AMP is a web component framework to easily create user-first websites.

stories.

emails.

websites.

ads.

websites.

stories.

ads.

emails.

AMP

AMP is a web component framework to easily create user-first emails.

Get Started

Whether you are a publisher, e-commerce company, storyteller, advertiser or email sender, AMP makes it easy to create great experiences on the web. Use AMP to build:

AMP Websites

Create compelling, silky smooth and instant loading websites.

→ Build your first AMP Website

AMP Stories

Create snackable, immersive and tappable stories on your website.

→ Build your first AMP Story

AMP Ads

Extend your website with fast and lightweight ad experience.

→ Build your first AMP Ad

AMP Email

Create emails that encourage readers to interact dynamically with content.

→ Build your first AMP Email