Kill Google AMP before it kills the web

Trust, independence, credibility – we've heard of those

By Scott Gilbertson 19 May 2017 at 08:25

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A letter about Google AMP

We are a community of individuals who have a significant interest in the development and health of the World Wide Web ("the Web"), and **we are deeply concerned** about [Accelerated Mobile Pages](#) ("AMP"), a Google project that purportedly seeks to improve the user experience of the Web.

In fact, AMP keeps users within Google's domain and diverts traffic away from other websites for the benefit of Google. At a scale of billions of users, this has the effect of further **reinforcing Google's dominance of the Web.**

By JOHN GRUBER

GOOGLE ANNOUNCES PLAN TO IMPROVE URLS FOR AMP PAGES, BUT EVEN IF IT HAPPENS, WHICH REMAINS UNCERTAIN, AMP WILL STILL SUCK

Why AMP is bad for your site and for the Web

Dan Buben Follow

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Google AMP Can Go To Hell

Google wants websites to adopt AMP as the default approach to building webpages. Tell them no.

Google AMP is Not a Good Thing

By DANIEL MIESSLER in TECHNOLOGY

CREATED/UPDATED: MAY 7, 2019

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