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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](#)

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