

AMP - Accelerated Mobile Pages

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1 Preface

We know the matter about User Experience: Who ever complained about a train late? and who ever complained about a web page loading time and, eventually, left it due to a long wait?

Today we want all "hic et nunc", instantly.

Many big Web Agencies took action to solve this problem and reduce the load time of a web page. Different approaches could be found: low level or high level approach.

1.1 Approaches

- Low level
 - Google SPDY
<https://developers.google.com/speed/spdy/>
 - HTTP/2.0
- High level
 - Polaris (MIT)
 - Facebook Instant Articles (Facebook)
 - Apple News Format (Apple)
 - AMP (Google)

1.2 Google AMP

It's a project started in 2016 by Google which promote a fast load of a web page visited on mobile. AMP grows on three base components:

1.2.1 AMP HTML

- Some deprecated html tags in AMP
 - `<base >`
 - `<frame >`
 - `<frameset >`
 - `<object >`
 - `<param >`
 - `<applet >`
 - `<embed >`
 - `<form >`Support coming in the future.
 - `<input >`
 - `<script >`
- Replaced html tags in AMP
 - ``->`amp-img`
 - `<audio >`->`amp-audio`
 - `<video >`->`amp-video`
 - `<iframe >`->`amp-iframe`
- Granted html tags in AMP
 - `<button >`
 - `<style >`
 - `<link >`Support coming in the future.
 - `<meta >`
 - `<a >`
 - `<svg >`

1.2.2 AMP JS (AMP core)

AMP allows only asynchronous script. The Idea is not no Javascript, the idea is "Good user experience". Javascript code could have unpredictable behaviour and in such way you avoid late page rendering and do not block DOM construction.

In the next future Javascript will be allowed on AMP pages (announced in February at AMP Conf 2018) through the use of Web Workers (which can't touch the DOM by default).

1.2.3 Google AMP Cache

Google AMP employ a proxy system to cache contents and preload pages before their will be queried.

1.3 Validation

Another important AMP feature is validation system, which verifies the compliance of an AMP page according to the language specifics.

2 References

- <https://ampbyexample.com/>
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- <https://www.youtube.com/watch?v=ol-YxPw66Kc> (AMP Conf 2018)
- <https://www.theverge.com/2018/3/8/17095078/google-amp-accelerated-mobile-page-announcement-standard-web-packaging-urls>

3 License

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Sources on <https://github.com/esalvucci/AMP-talk>