



# AEM Integration ft. Google AMP

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## Goals

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- Introduce Google AMP
- Integrate a 3rd party web content system with AEM
- Use an AEM component to support multiple web content systems, while utilizing the same backend services.

# Google AMP

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- Web component framework with mission to "provide a user-first format for web content".
- Originally known as Accelerated Mobile Pages.
- Over 31 million domains have adopted AMP.

## Benefits

- An academic paper reveals that AMP page load is 2.5 times faster than non-AMP versions without pre-rendering in Google's search result page. With pre-rendering, the AMP version is approximately nine times faster.
- Using AMP pushes website content to the top of the results page on Google.

## Challenges

- Limited functionality for the sake of performance.
  - UX Elements and Analytics are diminished.
  - JavaScript and cookies are restricted.
  - Desktop to Mobile Responsive design is not possible.
- Purpose-built mobile frameworks can have faster results than Google AMP but cost resources and time for initial development and maintenance.

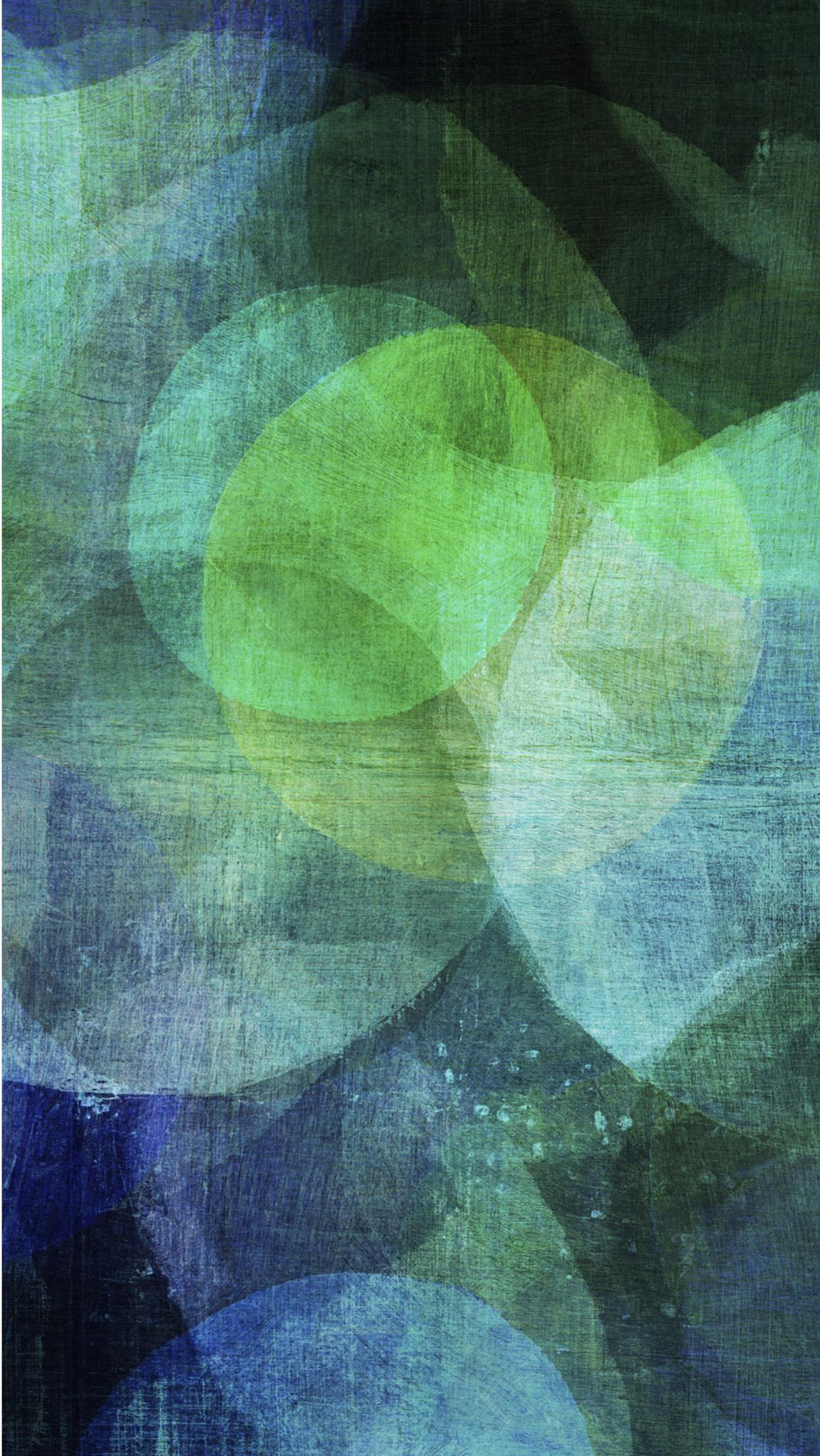
[AMP up your Mobile Web Experience: Characterizing the Impact of Google's Accelerated Mobile Project \(pdf\)](#). The 25th Annual International Conference on Mobile Computing and Networking. Los Cabos. Retrieved July 23, 2019.

# Integration Overview

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*Template  
Component  
Styles  
Analytics*



# Template

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```
<!doctype html>
<html amp lang="en">
  <head>
    <meta charset="utf-8">
    <script async src="https://cdn.ampproject.org/v0.js"></script>
    <title>Hello, AMPs</title>
    <link rel="canonical" href="https://amp.dev/documentation/guides-and-tutorials/start/amp-boilerplate/>
    <meta name="viewport" content="width=device-width,minimum-scale=1,initial-scale=1">
    <script type="application/ld+json">
      {
        "@context": "http://schema.org",
        "@type": "NewsArticle",
        "headline": "Open-source framework for publishing content",
        "datePublished": "2015-10-07T12:02:41Z",
        "image": [
          "logo.jpg"
        ]
      }
    </script>
    <style amp-boilerplate>body{-webkit-animation:-amp-start 8s steps(1,end) 0s 1 normal;}
  </head>
  <body>
    <h1>Welcome to the mobile web</h1>
  </body>
</html>
```

[https://amp.dev/documentation/guides-and-tutorials/start/create/basic\\_markup/?format=websites](https://amp.dev/documentation/guides-and-tutorials/start/create/basic_markup/?format=websites)



# Component

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```
<amp-accordion disable-session-states>
  <section>
    <h2>Section 1</h2>
    <p>Content in section 1.</p>
  </section>
  <section>
    <h2>Section 2</h2>
    <div>Content in section 2.</div>
  </section>
  <section expanded>
    <h2>Section 3</h2>
    <amp-img src="/static/inline-examples/images/squirrel.jpg"
      width="320"
      height="256"></amp-img>
  </section>
</amp-accordion>
```

## Section 1

## Section 2

## Section 3



<https://amp.dev/documentation/components/amp-accordion/?format=websites>

# Styles

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Only can use inline styles, no external stylesheets. (Excludes external font files.)

Can't target amp classes and tags.

The controversial !important is not available.

```
<!doctype html>
<head>
  ...
<style amp-custom>
  /* any custom styles go here. */
  body {
    background-color: white;
  }
  amp-img {
    border: 5px solid black;
  }

  amp-img.grey-placeholder {
    background-color: grey;
  }
</style>
  ...
</head>
```

```
<body>
  <p style="color:pink; margin-left:30px;">Hello, Kitty.</p>
</body>
```

# Analytics

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Adobe has collaborated with AMP to create two options for integration. Page Load and Click tracking. Each use a separate template so using them together is not currently possible.

- Using “adobeanalytics” template with amp-analytics component, click tracking is possible. Return Visitors are counted as new.
- Using “adobeanalytics\_nativeConfig” template with amp-analytics component, page load firing is possible. Visitor count is not inflated.

<https://docs.adobe.com/content/help/en/analytics/implementation/javascript-implementation/accelerated-mobile-pages.html>

# DEMO

## Next Steps

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- Check your AMP pages validation by adding #development=1 to url.
- Use extension scheme to direct user traffic
- Apache Dispatcher allows you to detect devices and forward to intended content for device.
- E.g. Mobile get served .amp.html, Tablet/Desktop get served .html

# Resources

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## AMP Website:

- <https://amp.dev/>

## Adobe AMP Implementation:

- <https://docs.adobe.com/content/help/en/analytics/implementation/javascript-implementation/accelerated-mobile-pages.html>

## Github Repository:

- <https://github.com/alexpauall/aem-amp>

# QUESTIONS?

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