

Mura AMP'ed Up!

INTRODUCTION TO GOOGLE AMP WITH MURA



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WEB DEVELOPER ~ BLUERIVER

This Session

MURA AMP'ED UP!



What is AMP?

WHAT, WHY, HOW

AMP'lyfing Mura

A FEW EXAMPLES

Gotchas with AMP

THINGS TO LOOK OUT FOR

Resources & Demos

VALIDATORS, EXTENSIONS, WEB HELP

AMP

ACCELERATED MOBILE PAGES

TOP STORIES

MORE

Prelude Comic Explains Every Avenger's Pre-Infinity War Status

 CBR - 13 hours ago

Marvel's Avengers Video Game Expands Development Team

 Screen Rant - 17 hours ago

 comicbook



Marvel President Addresses Future Of Netflix Shows In Light Of Disney...

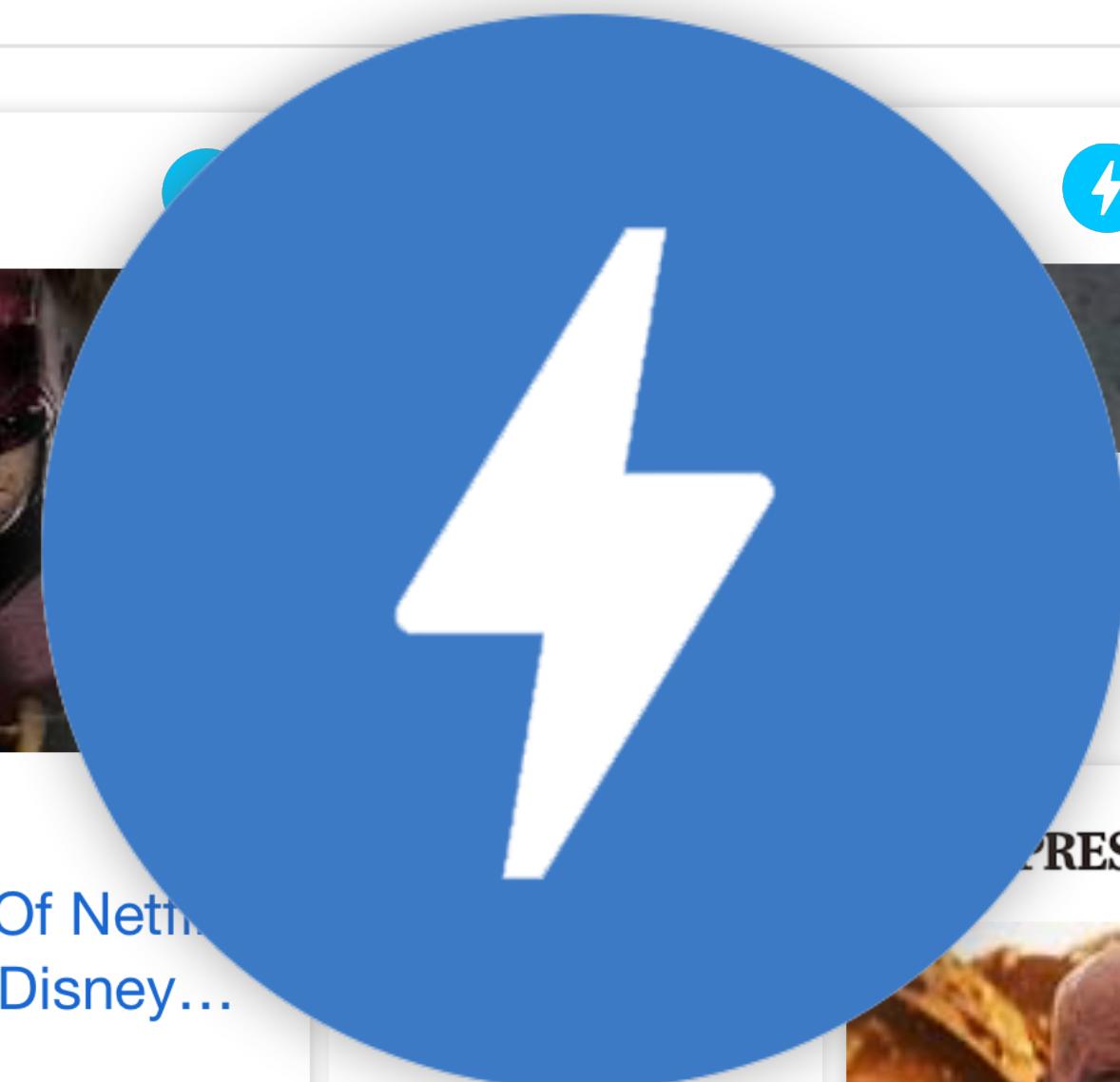
19 hours ago

Marvel Fans Are Not Happy About the Latest 'Avengers: Infinity War' Sneak Peek

 ComicBook.com - 11 hours ago

Avengers Infinity War 'sneak peek' SLAMMED by furious Marvel fans and...

6 hours ago



An open source effort to improve the content ecosystem for everyone.

AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users. AMP pages are just web pages that you can link to and are controlled by you.

What is AMP?

AMP is a Google-backed project with the aim of speeding up the delivery of content through the use of stripped down code known as AMP HTML.

Put simply, AMP is a way to build web pages for static content (pages that don't change based on user behavior), that allows the pages to load (and pre-render in Google search) much faster than regular HTML.

What is AMP?

Why AMP?

GOOD QUESTION...

If visitors are coming to your site primarily to read content from your blog / news section, then this is a clear opportunity for you to get started using AMP.

WHY AMP?

How do I AMP?

AMP STUFF...



Get started with AMP and learn how to build your first AMP page.

Hello World

An AMP HTML tutorial - learn the different building blocks of an AMP HTML file.

[CODE](#)

How to publish AMPs

There are a few things you need to watch out for when publishing Accelerated Mobile Pages (AMP).

[CODE](#)

AMP for E-Commerce

Getting Started

Here is a quick getting started guide for creating e-commerce webpages with AMP.

[CODE](#)

Internationalization

How to support hreflang and internationalization with AMP.

[CODE](#)

Components

AMP components in action. Learn how to build AMPs using the built-in components.

amp-access-laterpay

amp-access-laterpay allows publishers to easily integrate with the payment infrastructure platform LaterPay.

[CODE](#)

amp-access

The amp-access component adds support for paywalls and subscriptions to AMP, allowing the publisher to control which content is accessible by the reader and with what restrictions.

[CODE](#)

amp-accordion

An accordion provides a way for viewers to have a glance at the outline of the content and jump to a section or their choice at their will.

[CODE](#)

amp-ad

How to display Ads in your AMP HTML files.

[CODE](#)

amp-analytics

The amp-analytics element can be used to measure activity on an AMP document.

[CODE](#)

amp-anim

Embed animations (gif, webp) into your AMP HTML files.

[CODE](#)

amp-app-banner

amp-app-banner provides a minimal UI for a cross-platform, fixed-position banner showing a call-to-action to install an app.

[CODE](#)

amp-audio

AMP replaces the HTML5 audio tag with its own version: amp-audio.

[CODE](#)

AMP'lifying Mura

SO HOW DO YOU USE THAT CODE, RIGHT?

AMP'ed

AMP'LIFYING MURA

```
<cfoutput>
  ><cfif request.returnFormat NEQ 'AMP'>
    >><!-- Standard Mura Template -->
  ><cfelse>
    >><!-- Your AMP'ed Template -->
    >><cfinclude template = "amp_inc/page_amp.cfm">
  ></cfif>
</cfoutput>
```

```
><cfif $.event('amp') eq 1>
  >><cfset request.returnFormat='AMP'>
</cfif>
```

```
>><cfif len($.content().getFileName())>
  >>><cfif listFindNoCase('Blog,News', $.content().getParent().getTitle()) >
    >>><link rel="amphtml" href="#$.content().getURL(complete='true')#?amp=1" />
  >></cfif>
</cfif>
```



page_youtube



index.cfm

```
>> <cfif len($.content()).getValue('youtubeid')>
>>   <cfif request.returnFormat NEQ 'AMP'>
>>     <iframe width="100%" height="380" src="https://www.youtube.com/embed/".$content().getValue('youtubeid')." frameborder="0" allow="autoplay; allowfullscreen">
>>   </iframe>
>>   <hr />
>>   #m.setDynamicContent(m.content().getDynamicContent('AMP'))>
>>
>> <cfelse>
>>
>>   <!--AMP article video -->
>>   <!-- YouTube ID Extended Attribute -->
>>   <amp-youtube width="480" height="270" layout=responsive data-videooid="#$.content().getValue('youtubeid')#">
>>   </amp-youtube>
>>   <br />
>> </cfif>
>
> </cfif>
```

AMP'ed

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Marvel Studios' Avengers: Infinity War Official Trailer

Marvel Studios' Avengers: Infinity War - Official Trailer

Two years after the Avengers were torn apart during the events of Captain America: Civil War, Thanos arrives on Earth to collect the Infinity Stones for a gauntlet that will allow him to bend reality to his will.

<amp-youtube>

AMP YOUTUBE

<amp-img>

AMP IMAGES

```
  > <!-- Primary Associated Image -->
  > <cfif $.content().hasImage(usePlaceholder=false)
  > > <cfscript>
  > > > img = $.content().getImageURL(complete=true)
  > > </cfscript>
  > > 
  > > <!-- make image call to get height and width
  > > <cfimage
  > > > source="#img#"
  > > > action="info"
  > > > structName="metaImageInfo">
  > 
  > > <div class="post-featured-img">
  > 
  > > > <amp-img>
  > > > > src="#img#"
  > > > > alt=""
  > > > > height="#(metaImageInfo.height \ 2)#
  > > > > width="#(metaImageInfo.width \ 2)#
  > > > > layout="responsive">
  > > > </amp-img>
  > 
  > > </div>
  > </cfif>
  > <!-- /Primary Associated Image -->
```



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Why I No Longer Let My Kids Play With Bubbles



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent suscipit iaculis libero sed tristique. Quisque mollis dolor non tellus placerat vitae sodales lectus porta. Curabitur ut suscipit tellus. Maecenas rhoncus, ante vitae vehicula vestibulum, metus sapien dapibus tellus, et mattis dolor neque vitae nisl. Nullam eleifend ultrices ipsum eget pretium. Curabitur semper metus ut ante adipiscing nec volutpat sem rutrum. Nullam a nisi lacus, non interdum ante. Vivamus ante augue, commodo vel egestas sed, pharetra nec dui. Quisque sed tellus felis. Donec ipsum mauris, sagittis eu accumsan in, aliquam non ipsum.

<amp-img>

AMP IMAGES

Why I No Longer Let My Kids Play With Bubbles

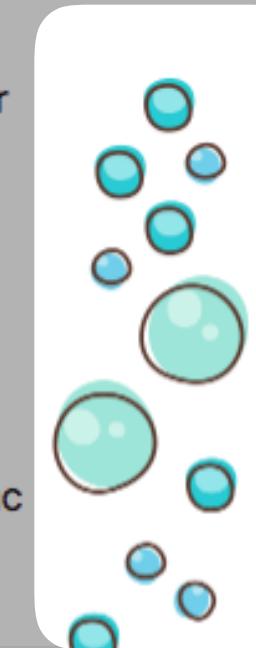
⌚ Aug 12, 2016 💬 fun, kids 🙃 Chrissy Christopher



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent suscipit iaculis libero sed tristique. Quisque mollis dolor non tellus placerat vitae sodales lectus porta. Curabitur ut suscipit tellus. Maecenas rhoncus, ante vitae vehicula vestibulum, metus sapien dapibus tellus, et mattis dolor neque vitae nisl. Nullam eleifend ultrices ipsum eget pretium. Curabitur semper metus ut ante adipiscing nec volutpat sem rutrum. Nullam a nisi lacus, non interdum ante. Vivamus ante augue, commodo vel egestas sed, pharetra nec dui. Quisque sed tellus felis. Donec ipsum mauris, sagittis eu accumsan in, aliquam non ipsum.

Fusce in ipsum lacus, sed tempor tellus. Vestibulum sed est lorem, in consectetur nisi. Suspendisse ac quam urna, vitae faucibus massa. Vivamus vulputate sollicitudin volutpat. Cras in libero sapien. Fusce congue cursus elit sed dapibus. Etiam vehicula elementum metus, sed tristique ligula sagittis ac. Cras id faucibus leo. Quisque ligula magna, euismod consectetur convallis in, cursus vitae velit.

Vestibulum tempor nunc nec felis scelerisque eget elementum erat dignissim. Ut vel ipsum mollis orci venenatis luctus. Aenean vehicula quam vel quam porttitor ac iaculis elit pulvinar. Proin consequat, ipsum eu venenatis semper, justo turpis posuere tortor, ac placerat metus nisl et lectus. Nulla cursus dui id nunc



March 2018						
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[September 2016 \(1\)](#)

[August 2016 \(1\)](#)

Tag Cloud

[fun](#) [kids](#) [school](#)
[travel](#)

<amp-img>

AMP IMAGES

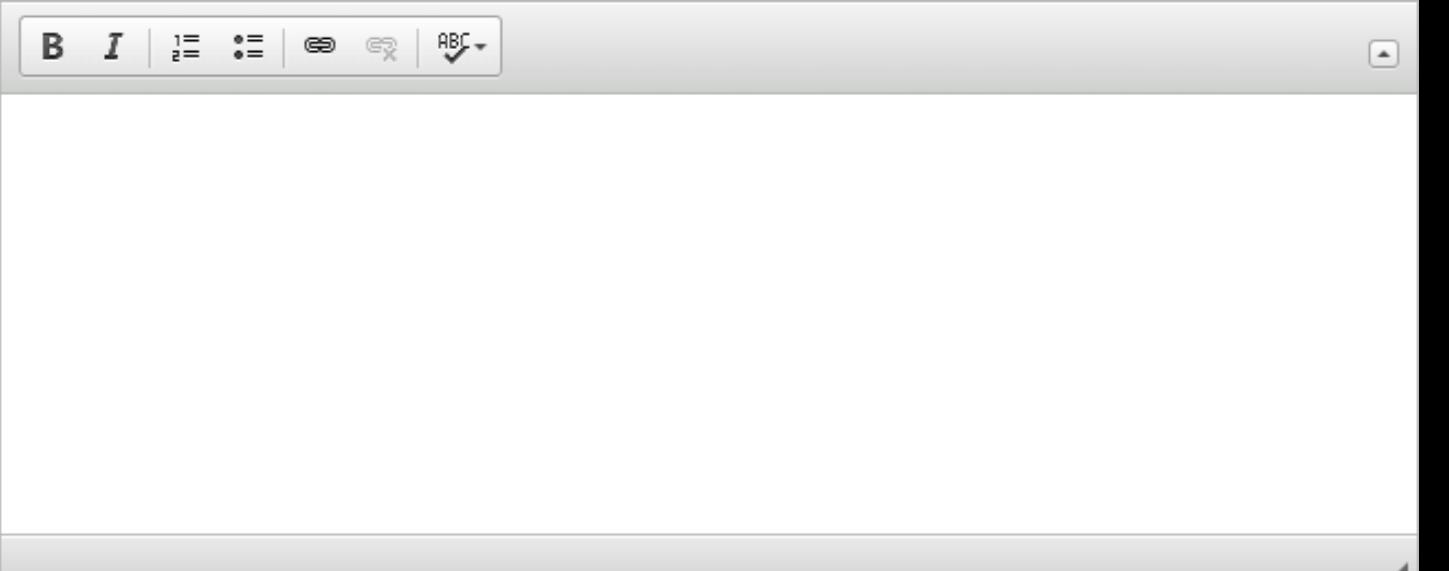
 to <amp-img>

```
<cfset ampimage='>
--> <!-- create an array of src in the body from the image regex -->
--> <cfset regexpsrc=reMatch('src\s*=\s*["\'](.*?)["\']\s*?([^\>]*?)\s*?["\'][^>]*?', i )/>
--> <!-- loop the src files -->
```

 to ‘ ’

```
<cfset actualImageInfo='>
--> <!-- make image call to get height and width -->
--> <cfimage source="#imagePath" action="getinfo" name="info" structure="actualImageInfo">
--> <!-- <amp-img src="welcome.jpg" alt="Welcome" height="400" width="800"></amp-img>
--> <!-- build our amp image -->
--> <cfset ampimage='<amp-img src="#imagePath" alt="#imageAlt" height="400" width="800">'>
```

ampContent



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Why I No Longer Let My Kids Play With Bubbles



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent suscipit iaculis libero sed tristique. Quisque mollis dolor non tellus placerat vitae sodales lectus porta. Curabitur ut suscipit tellus. Maecenas rhoncus, ante vitae vehicula vestibulum, metus sapien dapibus tellus, et mattis dolor neque vitae nisl. Nullam eleifend ultrices ipsum eget pretium. Curabitur semper metus ut ante adipiscing nec volutpat sem rutrum. Nullam a nisi lacus, non interdum ante. Vivamus ante augue, commodo vel egestas sed, pharetra nec dui. Quisque sed tellus felis. Donec ipsum mauris, sagittis eu accumsan in, aliquam non ipsum.

data-param-text =
“Check out my Cool Amp Page”

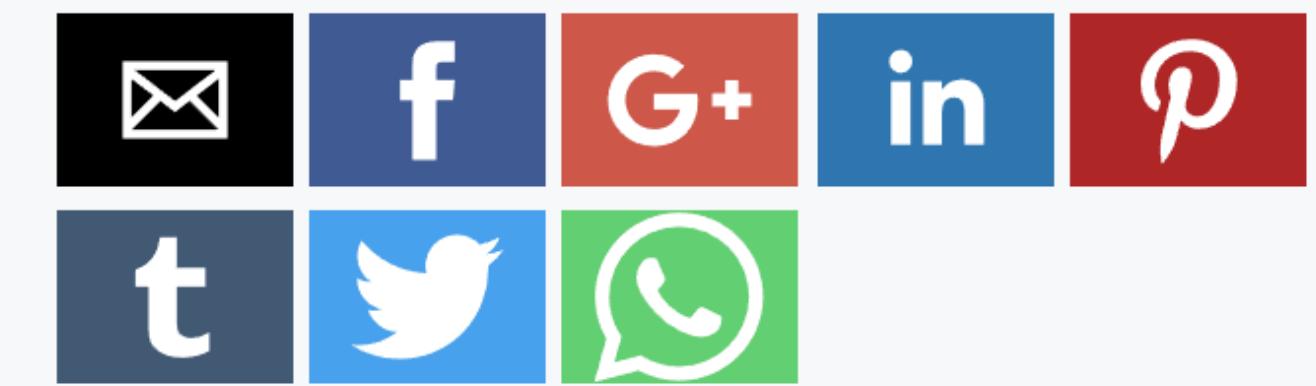
data-param-url =
“<http://www.awesome.com>”

data-param-attribution =
“Who to attribute the share to”

data-param-app_id =
“12345667789”

developers.facebook.com/apps

Follow



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<amp-social>

AMP YOUTUBE

Gotcha's

THINGS TO LOOK OUT FOR



IMAGE HEIGHT AND WIDTH



NO EXTERNAL JS



AMP SPECIFIC JS



SCHEMA



ETC, ETC, ETC

Resources

ONLINE VALIDATORS, TUTORIALS,
ETC

<https://github.com/pauldenato/mura-amped-up>

<https://www.ampproject.org/>

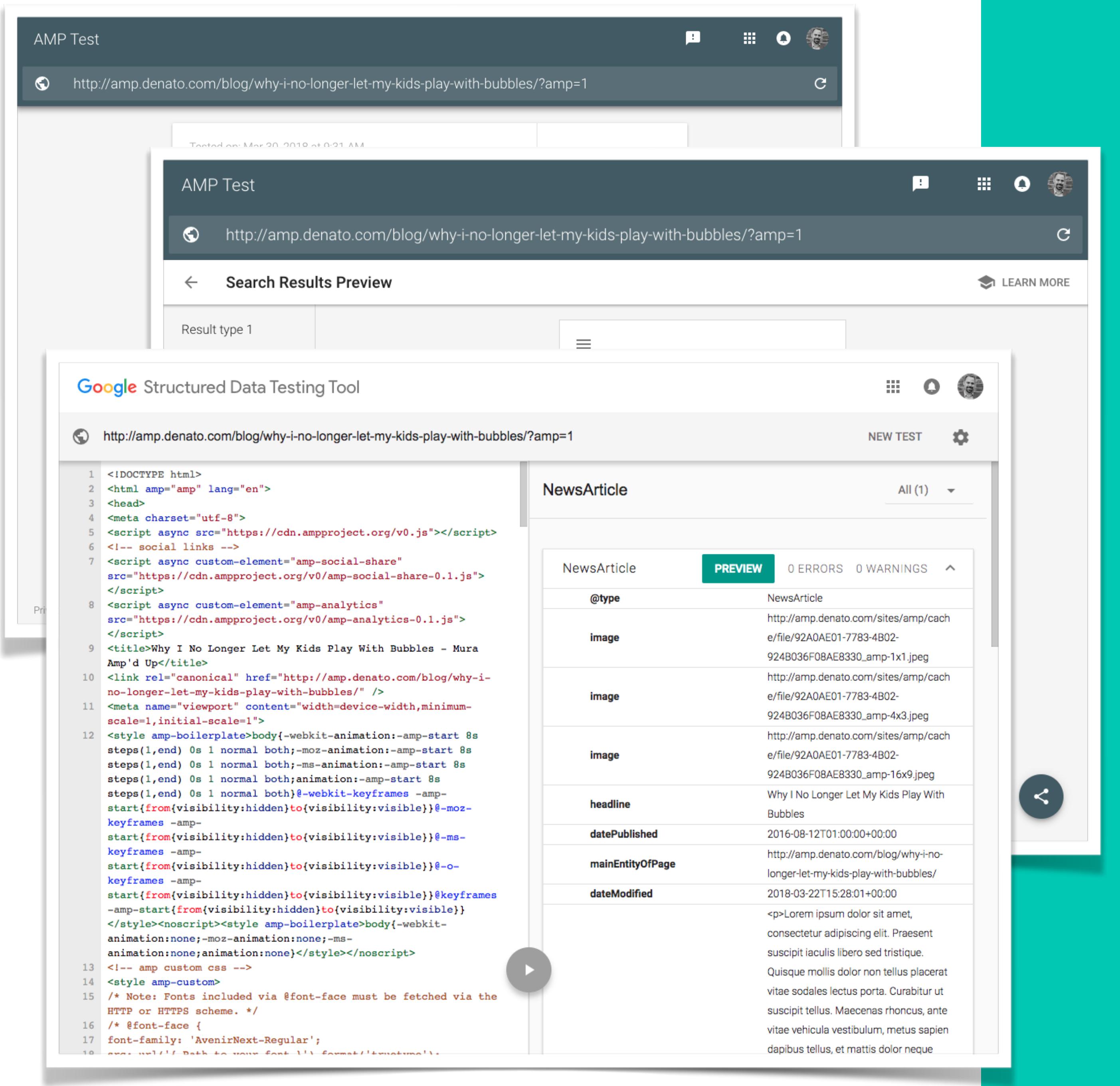
<https://validator.ampproject.org/>

<https://chrome.google.com/webstore/detail/amp-validator>

<https://ampbyexample.com/playground/>

<https://search.google.com/test/amp>

<https://search.google.com/structured-data/testing-tool>



Validation Tests

[HTTPS://SEARCH.GOOGLE.COM/TEST/](https://search.google.com/test)

Questions?

GREAT!

IN CONCLUSION...

Thanks for Attending!