WK\_8\_2\_Read This Article on AMP

AMP stands for Accelerated Mobile Pages; this is aiming toward high performance gain. It is the new “Thing”…it has to be since Google is spearheading the project.

The way to view this new “Thing” is. The ultimate goal of any given website is the user’s experience. Speed ranks up high on the end users factor scale, specifically download speed (nowadays almost everything is centered around “the ME factor”…sad, however, true) of the page that is being visited and viewed.

This is a new technology and companies are gearing to come together to establish certain protocols that will make rendering quick and uniform across the board. The major issue is the time frame it takes to render the expected page in the correct manner being text, scripts, images, video, and iframe….etc.

The basic principles of AMP are:

1. **Use Only Asynchronous Scripts** – synchronous scripts blocks the DOM and delays rendering. Scripts are only allowed when it’s is custom AMP scripts which are designed with performance and rendering in mind.
2. **External Resources Need to Have Set Dimensions** – AMP needs to know the sizes (height and width) of images and iframes before it is downloaded.
3. **Don’t Let Anything Block Rendering** – AMP will create the box and nothing can stop it from rendering even though it doesn’t know what it contains.
4. **CSS Must Be Inlined And Size Bound** – AMP doesn’t like external CSS file, the preferred method would be inline CSS.
5. **Font Loading Must Be Efficient** – Large web fonts can impacts upload and performance which creates long wait time when it starts. On the other hand in IMP because CSS is inlined and scripts are asynchronous the browser doesn’t have to wait before downloading fonts.
6. **Only Run Animations On The GPU** – To stop page layout updates on animations AMP limits them to *transfer* and *opacity* and it forgoes the page layout updates. In turn it keeps animation on the GPU.
7. **Resource Loading Is Prioritized –** AMP downloads resources on priority basis. Images are downloaded if they are going to be utilized by the end user.
8. **Page Are Loaded In an Instant –** Contend are pre-loaded and pre-rendered only if it is going to be requested by the end user.