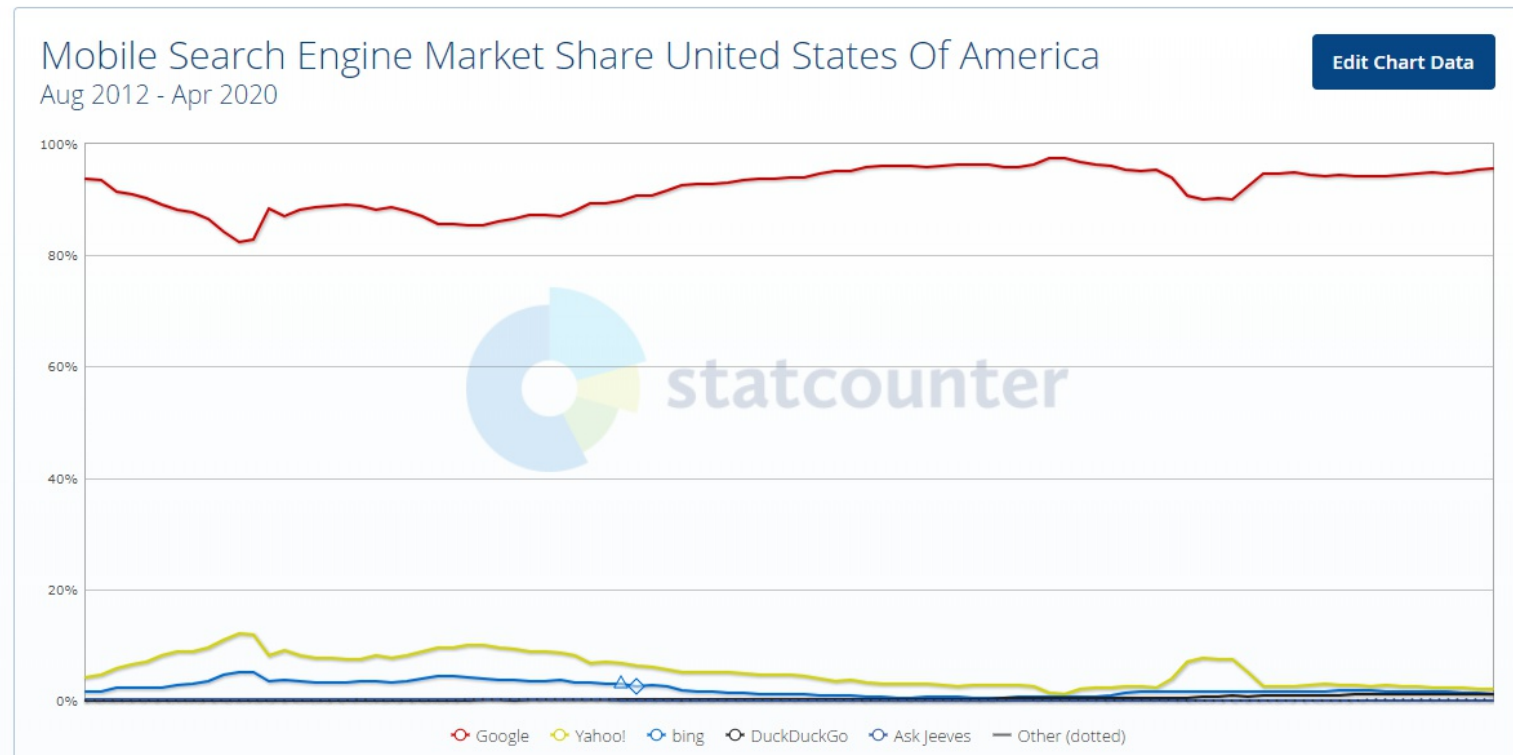
Edit Chart Data



# 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

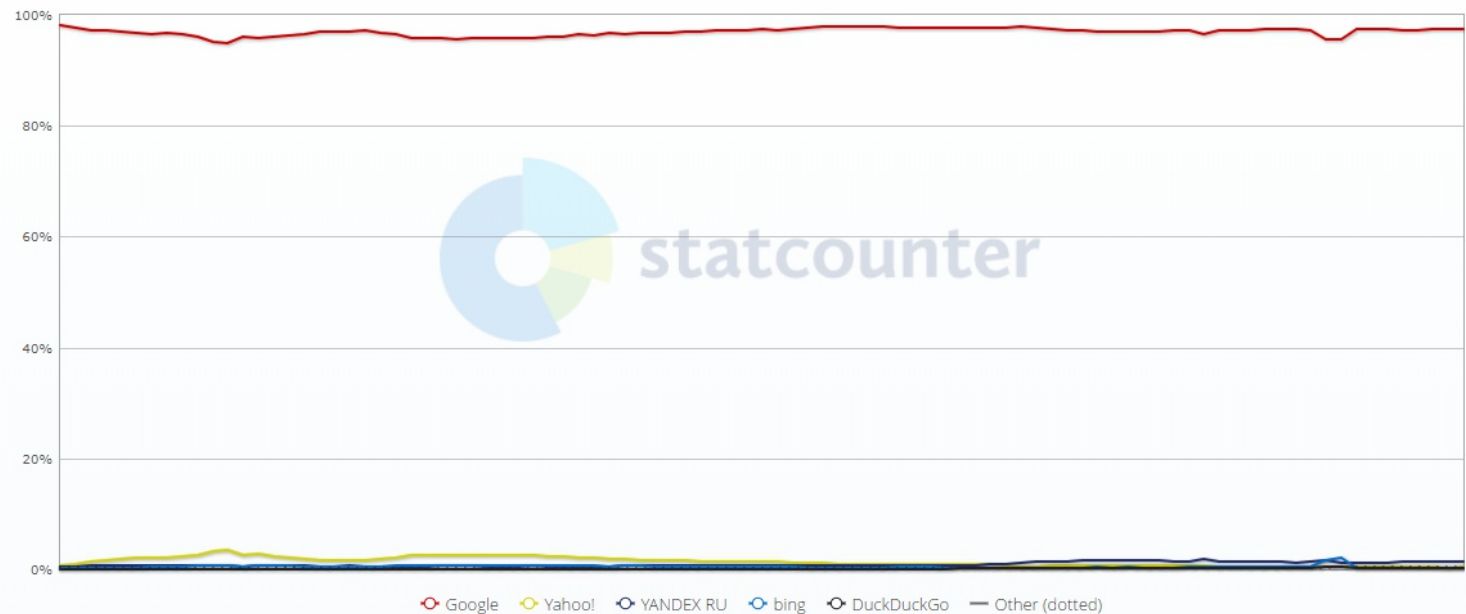


# SE trends for mobile users (Europe)

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

➔ Ad · [www.abs-group.com/](http://www.abs-group.com/) ▼

### Fleet Maintenance Software | Fleet Management Software

We're The Leading **Fleet Management Software** Provider For Global Marine And Offshore.  
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[www.fleetio.com](http://www.fleetio.com) ▼

### Fleetio: Fleet Maintenance Software and Management System

**Fleet** maintenance **software** for **fleets** of all sizes. Control the chaos of **fleet** maintenance and **management** with Fleetio!

[Fleetio Go](#) · [Careers](#) · [Pricing](#) · [Fleet Maintenance Software](#)





# 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](#)<sup>43</sup> (*Recommended*)
- [Dynamic serving](#)<sup>44</sup>
- [Separate URLs](#)<sup>45</sup>

After you have created a mobile-ready site, you can use [Google's Mobile-friendly test](#)<sup>46</sup> 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](#)<sup>47</sup> 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](#)<sup>48</sup> (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	<a href="https://www.geotab.com/fleet-management-software/">https://www.geotab.com/fleet-management-software/</a>	<a href="https://www.verizonconnect.com/">https://www.verizonconnect.com/</a>
Position	7th	15th
Page Speed Insights (Mobile)	<p>44/100 <a href="https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.geotab.com%2Ffleet-management-software%2F&amp;tab=mobile">https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.geotab.com%2Ffleet-management-software%2F&amp;tab=mobile</a></p> 	<p>34/100 <a href="https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2F&amp;tab=mobile">https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2F&amp;tab=mobile</a></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	<a href="https://www.verizonconnect.com/ie/resources/article/how-to-reduce-fleet-fuel-costs/">https://www.verizonconnect.com/ie/resources/article/how-to-reduce-fleet-fuel-costs/</a>	<a href="https://blog.fossnational.com/reduce-fuel-costs">https://blog.fossnational.com/reduce-fuel-costs</a>
Desktop - Position - Quality	2 <sup>nd</sup> 97/100 <a href="https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2Fresources%2Farticle%2Fhow-to-reduce-fleet-fuel-costs%2F&amp;tab=desktop">https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2Fresources%2Farticle%2Fhow-to-reduce-fleet-fuel-costs%2F&amp;tab=desktop</a>	7 <sup>th</sup> 88/100 <a href="https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fblog.fossnational.com%2Freduce-fuel-costs&amp;tab=desktop">https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fblog.fossnational.com%2Freduce-fuel-costs&amp;tab=desktop</a>
Mobile - Position - Quality	2 <sup>nd</sup> 51/100 <a href="https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2Fresources%2Farticle%2Fhow-to-reduce-fleet-fuel-costs%2F&amp;tab=mobile">https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.verizonconnect.com%2Fresources%2Farticle%2Fhow-to-reduce-fleet-fuel-costs%2F&amp;tab=mobile</a>	1 <sup>st</sup> 37/100 <a href="https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fblog.fossnational.com%2Freduce-fuel-costs&amp;tab=mobile">https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fblog.fossnational.com%2Freduce-fuel-costs&amp;tab=mobile</a>

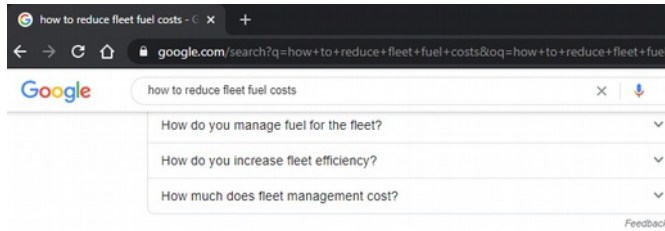
It looks like an abnormality, but...





# 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**

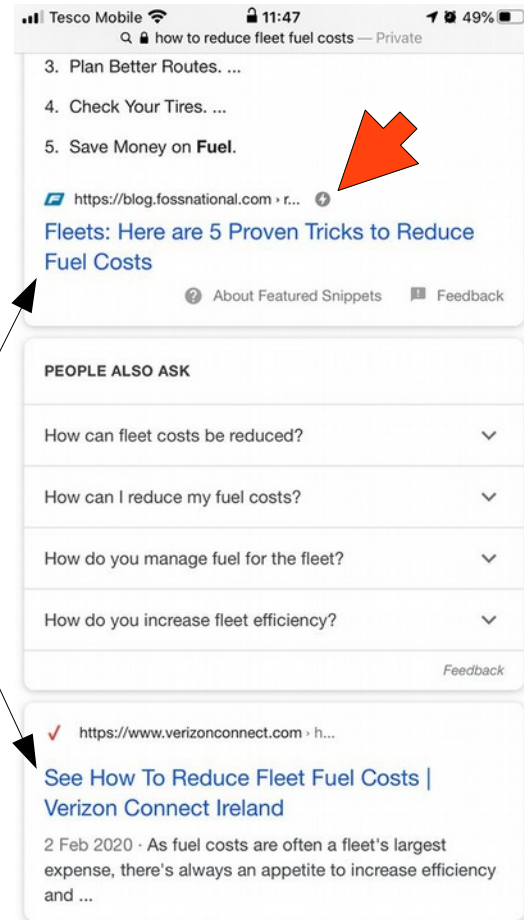
Sep 10, 2019 - These 5 simple steps can help minimise your fleet fuel costs. Reducing your fleet's spend on fuel will always improve your bottom line.

www.pendragonvehiclename.co.uk › 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**

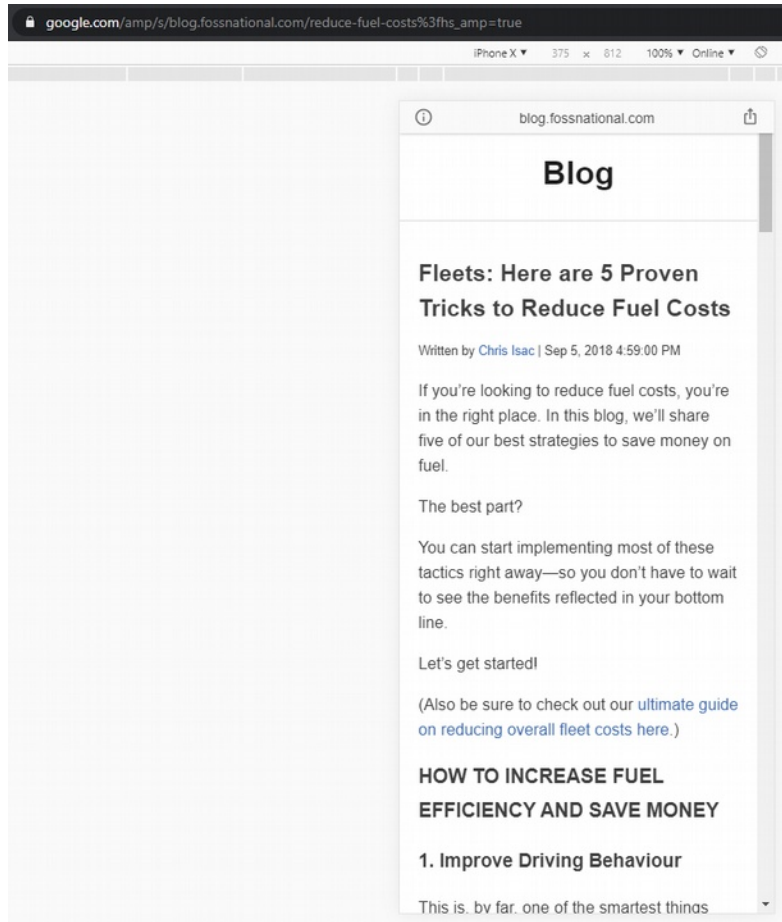
2 Feb 2020 - As fuel costs are often a fleet's largest expense, there's always an appetite to increase efficiency and ...



learn

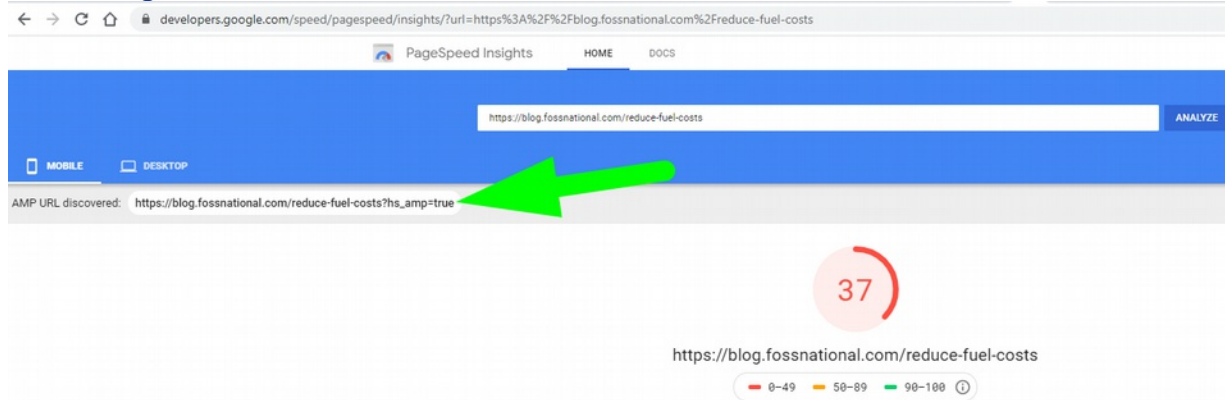
# AMP search result

[https://www.google.com/amp/s/blog.fossnational.com/reduce-fuel-costs%3fhs\\_amp=true](https://www.google.com/amp/s/blog.fossnational.com/reduce-fuel-costs%3fhs_amp=true)

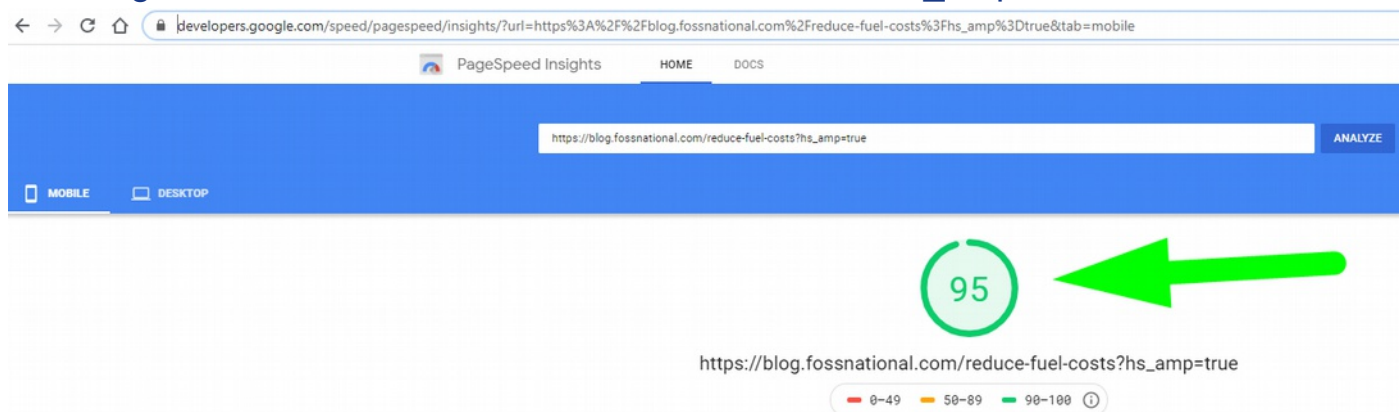


# AMP search result

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



learn

# 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:



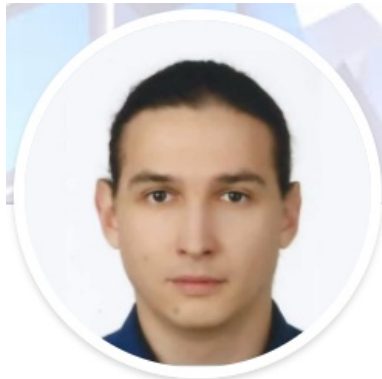
measure

# Any questions? Let's stay in touch



**Svitlana Samko**

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**Andrii Stepura**

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