



August 2022 PWA and AMP Findings



May 2022 - August 2022
www.wompmobile.com



PWA Findings



PWA Shutoff Test

PWA pages were shut off on August 2nd. Since then, there has been a major drop in conversion rates for pages previously in PWA scope (product as well as category page types.)

43%

Worse conversion rate for product page types.



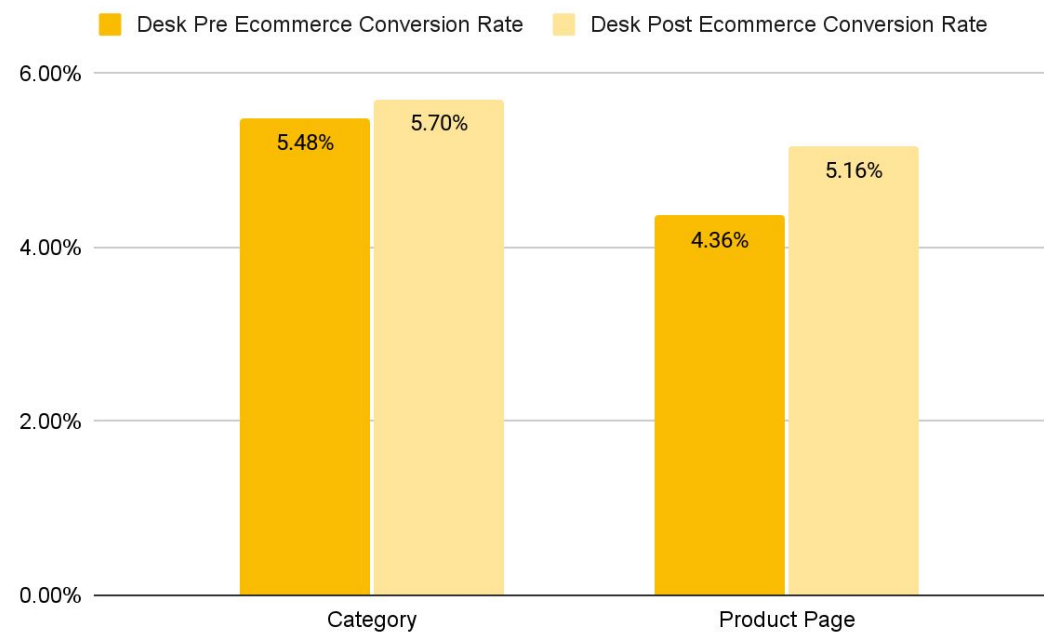
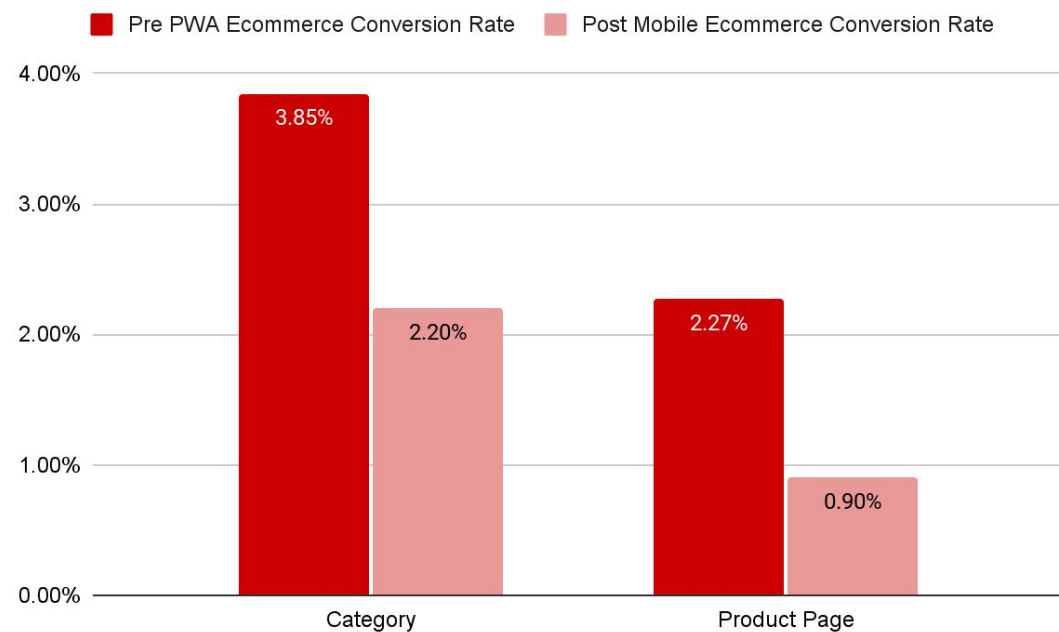
60%

Worse conversion rate for category page types



PWA Shutoff => Conversion Rate Drop

'Pre' period is from July 23rd - August 1st and 'post' period is from August 2nd - August 11th. PWA pages for product and category types had a higher conversion rate than the canonical version of the same types do since the PWA deactivation. These pages are compared against desktop pages of the same type, which saw an increase in conversion rate over the same period.



AMP Findings



Current AMP Data

112% better performance (AMP vs. No AMP)

97% CLS passing rate

72% better CTR (AMP vs. No AMP)

AMP pages currently are still getting traffic but the AMP index is slowly being removed. Here's what we've found for remaining AMP traffic.

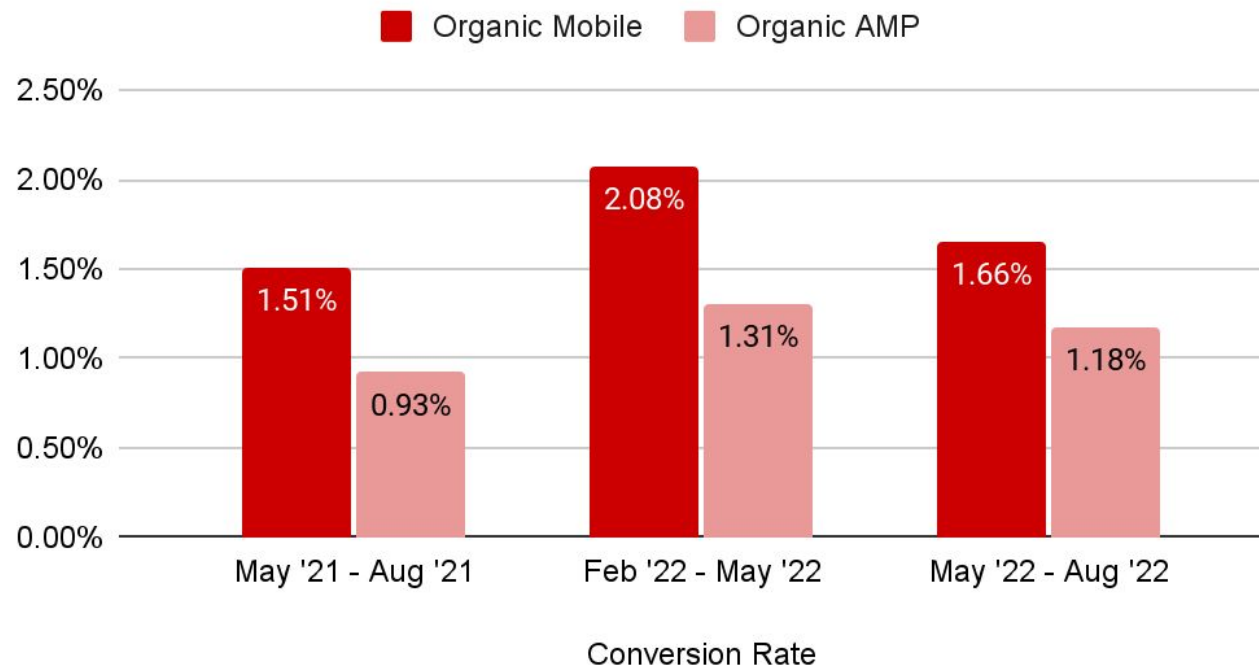
- Mobile AMP pages still receiving traffic have seen half the drop in conversion rates as canonical mobile pages.
- AMP pages have maintained quality organic search performance, including performance/core web vitals, position on search results pages, and CTR.
- AMP clicks as a percentage of mobile clicks remains high.



AMP Conversion Rate

Looking at May 8th through Aug 6th vs. the previous 90 day period and YoY. Organic conversion rates for mobile are down 20% since last period, while conversion rates for AMP are down just 10%.

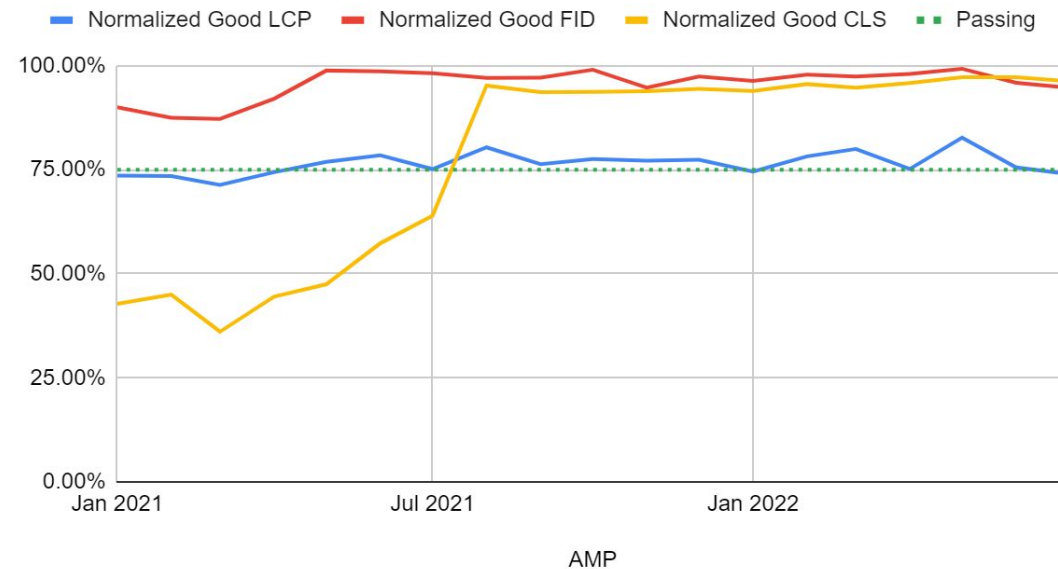
Organic Conversion Rates



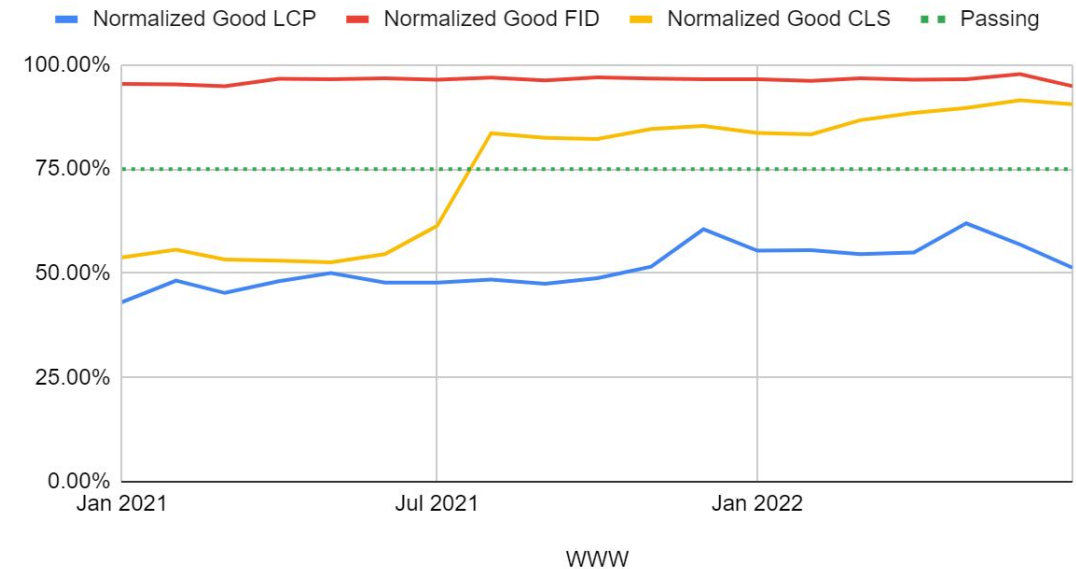
CrUX Core Web Vital Scores

Below are measurements taken from the Chrome User Experience (CrUX) report. These show the percentage of users whose experience on site is what Google considers good. This metric is gathered by real users on mobile devices using Chrome web browser. Core Web Vitals (CWV) remain high for AMP pages since August 2021.

Normalized AMP Pages CWV



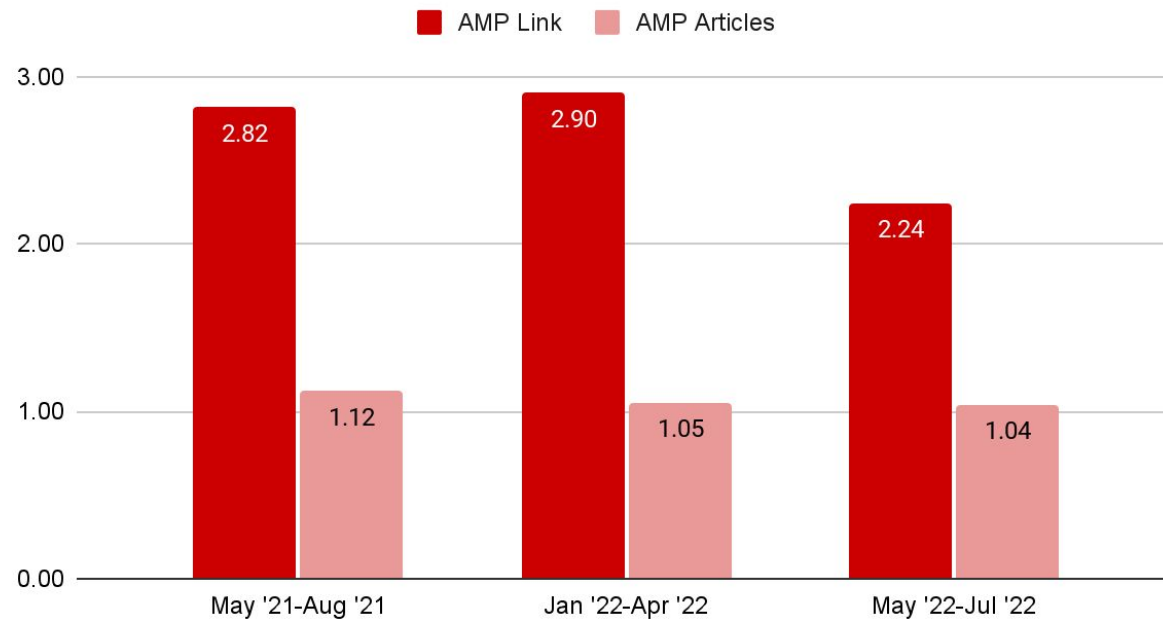
Normalized WWW Pages CWV



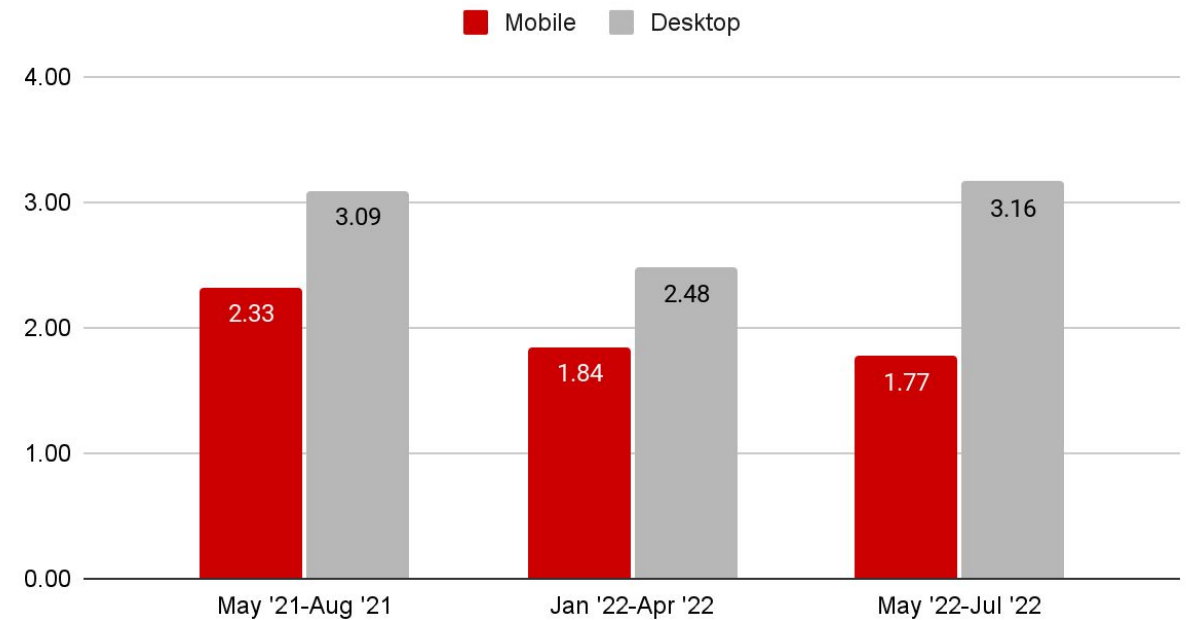
Average Position For AMP Queries

The current period of May 7, 2022 - August 8, 2022 had an improvement for position for AMP Links, Articles, and Mobile, while desktop worsened.

Average position, AMP Queries Ranked 1-5



Average position, AMP Queries Ranked 1-5

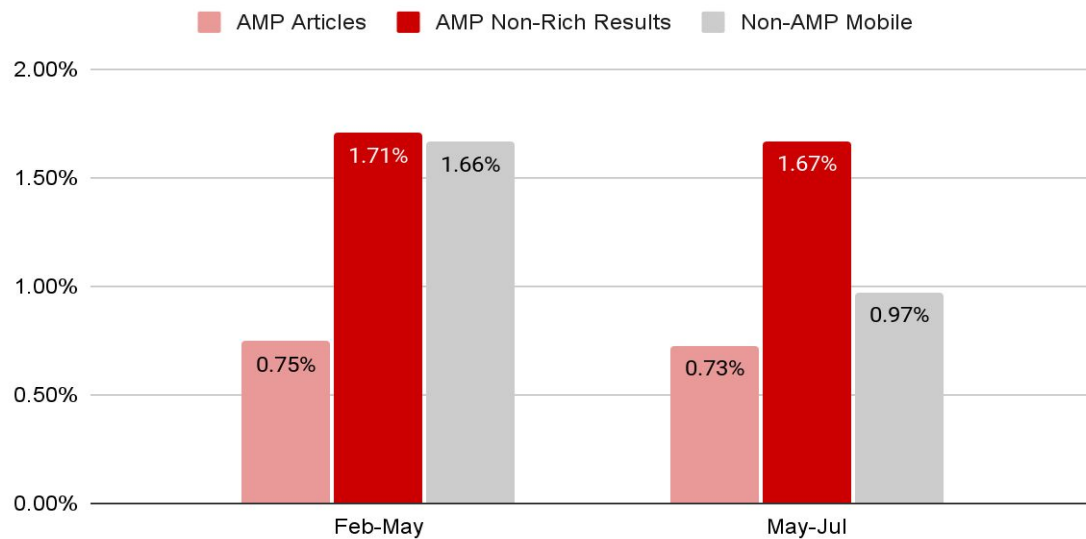


CTR

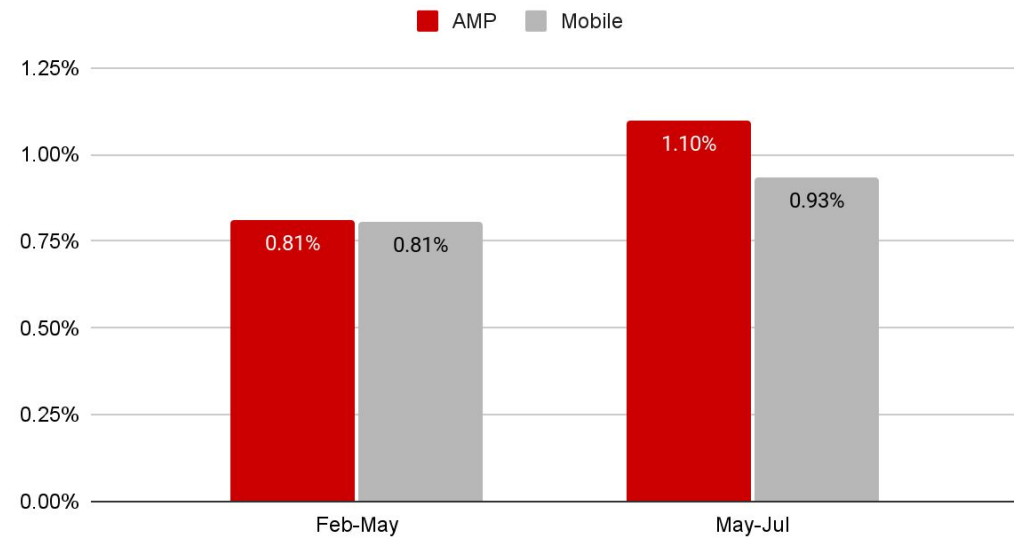
The most noticeable decline in CTR from May 7, 2022 - August 8, 2022 vs the previous period is for non-amp mobile queries. CTR for AMP queries stayed consistent. CTR on non-branded queries increased more for AMP pages than for mobile.

*Data compared includes queries that appeared in AMP searches after May 7th (Mother's Day).

CTR, Top 1000 AMP Queries



CTR, Top 1000 Unbranded AMP Queries





Thank you!

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