



AMP

AMP:
What's next?

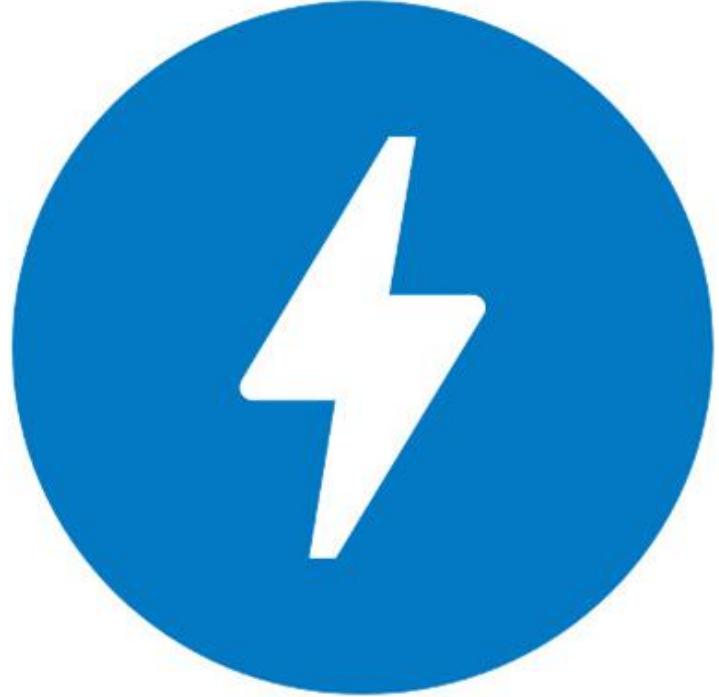


Ben Morss

 @benmorss

- Ben Morss is a Developer Advocate at Google, where he's working to help the Web be faster and more beautiful.





AMP

Accelerated
Mobile
Pages



INGSCARS.co

Leader of the Pack - Guardian. UK fav car leasing co from Newcastle!

Contract hire cars from Ling Valentine, LINGSCARS is the UK's favourite car leasing website - On 2016 I leased over £85 million in cars! (RRP)



Stop

"Believe it or not, based website jiggling on her the biggest o



↑ I'M
ALIVE
IN MY
WEBSITE
Menu

Home

Cars

Customers

About Ling

Fun stuff

Free stuff

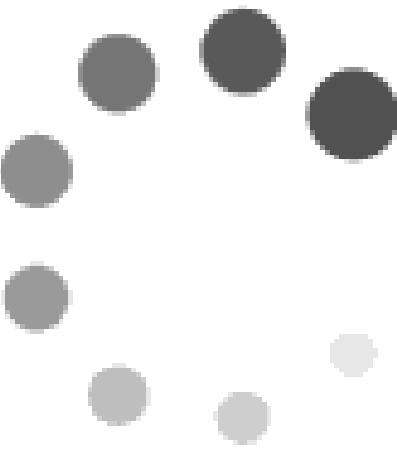
Live staff

CARS
A-Z

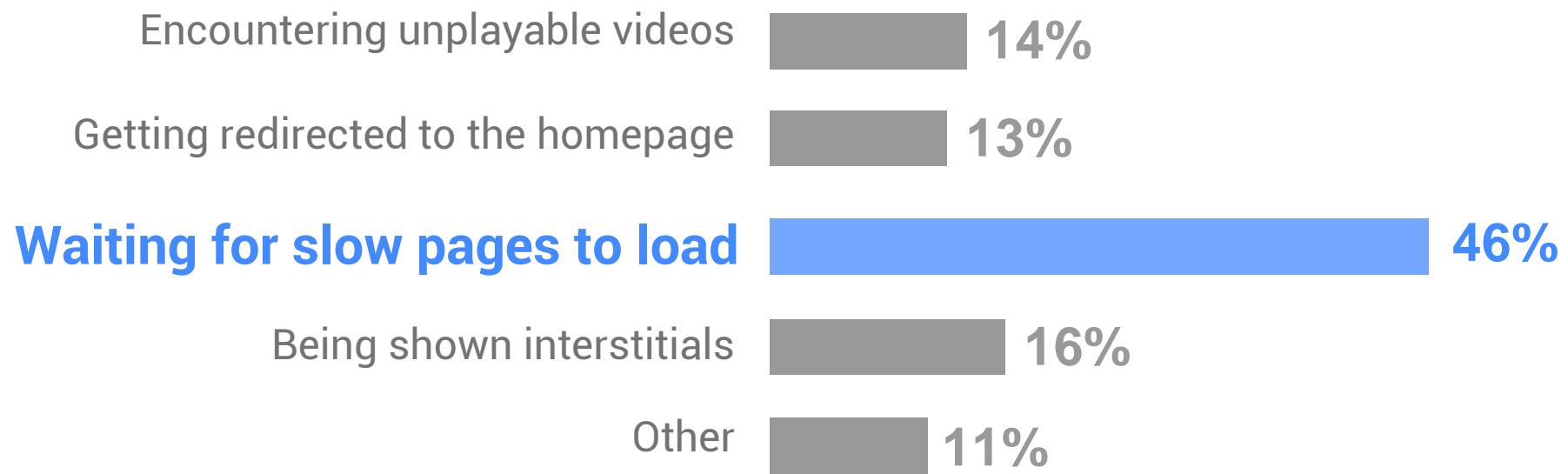


Leader of the Pack

www.ingscars.co.uk



“What do you dislike the most when browsing the web on your mobile device?”



53%

of consumers will **abandon** a site if it takes longer than 3 seconds to load.

(data from Google Analytics)

[Web](#)[Shopping](#)[News](#)[Images](#)[Videos](#)[More ▾](#)[Search tools](#)

About 63,700,000 results (0.51 seconds)

[PageSpeed Tools | Google Developers](#)

<https://developers.google.com/speed/pagespeed/?hl=en> ▾ Google ▾

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[PageSpeed Insights](#)

Have comments or questions about PageSpeed Insights ...

[Get Started](#)

Get Started with the PageSpeed Insights API. Contents

[More results from google.com »](#)

[About PageSpeed Insights](#)

The PageSpeed Insights tools help you diagnose speed and ...

[Measure Speed up](#)

The extent of speed up PageSpeed Service provides ...

Page speed is a ranking signal for Google's search results

[Make the Web Faster | Google Developers](#)

<https://developers.google.com/speed/?hl=en> ▾ Google ▾

May 27, 2015 - Leverage Google's Public DNS to improve security and speed of your ...
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40%

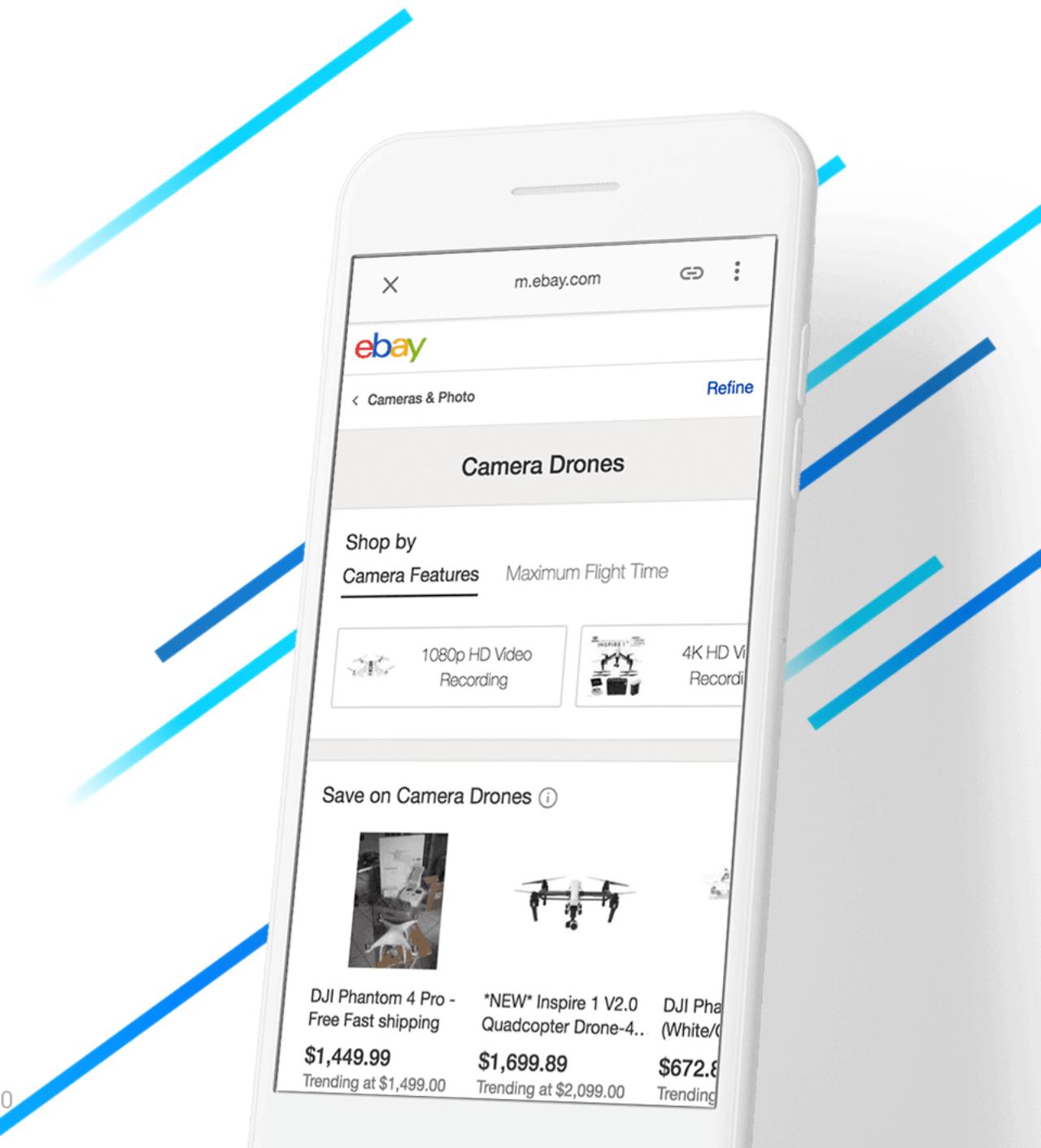
of mobile connections
worldwide are 2G





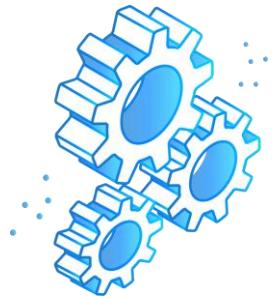
AMP

An open source initiative to enable
a better web, with sites that are fast,
easy to create, and mobile-friendly.





AMP HTML



AMP JS



AMP Cache

Support Tax Cuts. Over 24,000 Supporters. Join An Event....

TOP STORIES

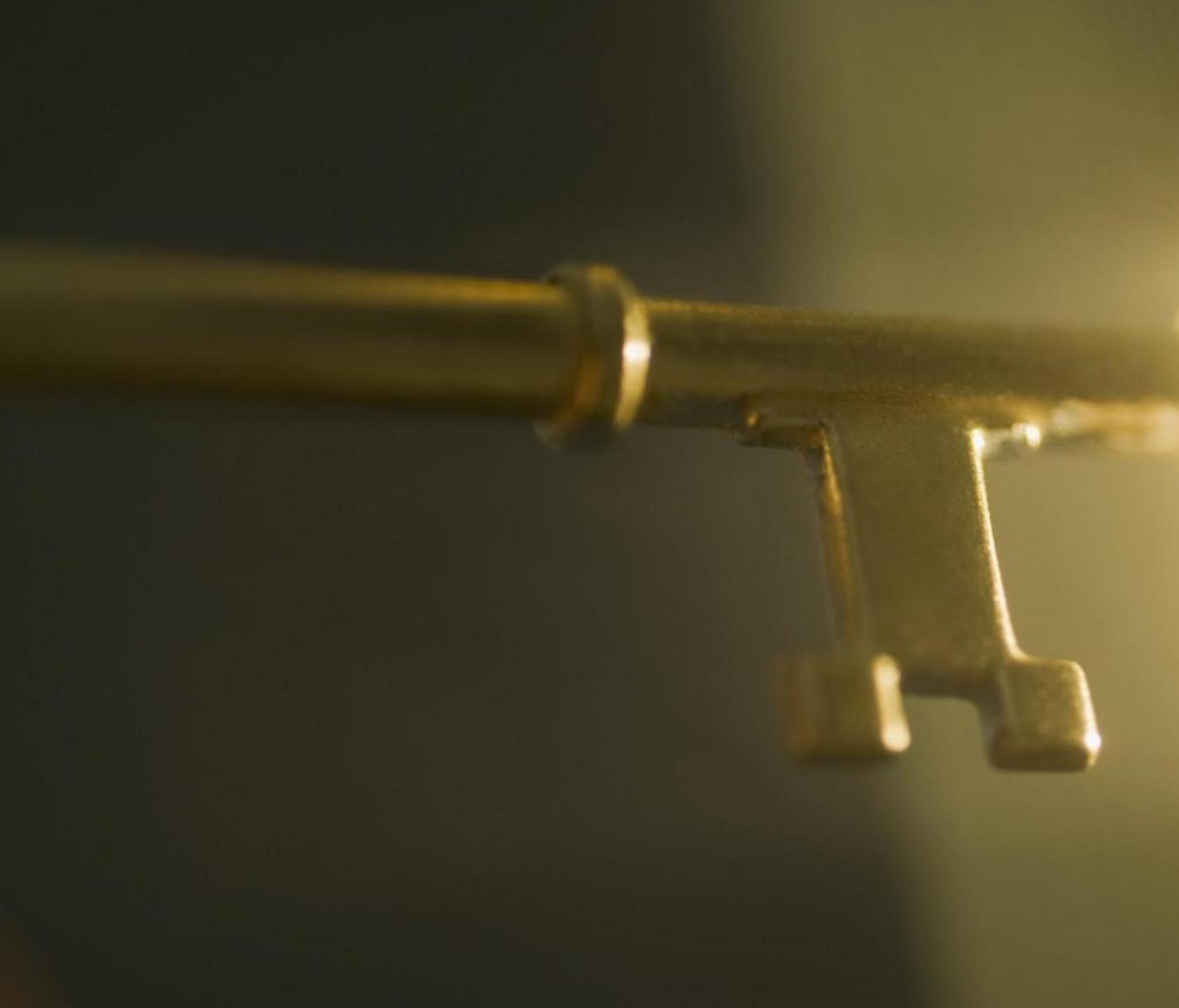
[U.S. budget deficit could obstruct Trump's tax cut plan](#)
Reuters - 16 hours ago

 **The Atlantic** This Is What a Real Middle-Class Tax Cut Would Look Like 2 days ago

 **Los Angeles Times** Complaining about the of Puerto Rico aid while pushing tax cuts took 1 day ago

[Why Tax Cuts Will Only Get Harder From Here - Bloomberg](#)
Bloomberg > news > articles > g...

1 hour ago - House and Senate Republicans will take their first concrete steps Thursday toward enacting a major U.S. tax cut by advancing budget resolutions for fiscal 2018 – and it only gets harder from ...



How does AMP improve user experience?

Things that are slow are discouraged or banned

Content doesn't jump around as it's loaded

Distracting ads are forbidden

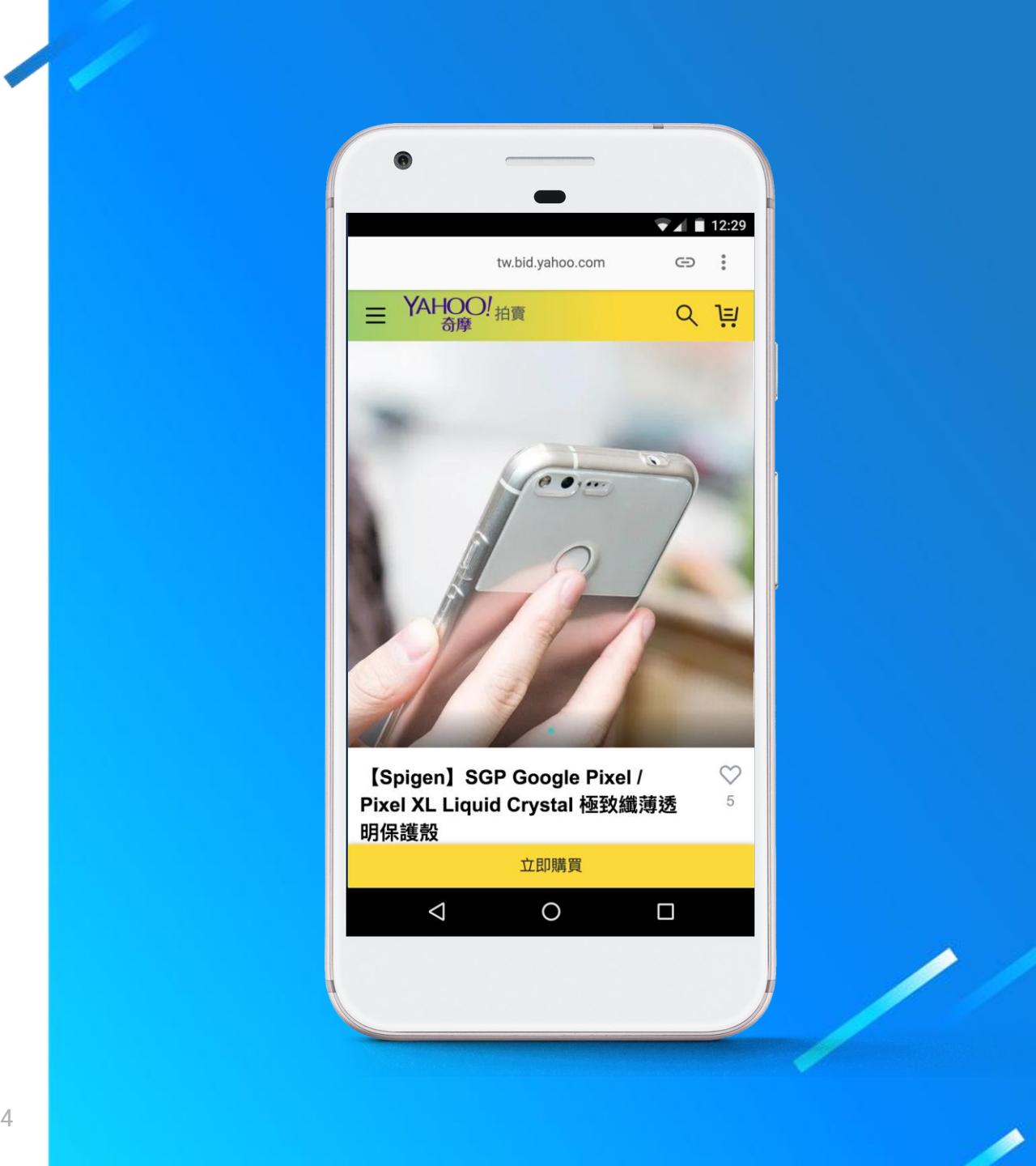
Things aren't loaded until they're needed



33% improvement in bounce rate

26% more transactions

34% revenue uplift





NEW

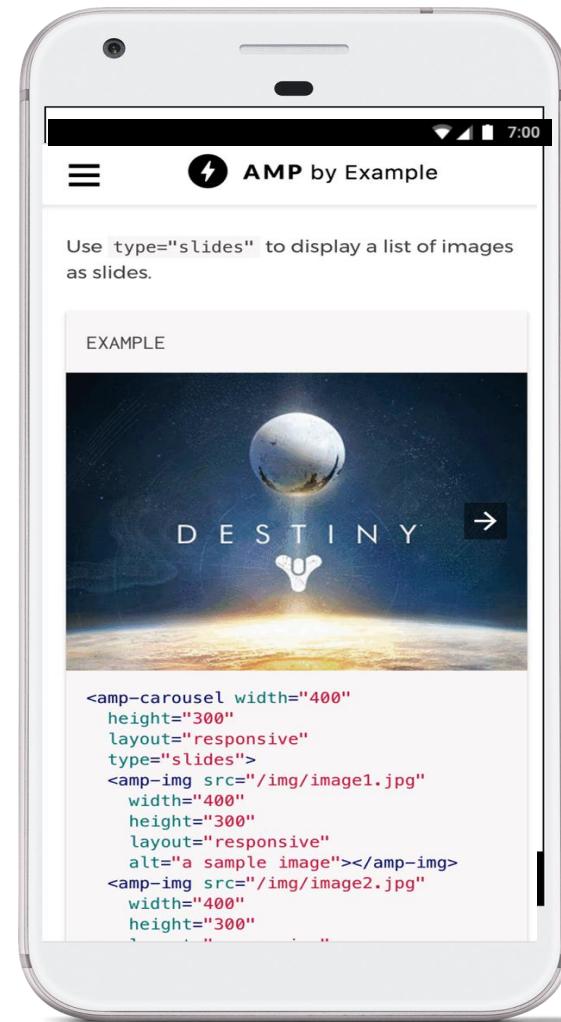
5x faster load time
3.5x pages per session
2x session length
-40% bounce rate



amp-gist amp-img
amp-bindamp-font amp-iframe amp-izleseneamp-live-list
amp-audio amp-facebook amp-jwplayer amp-pinterestamp-sidebar amp-vine
amp-auto-adsamp-experimentamp-fx-parallaxamp-mustacheamp-playbuzzamp-twitter
amp-accordion amp-call-tracking amp-kaltura-playeramp-soundcloud amp-video
amp-animamp-apester-media amp-fx-flying-carpet amp-reach-playeramp-viz-vega
amp-accessamp-animationamp-dynamic-css-classesamp-install-serviceworker amp-user-notification
amp-access-laterpayamp-fit-textamp-google-vrview-imageamp-listamp-springboard-player
amp-3q-playeramp-app-banneramp-facebook-comments amp-imgur amp-position-observeramp-web-push
amp-adamp-brid-playeramp-image-lightbox amp-social-shareamp-youtube
amp-adalyticsamp-facebook-likeamp-nexxtv-playeramp-sticky-adamp-vk
amp-ad-exitamp-dailymotionamp-instagramamp-ooyala-playeramp-timeago
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amp-carouselamp-gfycatamp-lightboxamp-redditamp-vimeo
amp-formamp-huluamp-pixel

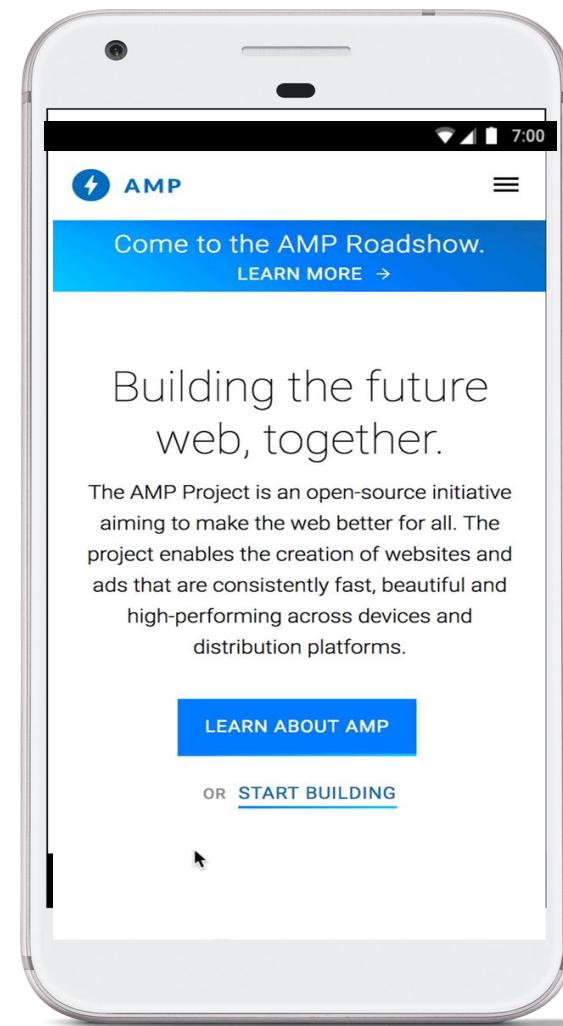
<amp-carousel>

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    autoplay>  
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    </amp-img>  
    <amp-img  
        src="wowzers.jpg" layout="fill">  
    </amp-img>  
</amp-carousel>
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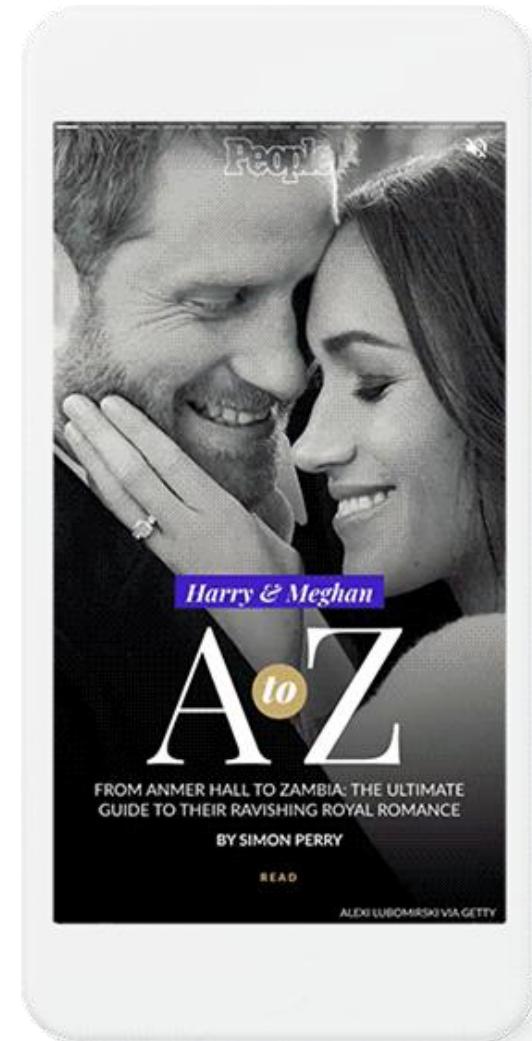
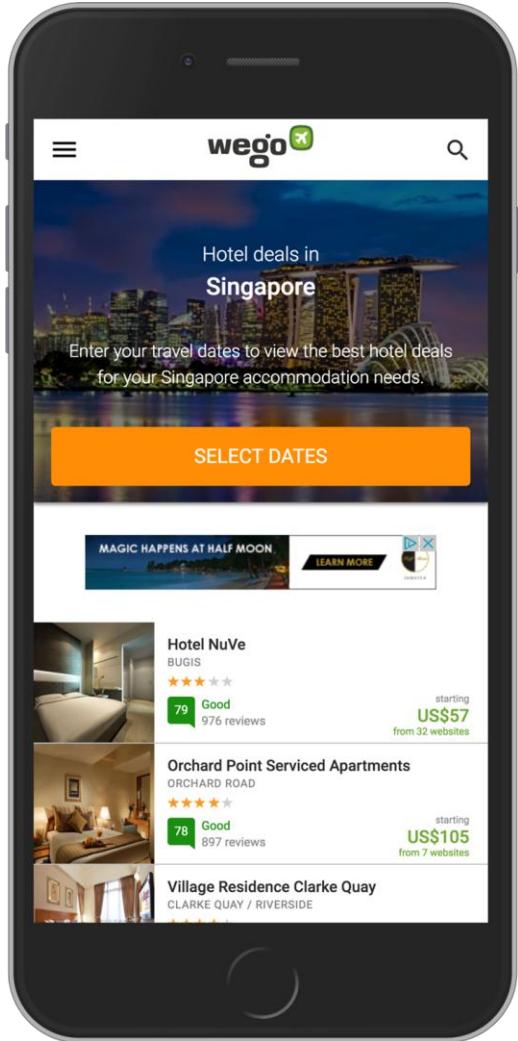
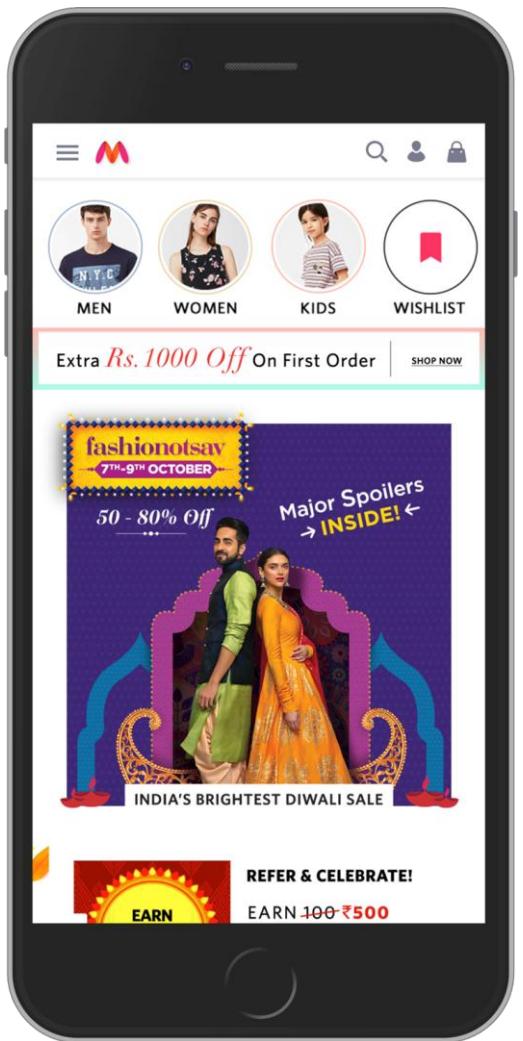
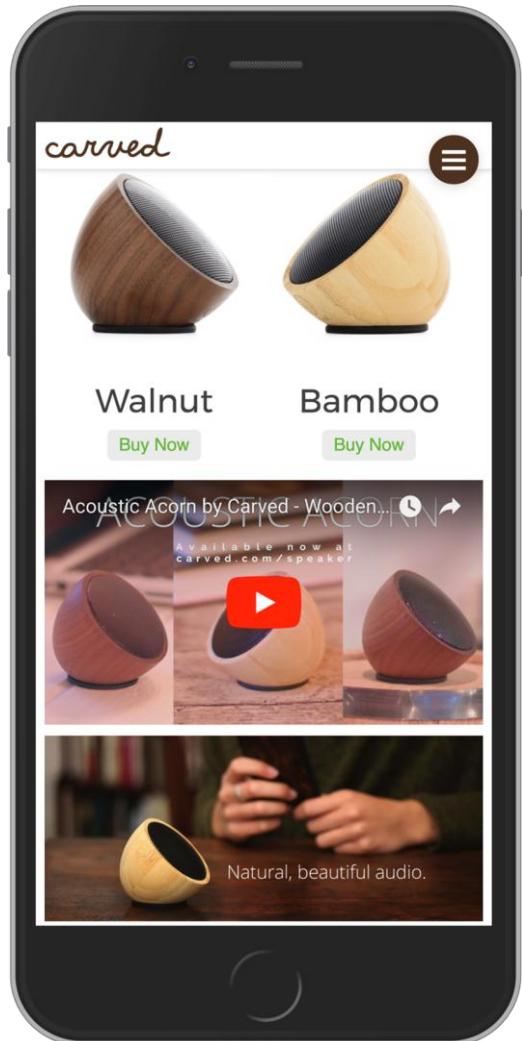


<amp-sidebar>

```
<amp-sidebar id="sidebar"
  layout="nodisplay"
  side="right">
  <amp-img class="amp-close-image">
  </amp-img>
  <ul>
    <li><a href="/">Home</a></li>
    <li> Socks</li>
    <li> Shoes</li>
    <li> Toes</li>
  </ul>
</amp-sidebar>
```



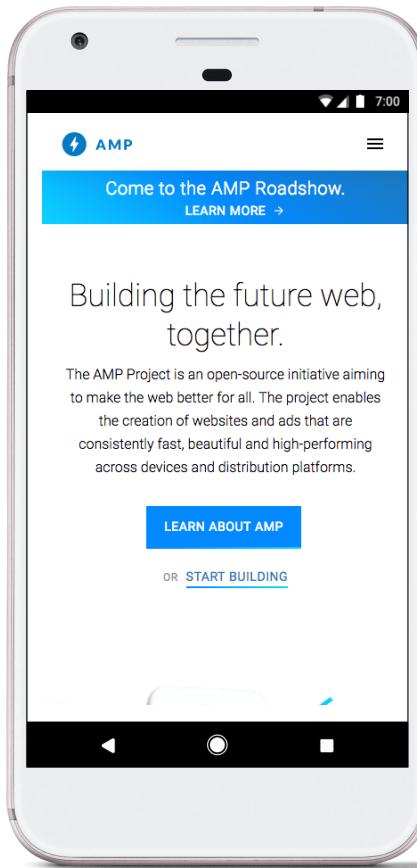
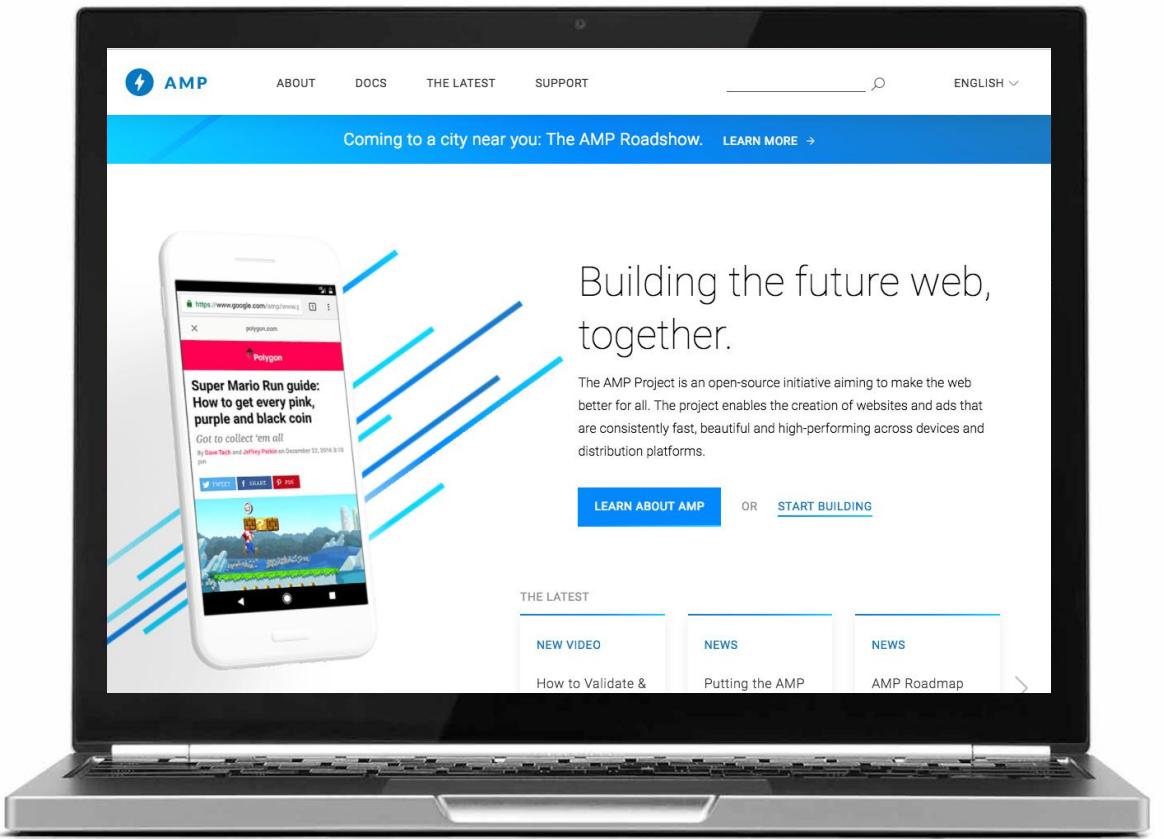
You own the CSS



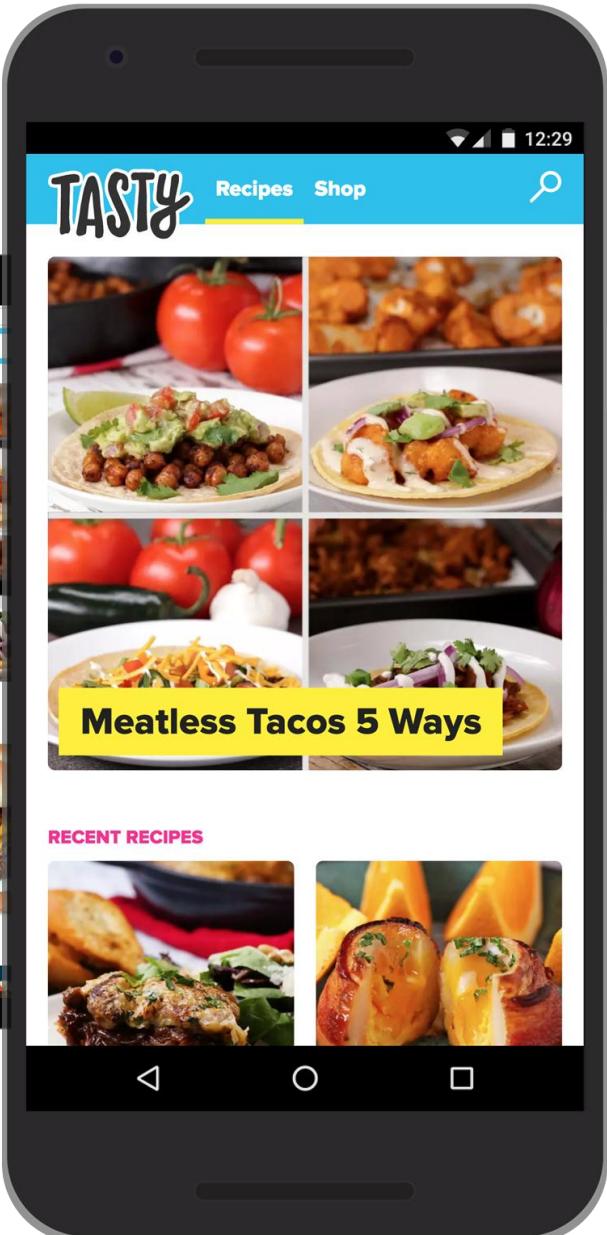
What's new in AMP?



ampproject.org



[goo.gl/i6JraH](https://tasty.co/recipes/meatless-tacos-5-ways)



Dynamic webpages

<amp-bind>

lets you change page content
after a user action

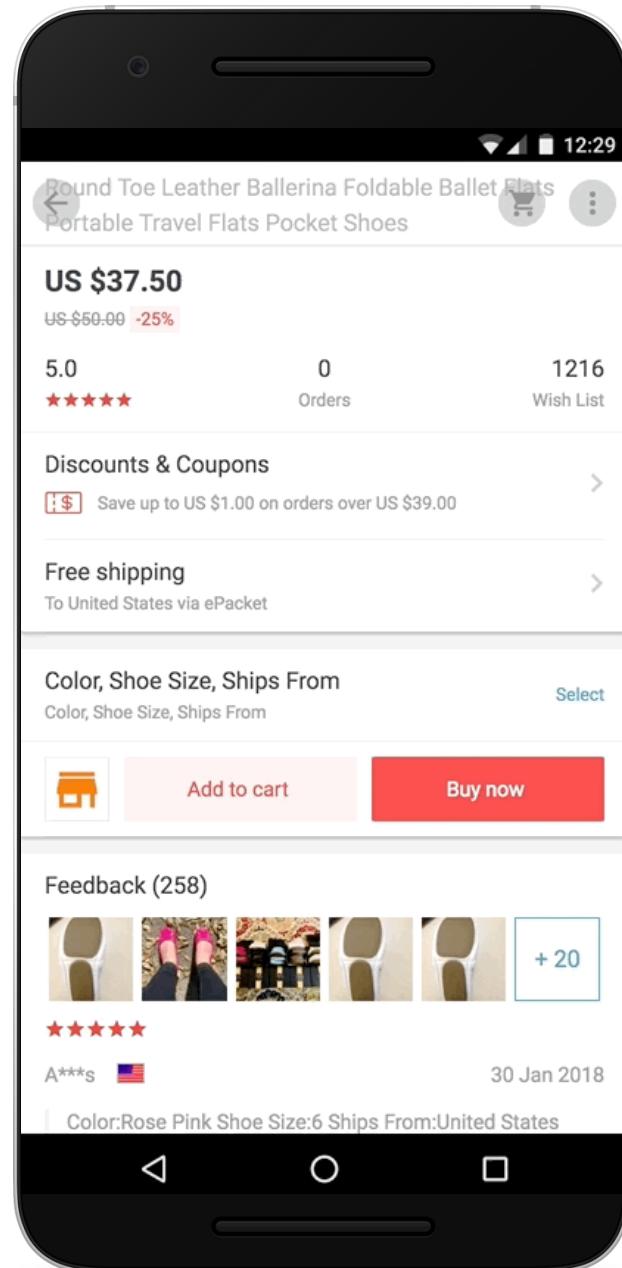
<amp-list>

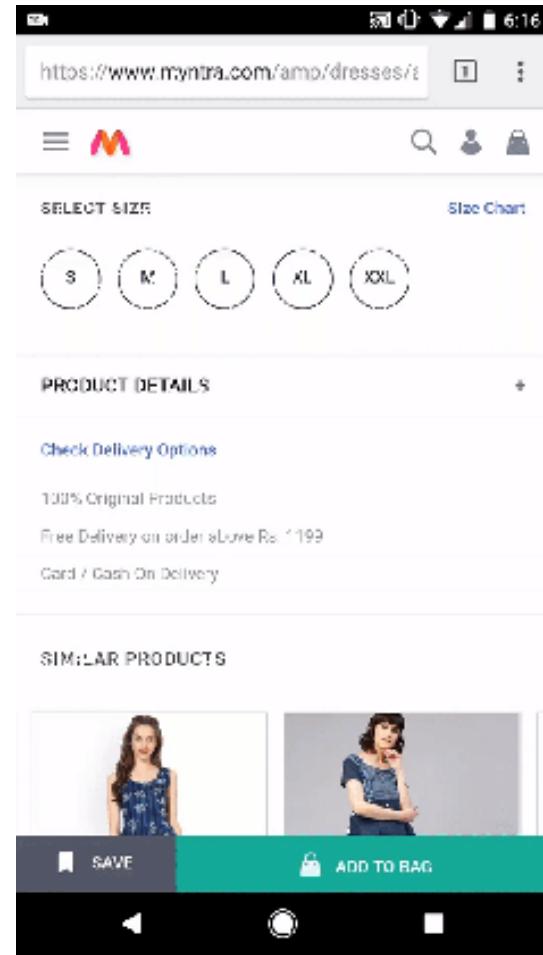
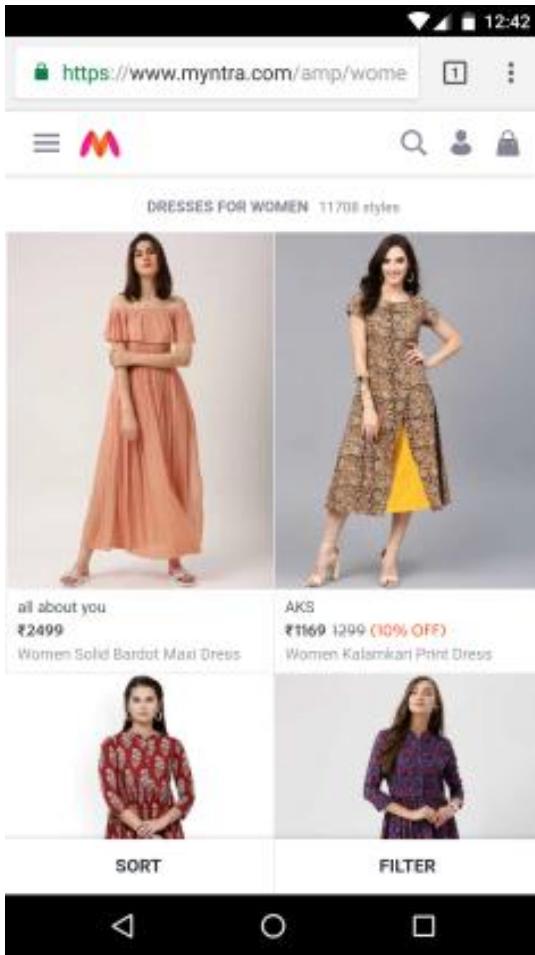
lets you get data from your server
and display that on your webpage





<amp-form> +
<amp-bind> +  +
<amp-list>

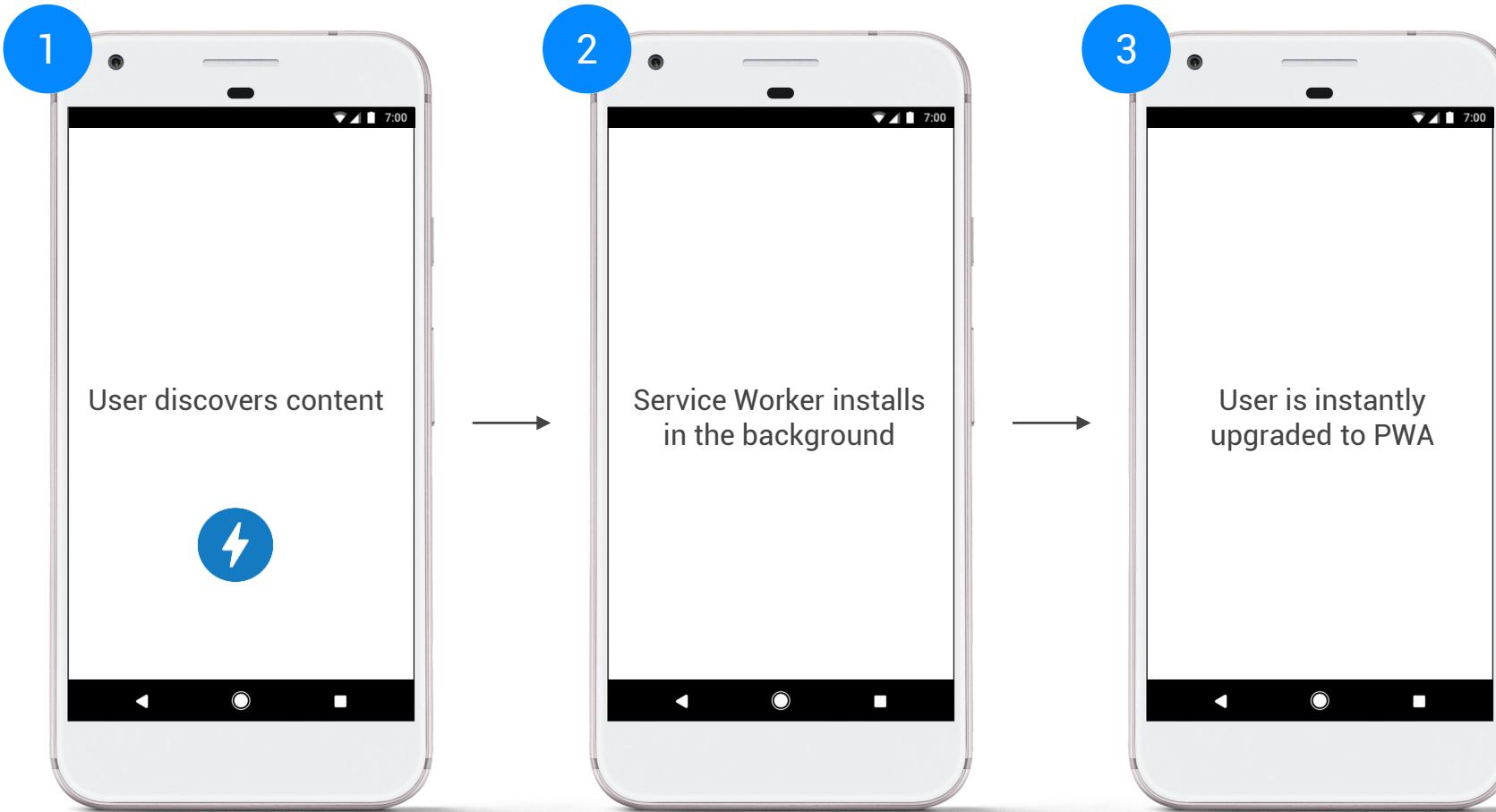




Mynta: 60% improvement in speed and 40% reduction in bounce rates

A M P

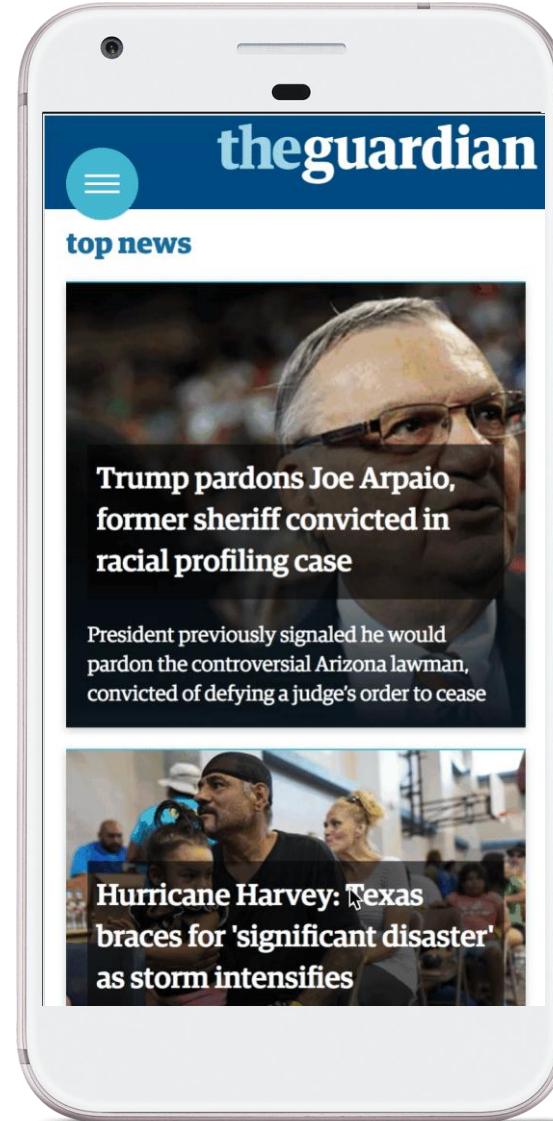
AMP ➡ PWA



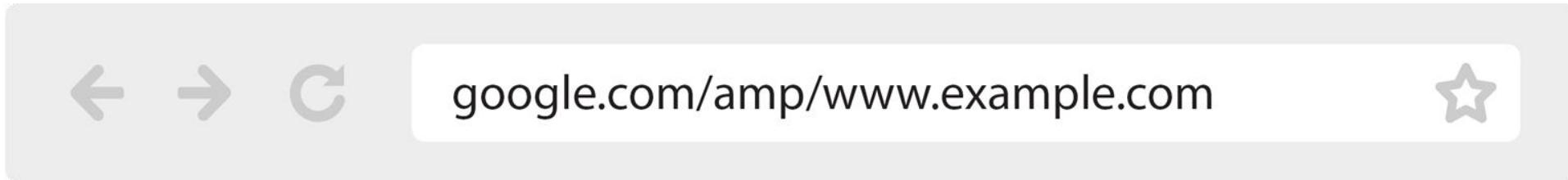
<amp-install-serviceworker>

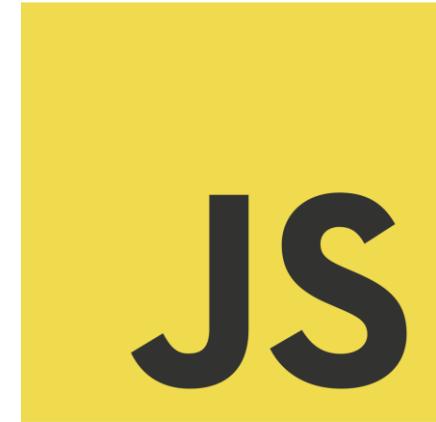
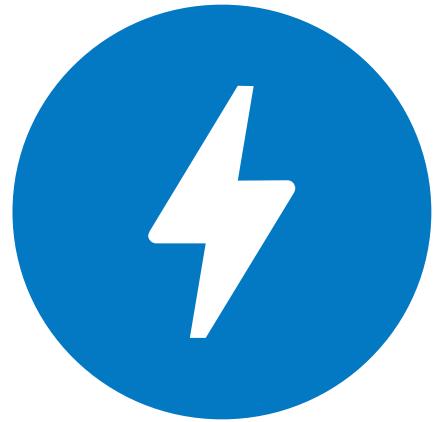
amp . cards

AMP \Rightarrow AMP in PWA



It's **your** domain





<amp-script>

Beyond AMP

Based on what we learned from AMP, **we now feel ready to take the next step** and work to **support more instant-loading content not based on AMP technology in areas of Google Search designed for this, like the Top Stories carousel.** This content will need to follow a set of future web standards and meet a set of objective performance and user experience criteria to be eligible.

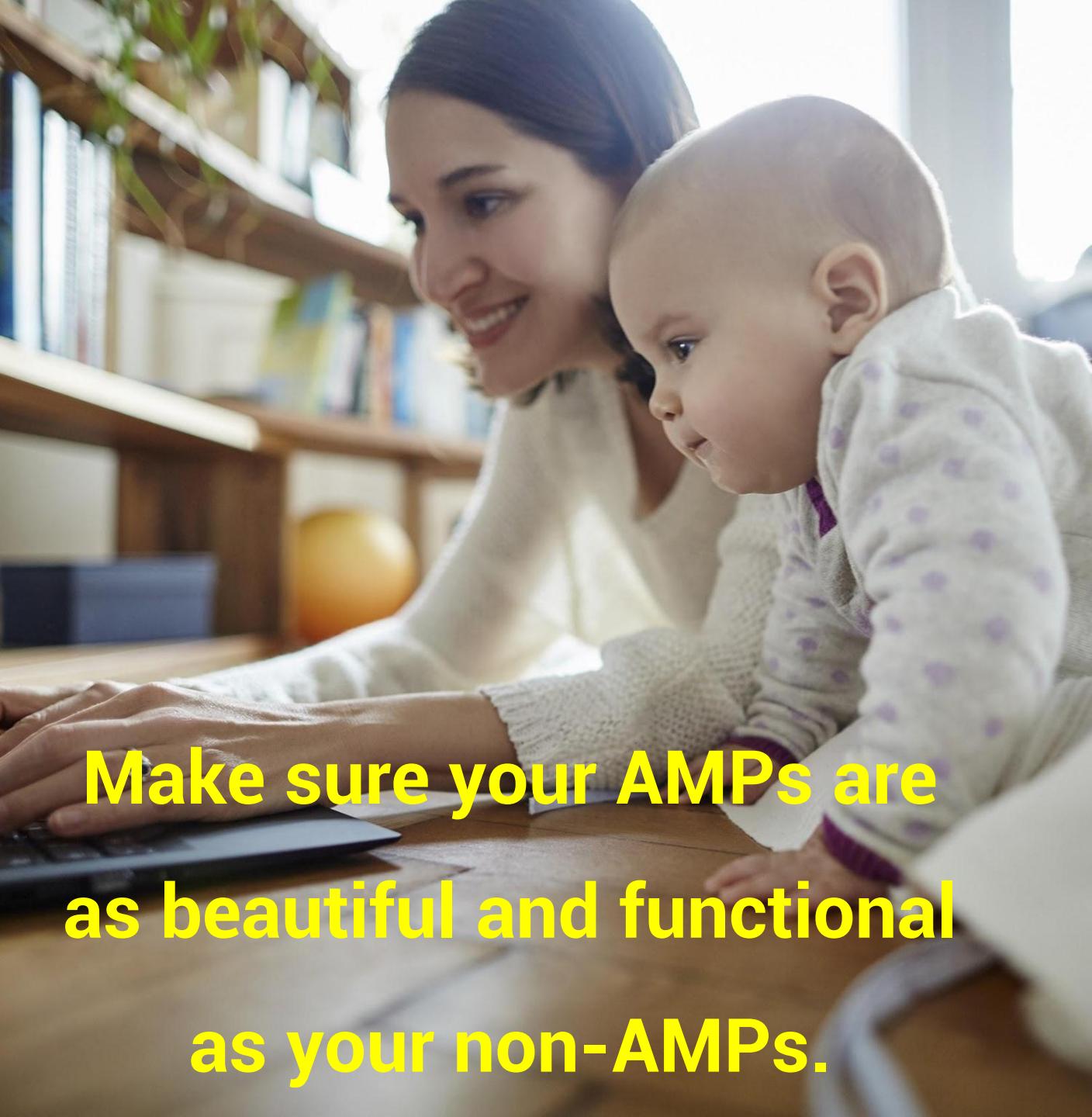
- Malte Ubl, Tech Lead for AMP at Google





How do I get started?

- Simple pages
- Pages users get to from Search
- Go from there



**Make sure your AMPs are
as beautiful and functional
as your non-AMPs.**

ampproject.org



ampstart.com

Get started with AMP

Create modern, fast-loading AMP pages with our quick-start templates and components

ampbyexample.com

PAGE TEMPLATES

COMPONENTS

Thank you!



@benmorss