Should YOU use Google AMP? Putting user experience first.

What is Google AMP and What are the ways developers can take advantage of AMP?
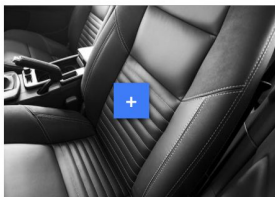

What is it?

Google AMP is a web component framework that is specifically designed to prioritize the user experience. In context, Google AMP is helpful for developers when engaging their audiences through ads, emails, websites, and stories.

How Does it Work?

Businesses use Google AMP as a framework to design their ads, emails, websites, or stories to increase user engagement. When a business is creating an ad for their company, Google AMP allows the company to choose and use different web components to allow for more engagement from users.

Take this ad that Google uses as a demo to show how Google AMP is implemented:

This car ad has a picture of the leather seats and on these seats there is a button where the user can press to get more information about the product on the ad.

When the user presses the button the ad switches images and gives the user more information about the leather seats.
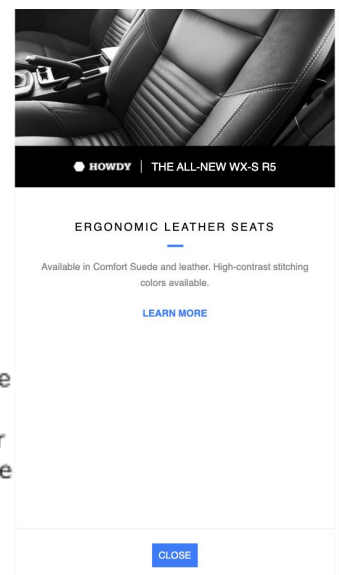
These images show how this company used Google AMP to make their ads more engaging for their viewers. Allowing users to interact with the buttons on the ad will essentially increase the user's viewing time. There are numerous interactive features that Google AMP has that companies have the option of choosing when creating an ad, website, story, or email. Whether it is an interactive button that takes the user to a different screen or an arrow button that allows the user to scroll through a variety of pictures.

What are the Advantages?

Business Benefits

AMP pages load consistently fast amongst all devices and platforms improving user experience.

Creating and converting entire archives to AMP pages is EASY and FAST.

Keeps users engaged for longer amounts of time.

Google AMP is used across many popular platforms such as Google, Twitter, and Bing and this allows users to get consistent experience.
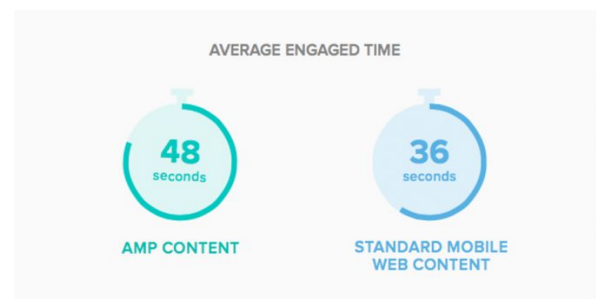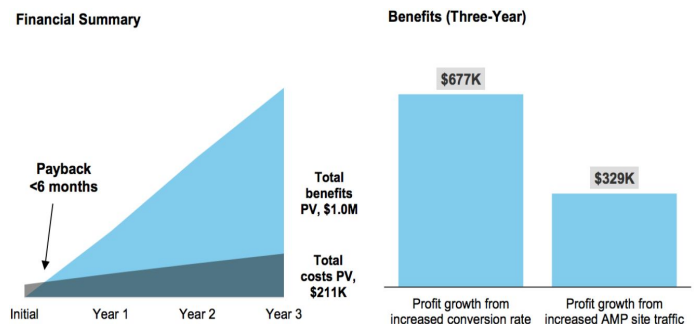

Developer Benefits

The code on AMP is flexible and customizable for developers who can make their code complex or as simple as they want.

Knowing it takes an immense amount of effort and time to create a performative website, AMP already has the components and building blocks for an optimal website.

Can convert an entire archive in the matter of days which makes it easier for developers.
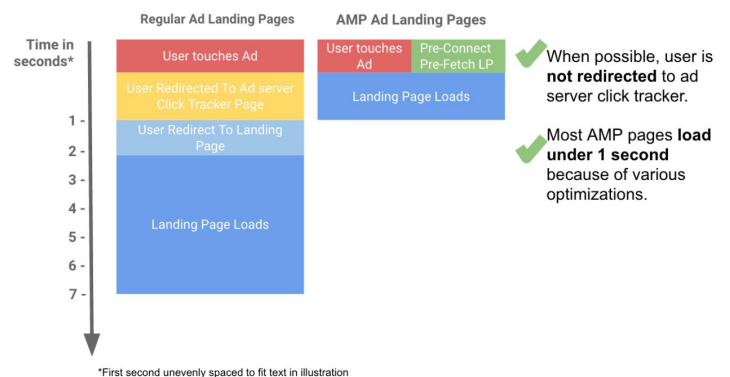
Disadvantages?

Your website and pages will have fewer designs of your brand because Google AMP transforms websites into a more Google-styled site instead of having your own unique branding.

Ads that usually pop up on Google AMP websites may be eliminated making your ads less viewed by your customers. Though users will most likely spend more time on your site, you may lose money due to the fact that some of your ads won't be seen.

There is a different display of sites from desktop to mobile which viewers will notice and can cause difficulties towards your websites capabilities. Content may be different depending on which device the user is viewing on which is important to take into account for developers.

So should you use Google AMP?

At the end of the day it does depend on what you value in your company. Whether it is branding or views or your ads, there are both many pros and cons to what Google AMP has to offer. Using AMP as a whole does seem easy to set up even if you already have many websites or ads so on the developer side it is fairly simple to integrate into the style of a company's sites. Many companies that made a switch to Google AMP have reaped the benefits of the user engagement focus and have increased in profit overall which is a big plus when considering the use of Google AMP. Ultimately, it does depend on what a company values and what you are willing to give up for Google AMP.

RESOURCES

https://amp.dev/

https://instapage.com/blog/amp

Pictures (in order of appearance):

https://www.stateofdigitalpublishing.com/seo/google-amp-publishers/

https://www.searchengineacademy.com/blog/amp-project-what-are-accelerated-mobile-pages/

https://amp.dev/documentation/guides-and-tutorials/learn/intro-to-amphtml-ads/

https://instapage.com/blog/amp

https://instapage.com/blog/google-amp-ads-landing-pages

https://www.marketingdonut.co.uk/marketing-strategy/branding/branding-overview

https://www.searchenginejournal.com/customers-think-social-media-ads-are-filling-their-feeds-but-70-still-click-study/303445/