

GRACIAS A

RAIN

tigo business
Una solución para cada negocio

 **BOLDGRID**

 **movistar**

 **KRONOSCODE**

 **JETPACK**

 **WooCommerce**

 **bluehost**

 **monchi.to**
DISEÑO & DESARROLLO WEB

 **MODERN TRIBE**

 **SiteGround**

 **dotcreek**

 **accedo**
preferred • nearshore • services

 **TOPFLOOR**
MARKETING

 **DreamHost**

 **WPML.ORG**

 **SiteLock.**



 **UCA**
UNIVERSIDAD
CENTROAMERICANA

 **dinterweb**
Inbound Marketing Agency

 **SUCURI**

 Hotel
Zonsión Leodolinda

 **Bacanalnica**.com





WORDCAMP
MANAGUA 2017

AMP + WP = ❤



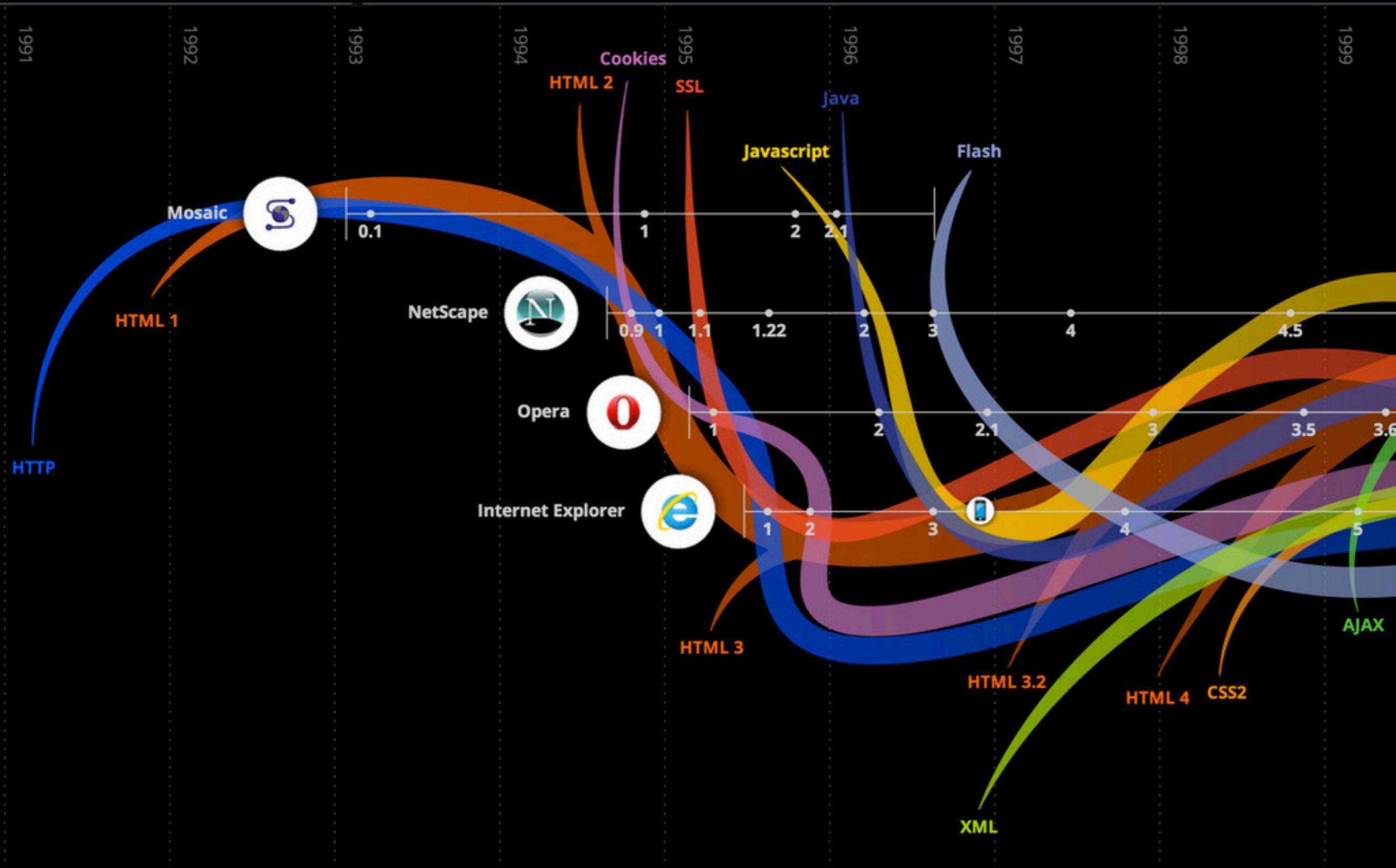


▲ 0scar Cortez

@oscar_mcm



Al inicio de la web ...



Las cosas eran más
simples.

BACK TO THE PAST



AMP

2005



AMP

2007



BACK TO THE FUTURE



AMP



La Web comenzó a crecer

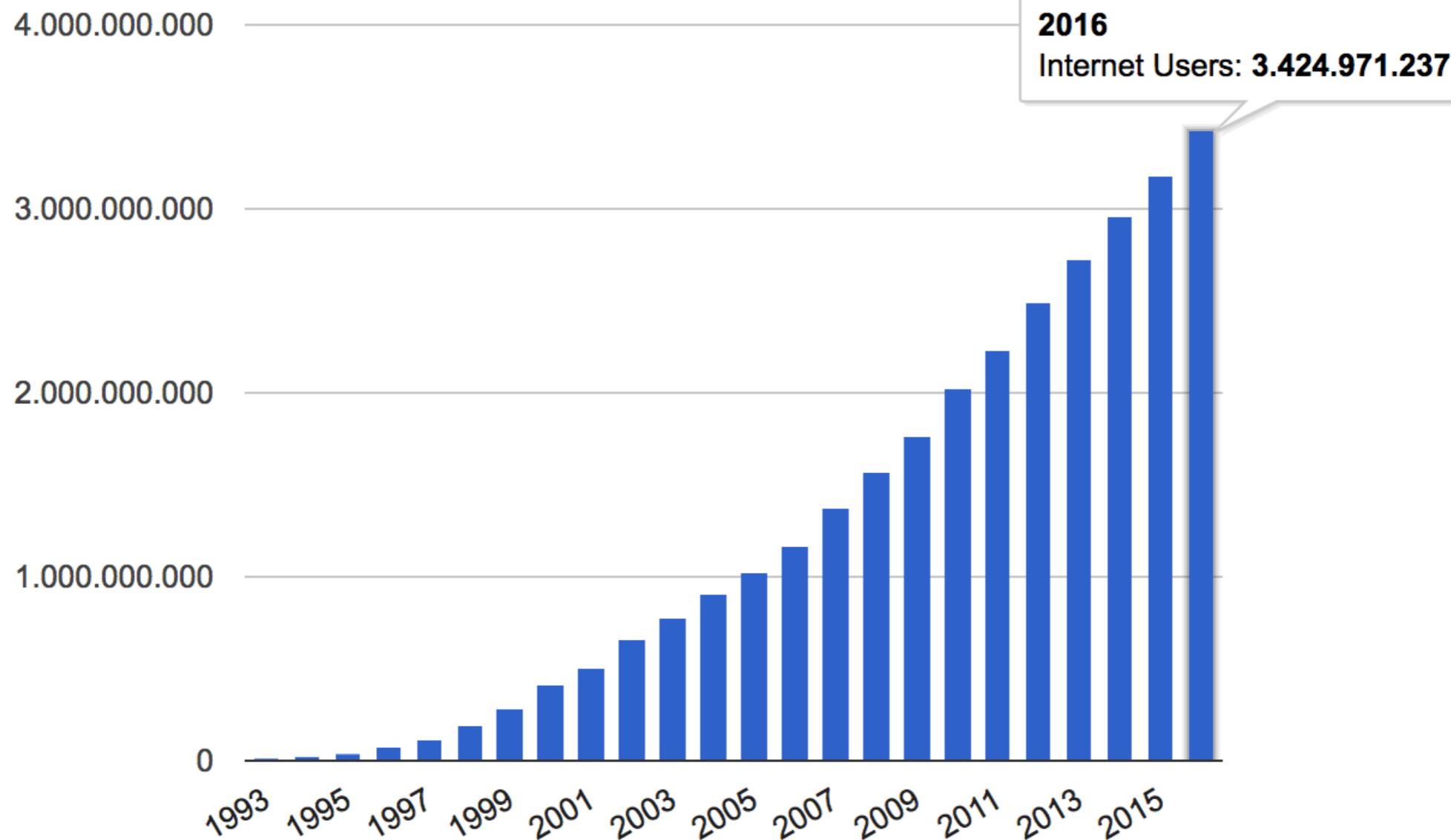


La web el dia de hoy.



Los desarrolladores el día de hoy.

Internet Users in the World



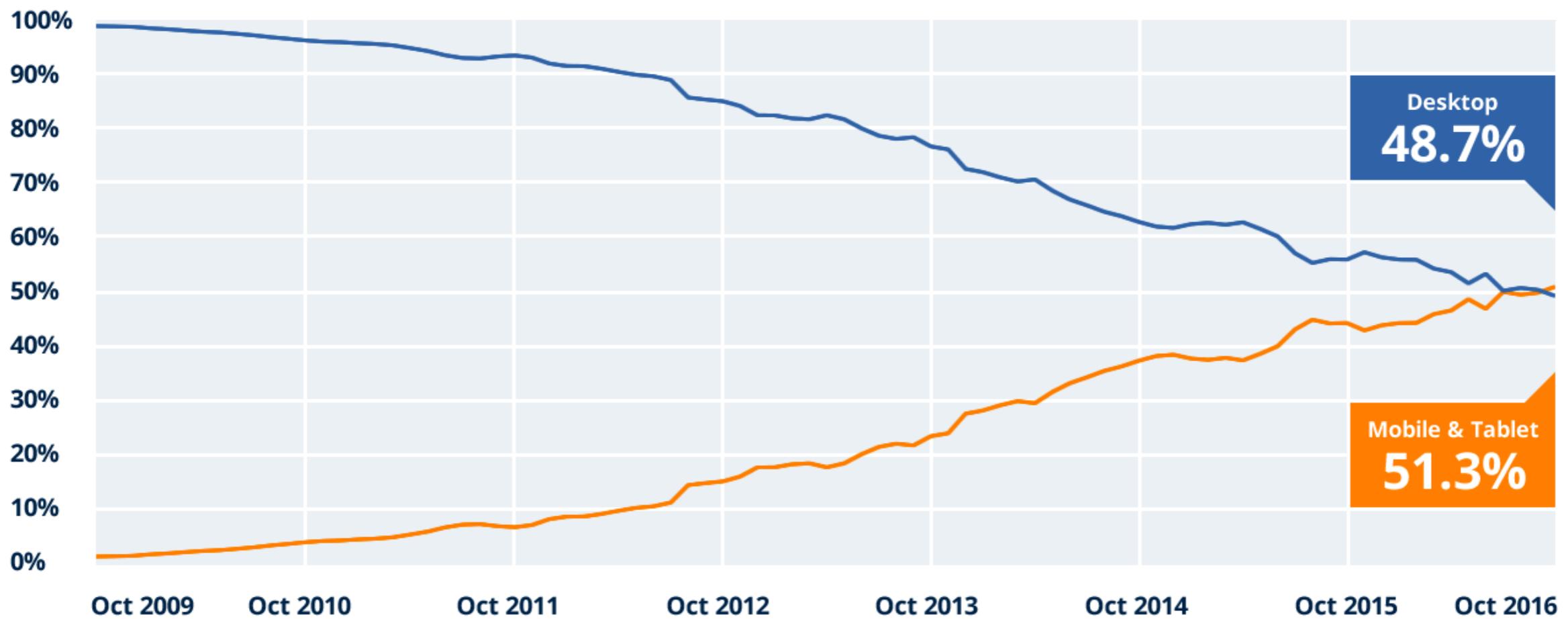
AMP



Internet Usage Worldwide

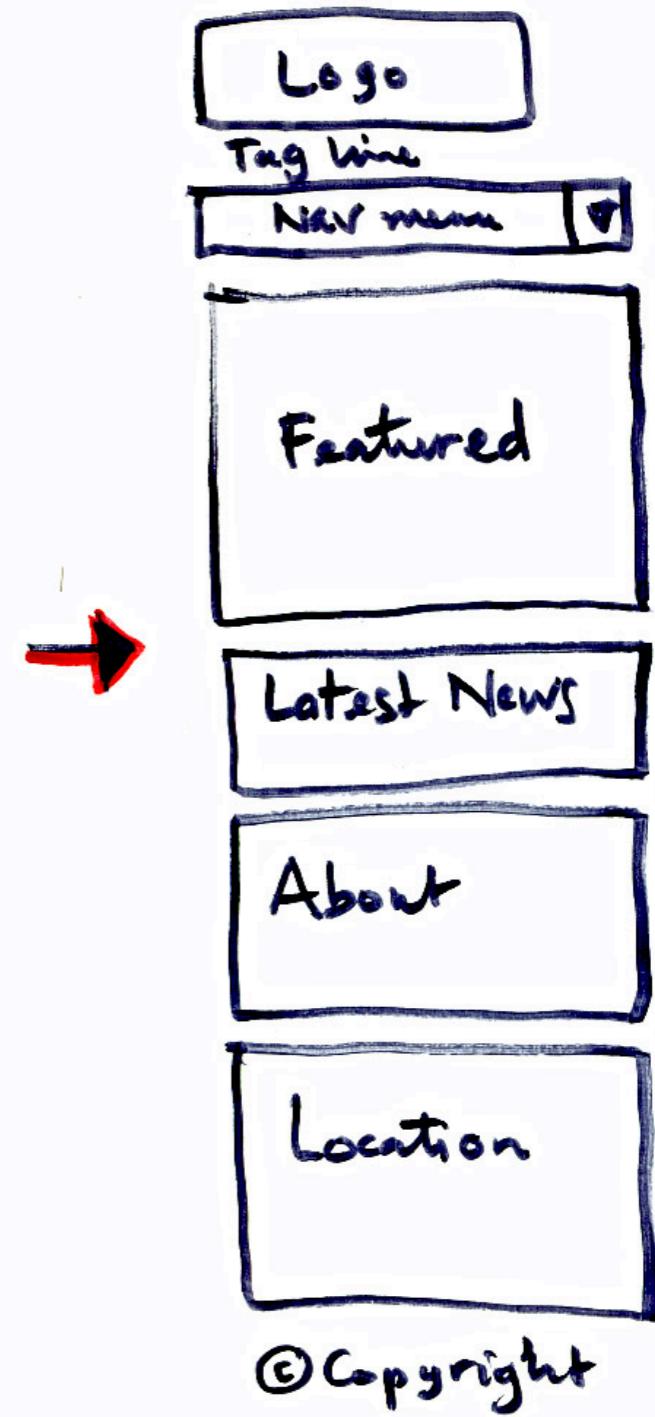
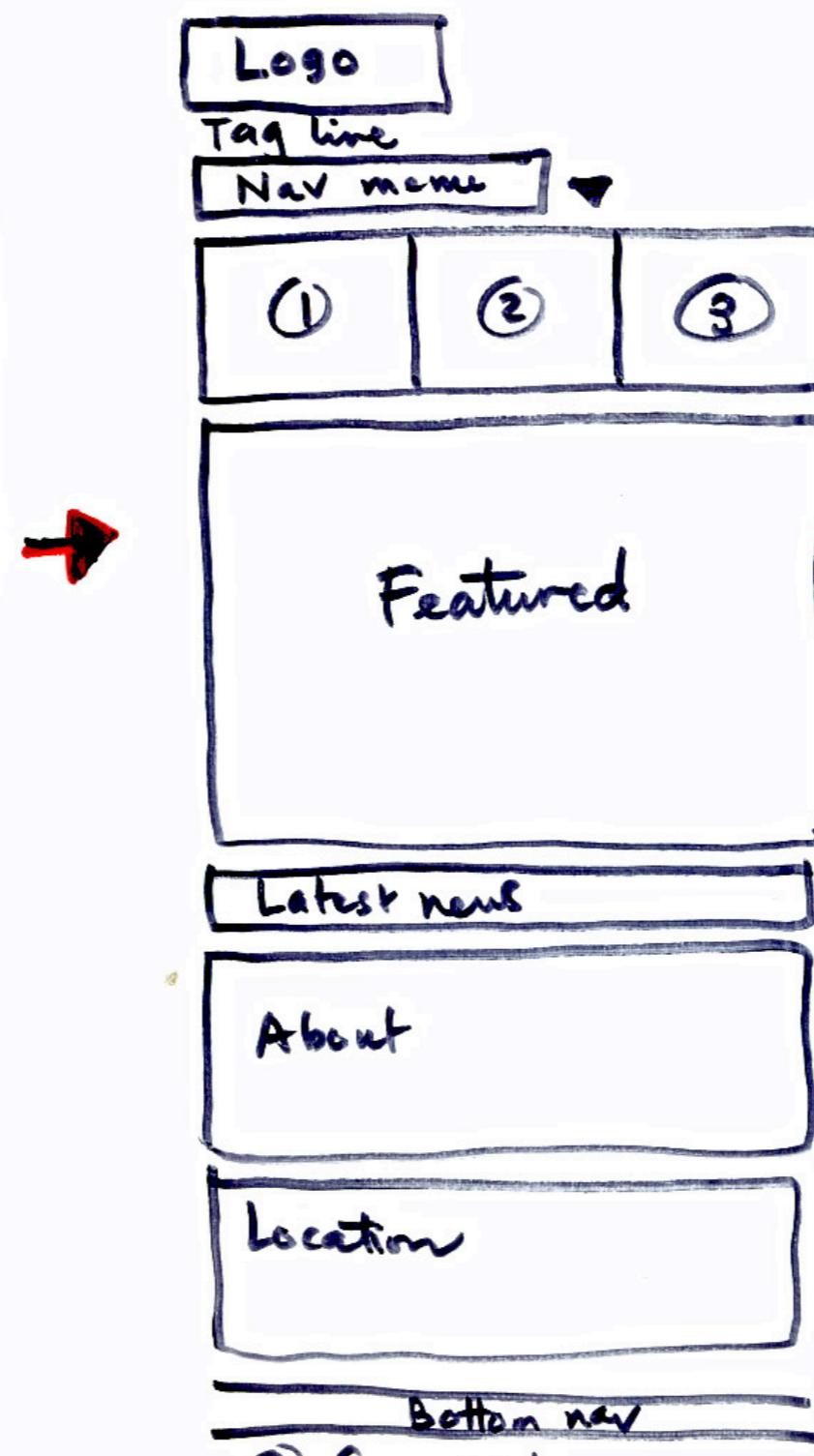
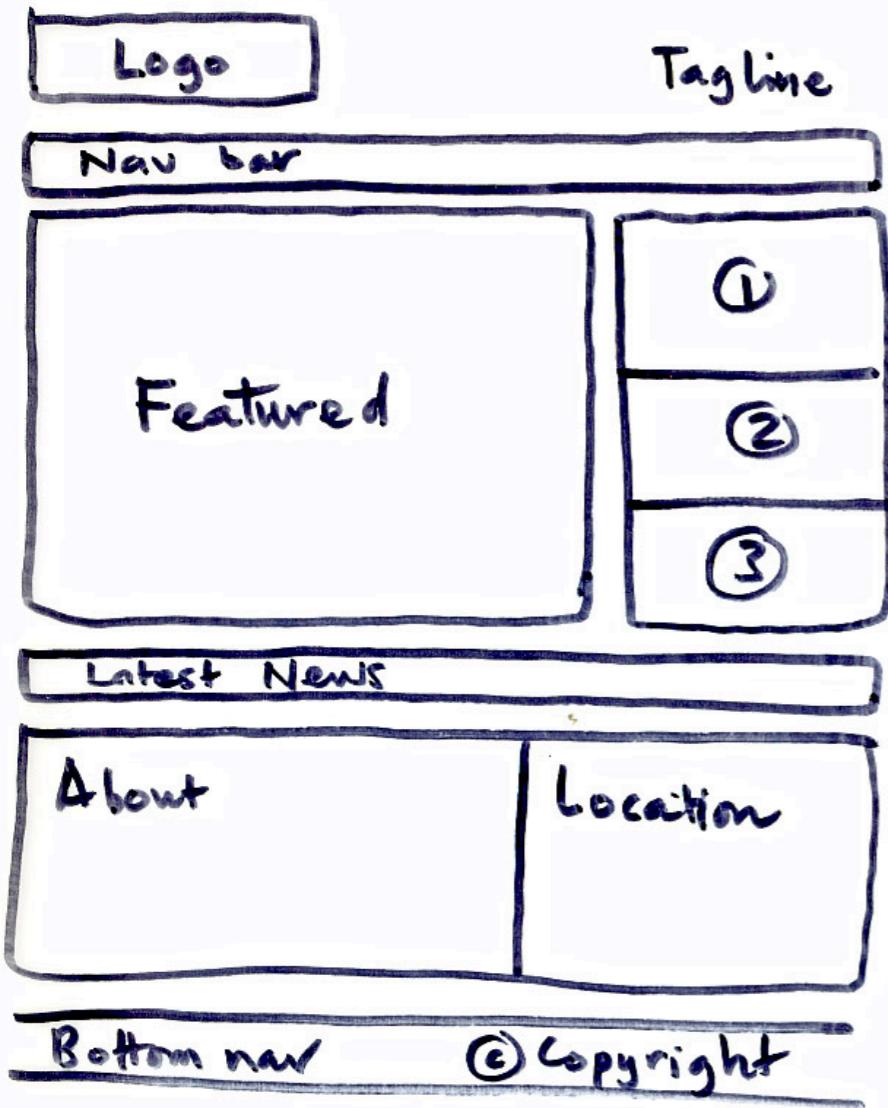
October 2009 – October 2016

■ Desktop ■ Mobile & Tablet



AMP

Responsive Design.



@media screen

min-width: 990px

(Desktop)

@media screen

min-width: 729px

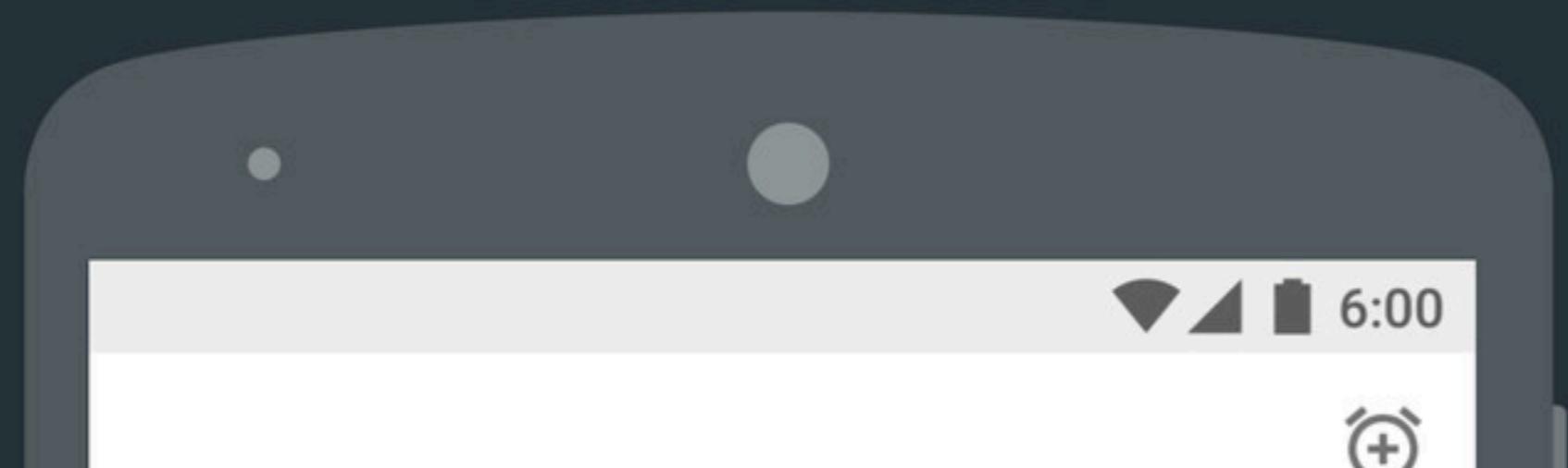
(Ipad vertical)

@media screen

min-width: 480px

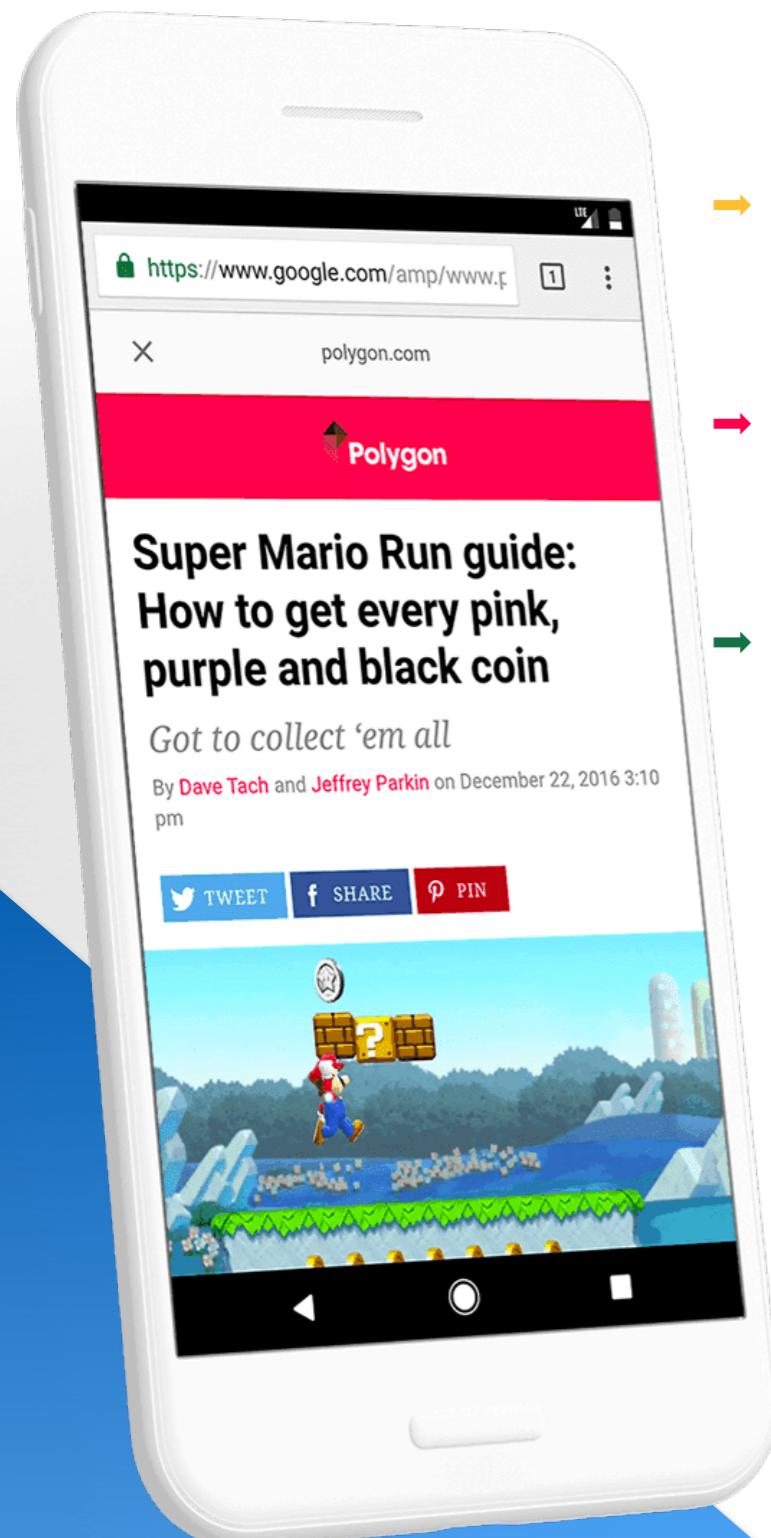
(Iphone)

¿AMP?



iAccelerated Mobile Pages!





- Lanzado en Octubre 2015.
- Apache License & Open Source.
- Desarrollado por Google.



ATLANTICMEDIA



BuzzFeed

CONDÉ NAST

Daily Mail



AMP

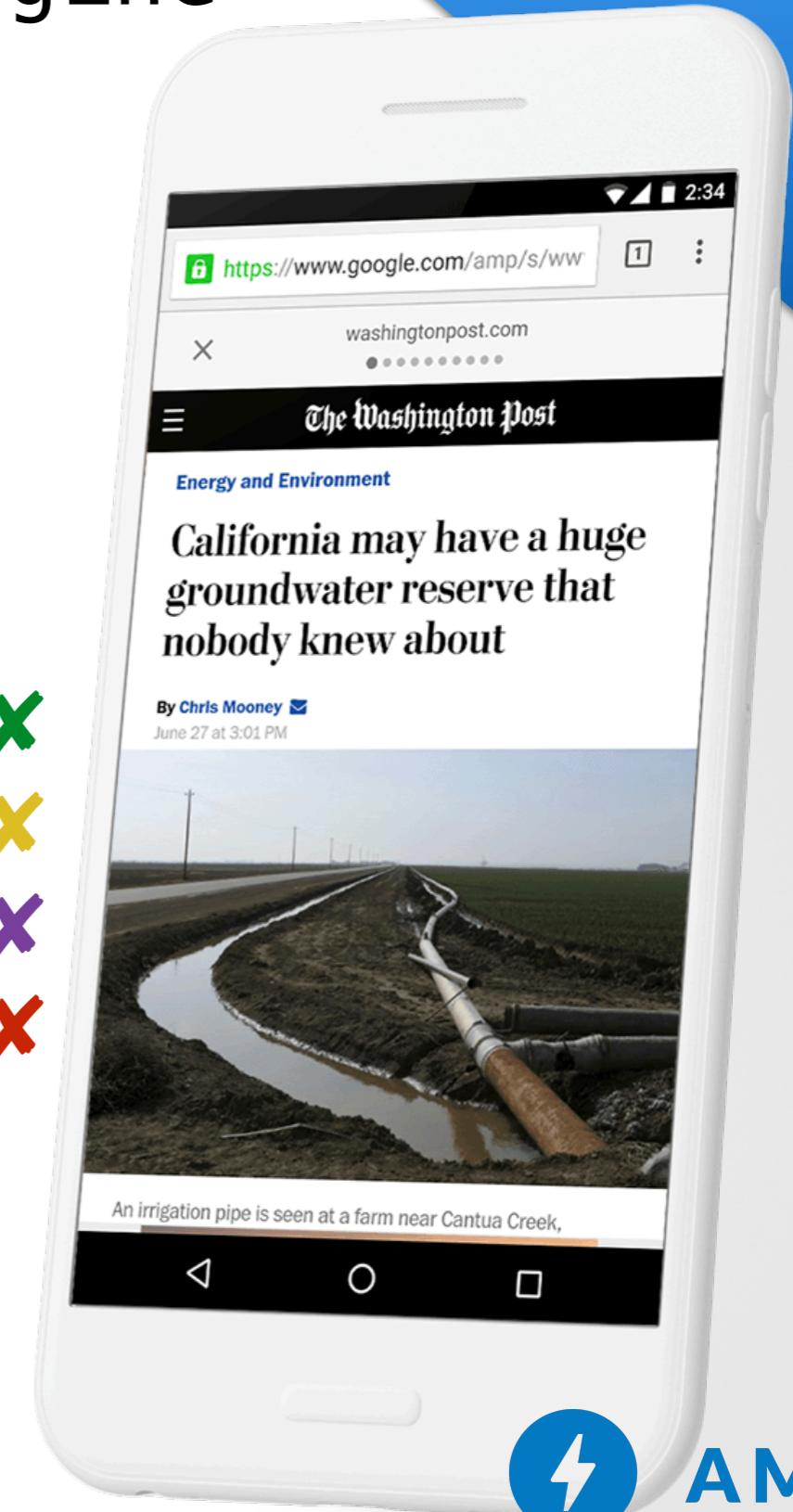
La creación de sitios web rápidos, bellos y de alto rendimiento.



AMP

- ✓ Prioridad Google Search Engine
- ✓ Soporta Service Workers
- ✓ Smart Cache Model
- ✓ Disponibilidad Global

Tener una pagina non-AMP X
Solo CSS Inline X
Styles <= 50 KB X
Third-Party JavaScript X



AMP Core Components

AMP HTML



AMP JS

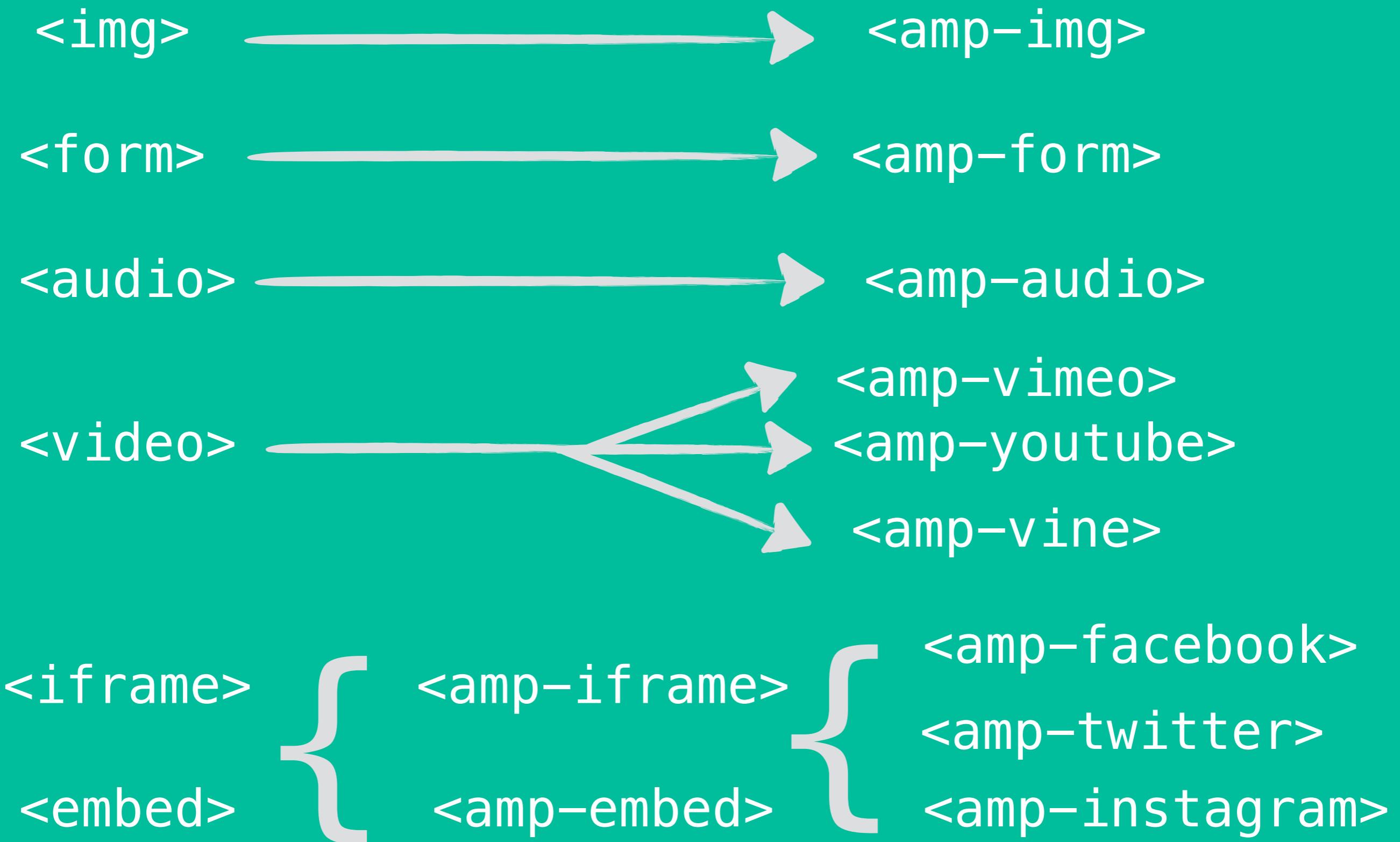


AMP Cache



¿AMP HTML?





Sitios Populares de .ni



END



3.3MB

20.29s



LP



2.1MB

10.65s



BN



3.1MB

17.37s



AMP

radio ya

Google

radio ya

NOTICIAS **IMÁGENES** **VÍDEOS** **MAPS**

Noticias destacadas de nuevaya.com.ni

((La Nueva Radio YA))



Inicia juicio contra señalados de matar a motociclista en Managua

AMP - Hace 6 horas

((La Nueva Radio YA))



Nicaragüense viviendo en EEUU da a conocer su "Arriésgate" en Tu Nuevaya

AMP - Hace 7 horas

La Nueva Radio YA
<https://nuevaya.com.ni>

Tu Nueva Radio YA, la radio más escuchada de Nicaragua, noticias, entretenimiento y deportes.

Sucesos YA

Ultima hora

Deportes YA



nuevaya.com.ni

((La Nueva Radio YA))

¿Cómo manejar las emociones negativas en el trabajo?

Tu Nueva Radio YA hace 2 horas

Al estar expuestos a un entorno laboral sometido a constantes cambios, exigencias y falta de liderazgo, el empleado tiende a sufrir por naturaleza un desequilibrio emocional que pone en riesgo su óptimo desempeño y, por tanto, su crecimiento profesional.



Según los expertos, aprender a gestionar los

LET THE GAMES BEGIN!



AMP

Custom

Normal

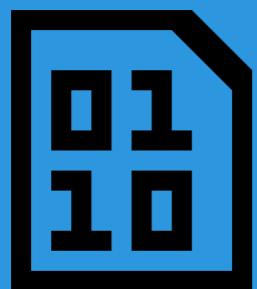


AMP

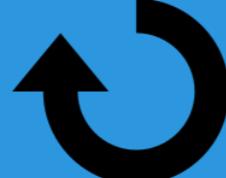
Custom Road



WP



DATOS

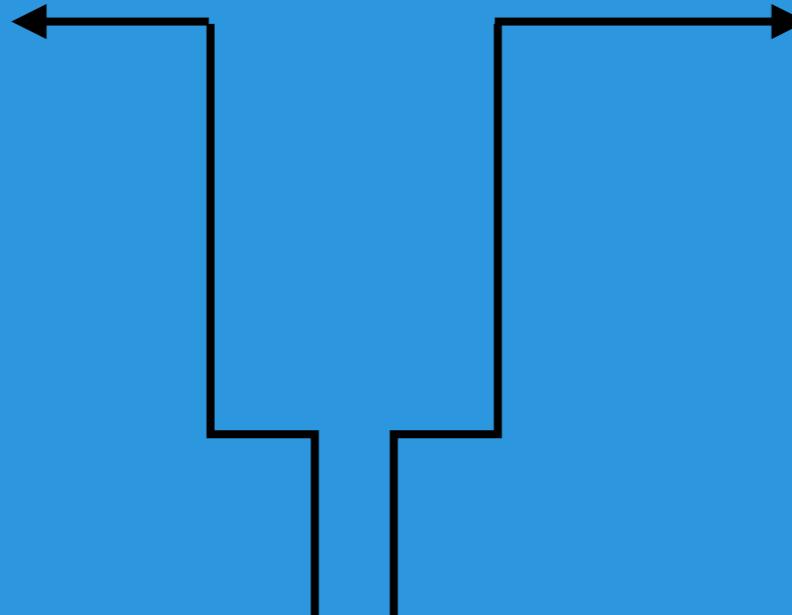


VALIDADOR

PARSER



WP-API



CDN



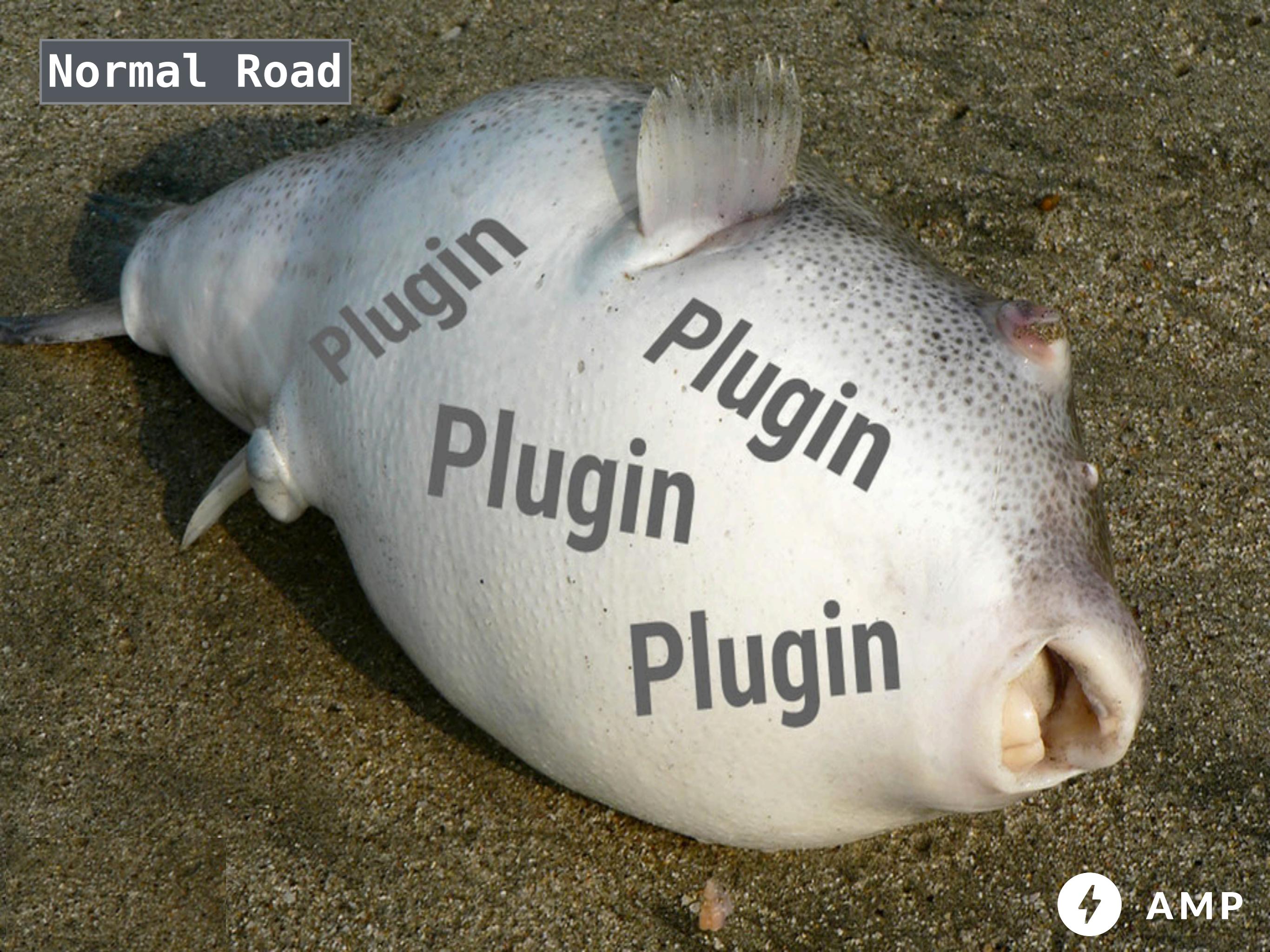
APP

WEB



AMP

Normal Road



Plugin

Plugin

Plugin

Plugin



AMP

Dashboard Posts Media Pages Comments Appearance Plugins 1 Installed Plugins Add New Editor Users Tools All-in-One WP Migration

Add Plugins [Upload Plugin](#)

Search Results Featured Popular Recommended Favourites Keyword ▾ amp 202 items < < 1 of 7 > >

 AMP for WP – Accelerated Mobile Pages Active More Details	 AMP Active More Details
AMP for WP is the most recommended AMP plugin by the community. Automatically add Accelerated... By Ahmed Kaludi, Mohammed Kaludi	Enable Accelerated Mobile Pages (AMP) on your WordPress site. By Automatic
★★★★★ (198) 40,000+ Active Installs	★★★★★ (111) 200,000+ Active Installs
Last Updated: 2 days ago	Last Updated: 7 months ago
✓ Compatible with your version of WordPress	Untested with your version of WordPress

Homepage Support

Enable/Disable Home page using this switch.

ON OFF

Non-AMP HomePage link in Header and Logo

If you want users in header to go to non-AMP website from the Header, then you can enable this option

ON OFF

Mobile Redirection

Enable AMP for your mobile users. Give your visitors a Faster mobile User Experience.

ON OFF

Link to Non-AMP page in Footer

Enable / Disable Link to Non-AMP page in the footer

ON OFF

Next-Previous Links

Enable Next-Previous links in single

ON OFF
**AMP**

i DEMO !

<https://goo.gl/mRJt8L>

AMP Es Para Mi



Publishers



Ad Tech Platforms



Advertisers

1.5 Billones de paginas usan AMP

i



▶ ▶ 🔊 0:04 / 39:53

HD ☰ []

The AMP Keynote (Google I/O '17)



The AMP Channel

Suscribirse

1,7 K

+ Añadir a

Compartir

••• Más

From AMP to PWA: Progressive Web AMPs (Google I/O '17)



The AMP Channel

Suscribirse

1,7 K

+ Añadir a

Compartir

••• Más

¡GRACIAS!



▲ Oscar Cortez
@oscar_mcm

