Accelerated Mobile Pages

Web technologies continue to evolve. Mobile is continuing to dominate in terms of usage and attention from users and industry leaders. A technology that has emerged in the mobile space is Accelerated Mobile Pages. This article aims to define AMP and offer resources to help you get started.

# AMP

Accelerated Mobile Pages is a technology that allows pages to load very quickly. It does this by cutting out extraneous Java Script, statically sizing page elements, and using asynchronous loading. [[1]](#footnote-1)

Your entire site does not need to be AMP. Start with simple static pages then move to other types of content. AMP will also work on the desktop version of your site. Tho, this may be a challenge as the data budget for AMP is very strict.

Advantages

* Improve load times on specific pages without having to redo your entire site.
* AMP pages are distributed (cached) across many platforms.
* Increased engagement and retention
* Less drain on your web server

Disadvantages

* Limited set of features
* No JavaScript (but there are limited options for interactivity)
* Separate code base

AMP is not responsive. Responsive sites have one codebase for multiple devices. AMP pages are a different codebase.

AMP pages are built with 3 core components

* AMP HTML
* AMP JS
* AMP Cache

AMP HTML

Restricted sub-set of HTML

AMP JS

Manages resource loading

AMP Cache

Cashes and validates pages

AMP supports 3rd party analytics and ad systems as well as pay-walls.

Many 3rd party CMSs and Video providers are available.

Priority Checklist for AMP pages

* User Experience > Developer Experience > Ease of Implementation
* Only do things if they can be made fast
* Don’t design for a hypothetical faster future browser
* Prioritize things that improve the user experience – but compromise when needed
* Don’t break the web
* No whitelists
* Solve problems on the right layer

Mobile friendly pages do not cut it anymore. Responsive media queries do not necessarily mean that your content is mobile optimized.

To get started with AMP go to the AMP project page (www.ampproject.org).[[2]](#footnote-2)

Overview: <https://www.ampproject.org/learn/about-how/>

Tutorial: <https://www.ampproject.org/docs/getting_started/create/basic_markup>

Hands-on Tutorials: <https://ampbyexample.com/>

Videos: <https://www.youtube.com/TheAMPProject>

AMP for content management systems

Magento and WordPress both have plugins.

<https://store.plumrocket.com/magento-extensions/accelerated-mobile-pages-magento-extension.html>

<https://wordpress.org/plugins/accelerated-mobile-pages/>

Interesting information for integrating e-commerce and AMP

<https://www.smashingmagazine.com/2017/04/amp-retailers/>

1. <https://www.thesearchagency.com/2017/09/amp-vs-progressive-web-apps-which-is-right-for-me/> [↑](#footnote-ref-1)
2. <https://www.ampproject.org/docs/getting_started/quickstart> [↑](#footnote-ref-2)