



Google AMP

Long and Terone

Growth Session #25 - XXV - June 20-21 2019

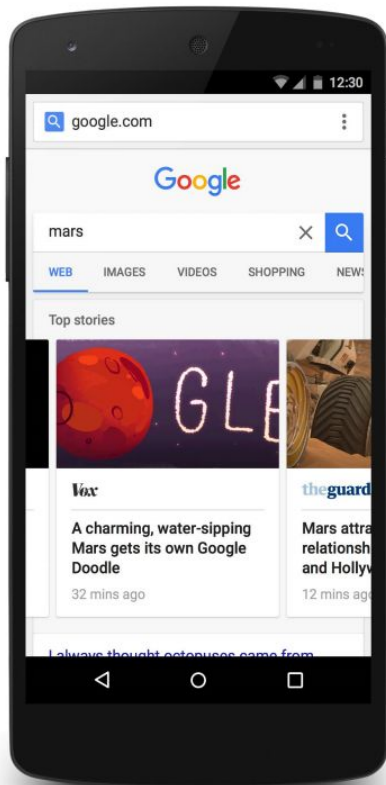
Intro - Google AMP

- AMP stands for Accelerated Mobile Pages
- Instant. Everywhere.

Why AMP

- Speed is key (especially on mobile)
- 40% of people leave if the page takes more than 3 seconds to load
- Google will display articles created using AMP in new carousels on search

Why AMP



What is AMP



HTML5
(AMP HTML)



JavaScript
(AMP JS)

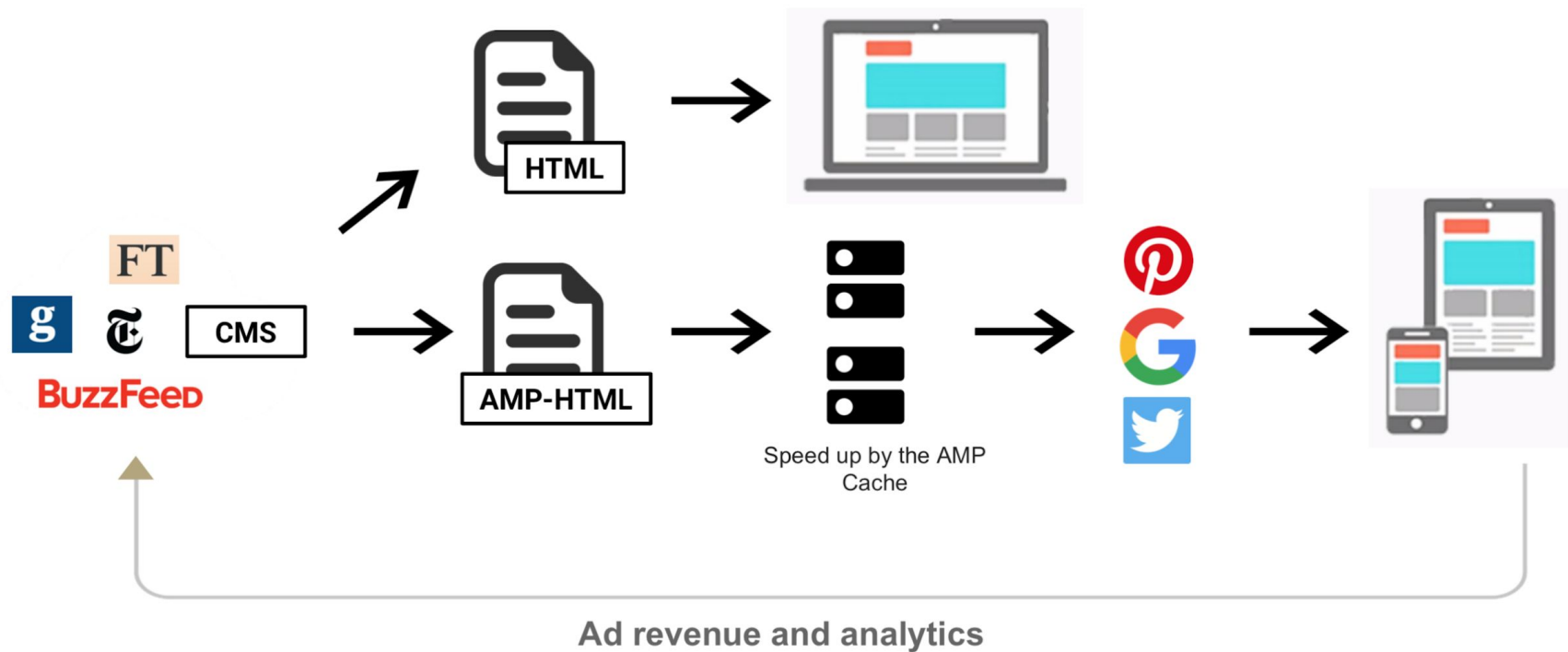


CSS3
(Custom styling)



Global Proxy
Cache
(AMP Cache)

Google AMP

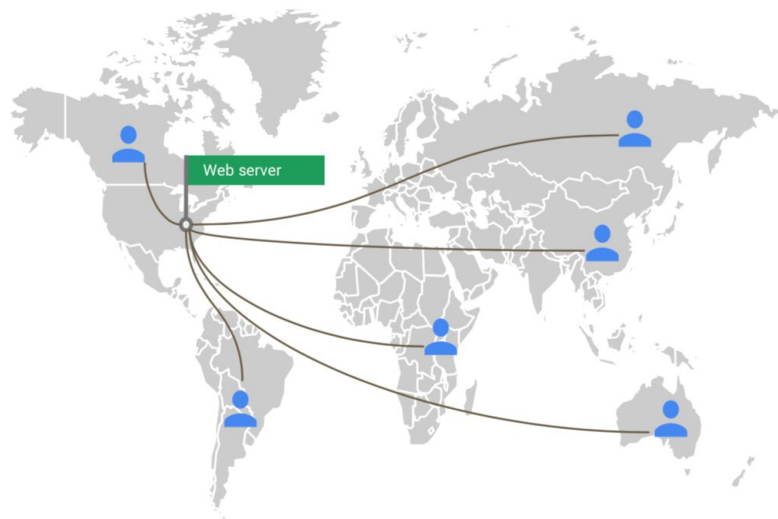


Google AMP

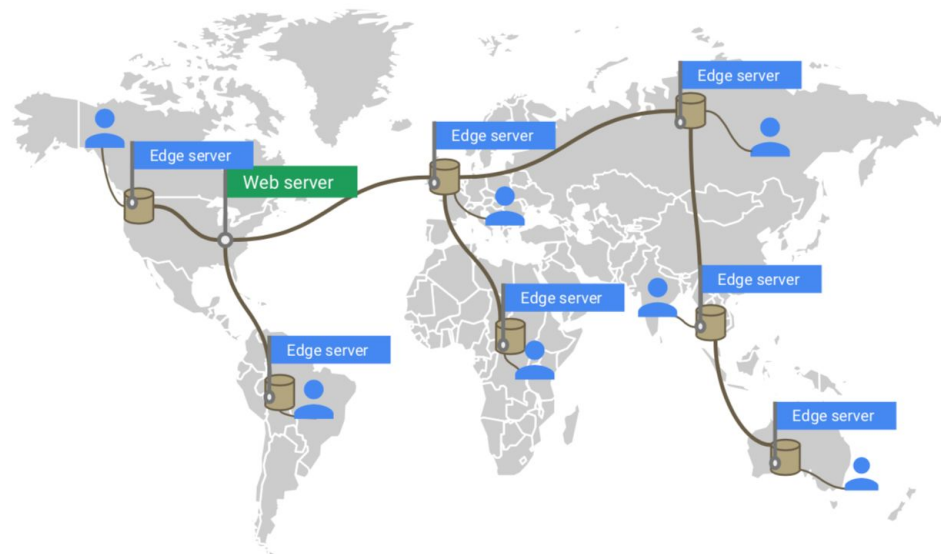
- Execute all AMP JavaScript asynchronously
- Size all resources statically
- Don't let extension mechanisms block rendering
- All CSS must be inline and size-bound
- Prioritize resource loading

Google AMP

Without the AMP cache



With the AMP cache



Local copy of your assets

How to do it?

In order to properly implement AMP, we have to



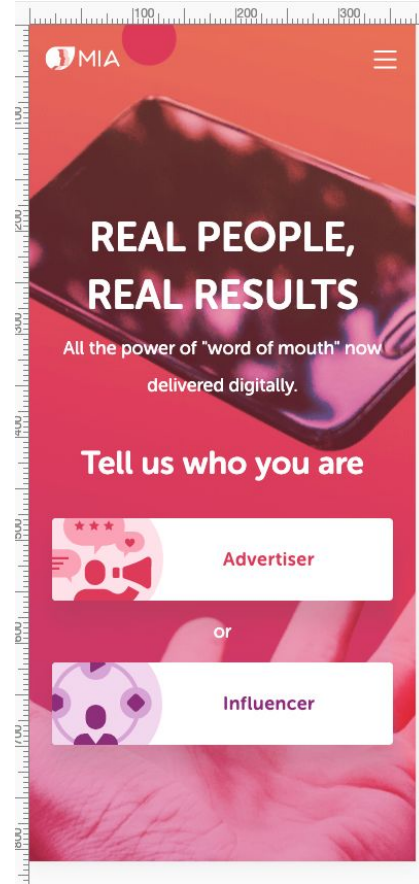
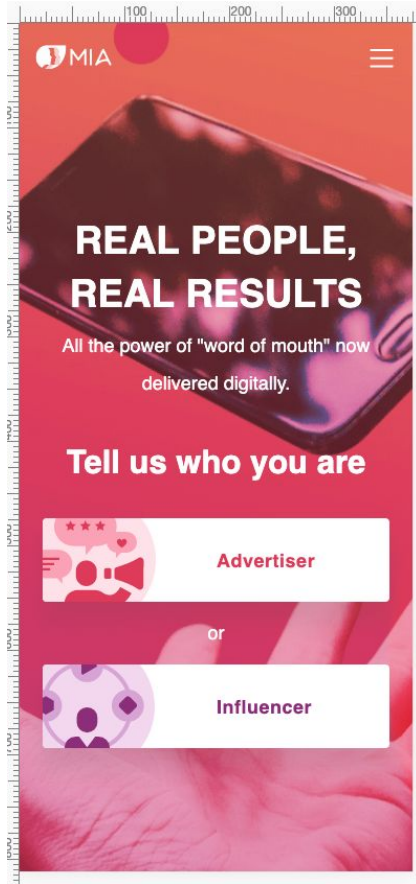
Not use external CSS or Javascript

Inline CSS has to be < 50KB

Achievement and Progress

Implemented the MIA homepage in AMP

Achievement and Progress



Achievement and Progress



Conclusion

- Google AMP is impractical
- Not good on existing projects
- Restrictive (Locks us to their system, might not have components)



Responsive design is NOT
mobile design

Thanks!

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