

AMP

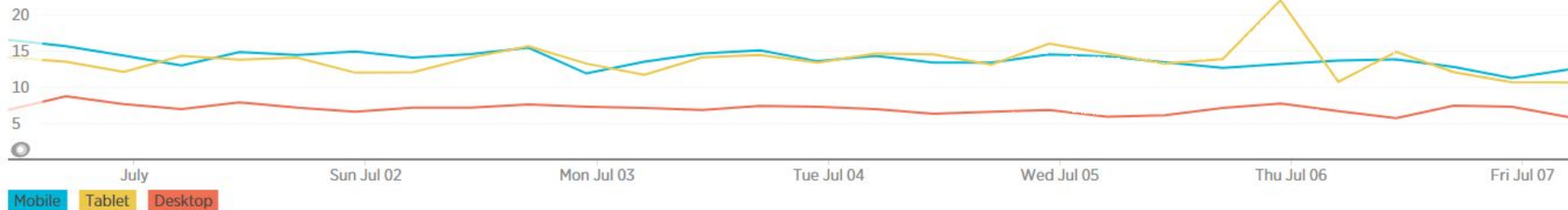
Accelerated Mobile Pages



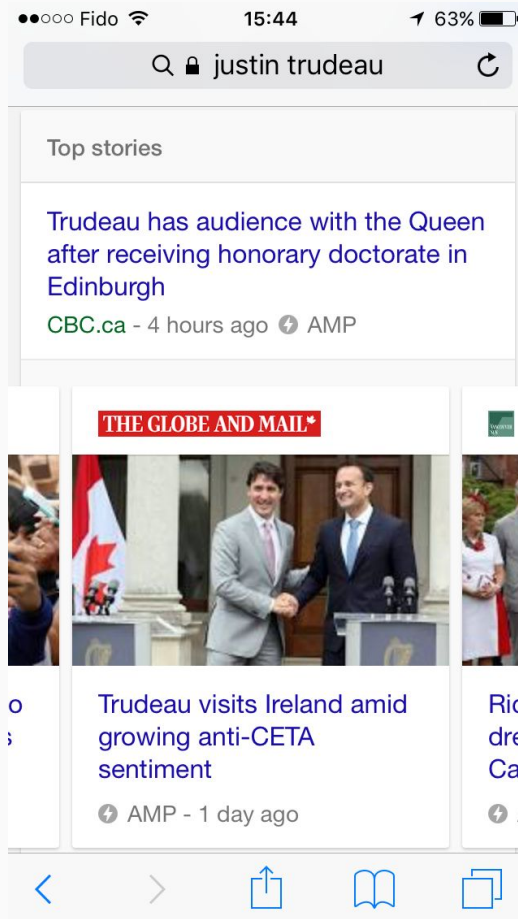
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Why AMP?

Since 7 days ago



What is it and how does it help?



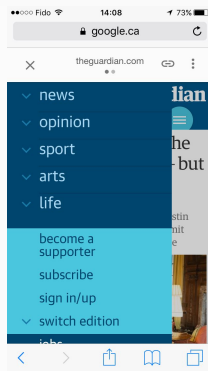
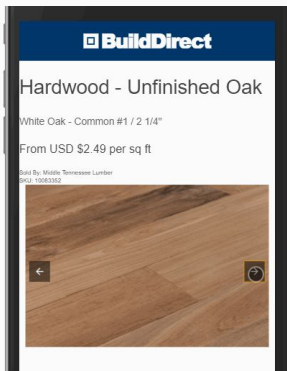
You've probably already seen AMP in action

What is it really?

- Limited set of HTML allowed
- No JavaScript (With caveats...)
- No tag
- No external stylesheets
 - All CSS must be in a single <style> tag in the <head>
 - Use of !important is banned
- Everything is async and non-blocking
 - Important content (ie text) is rendered quickly
- Pages are served via Google CDN (For free!)

What about more complex apps?

- Progressive Web Applications
 - Mobile-first, Offline-ready
- Service Workers
 - Run in the background and can be used to pre-fetch your PWA
- AMP Components
 - `<amp-img/>`
 - `<amp-carousel/>`
 - `<amp-sidebar/>`



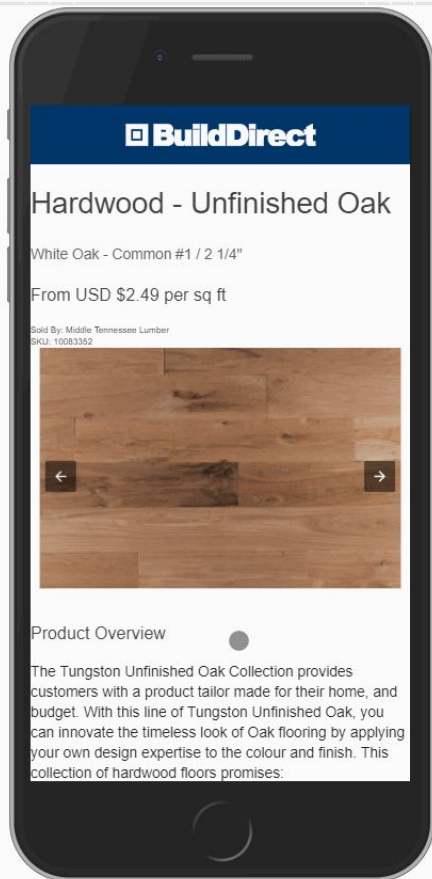
What are the downsides?

AMP Downsides

- It's controlled by Google
 - Changes to search algorithm mean sites are almost forced into it
- Non-standard HTML
 - Kinda lame you can't render an image without JavaScript
- There are still ads!
 - `<amp-ad/>` tag
 - Google is an ad company
- You could just build a really simple page with existing technology...

What's BuildDirect up to?

AMP Product Display Page



Implemented in NodeJs with Handlebars

Deployed on AWS Lambda & API Gateway

With cache disabled, “Fast 3G” network speed:

Load time:

1.3 seconds

Standard PDP:

13.8 seconds

Any questions?



May all your mobile webs be as fast as Barry Allen.

References

These slides: <https://github.com/hollandmatt/presentations/blob/master/amp.pdf>

AMP Project: <https://www.ampproject.org/>

Some (negative) news coverage:

- <https://www.theverge.com/2016/12/6/13850230/fake-news-sites-google-search-facebook-instagram-articles>
- https://www.theregister.co.uk/2017/05/19/open_source_insider_google_amp_bad_bad_bad/