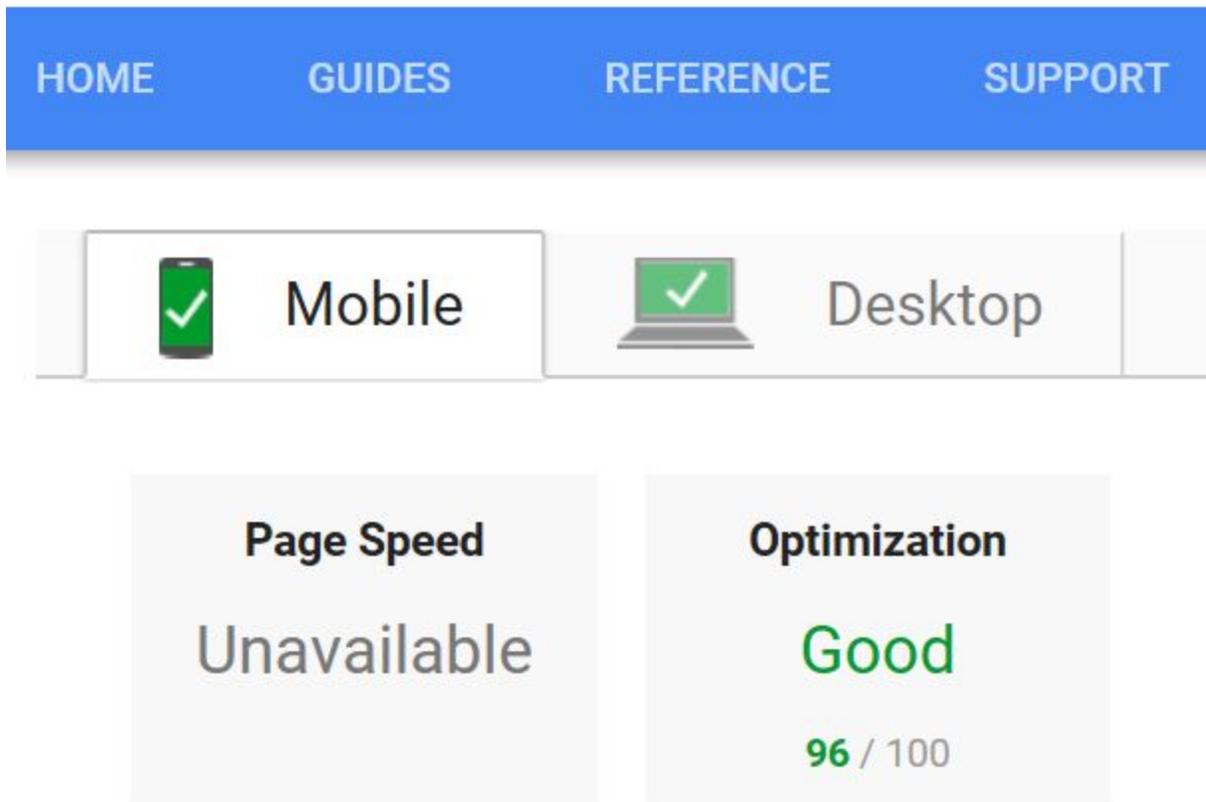


5 Reasons You Must Have AMP

1) SPEED! Official Google PageSpeed Insights Tool

PageSpeed Tools > Insights



PSI is currently showing a single-page report. Chrome for this page, but PSI was still able to analyze this page. Please investigate the recommendations below.

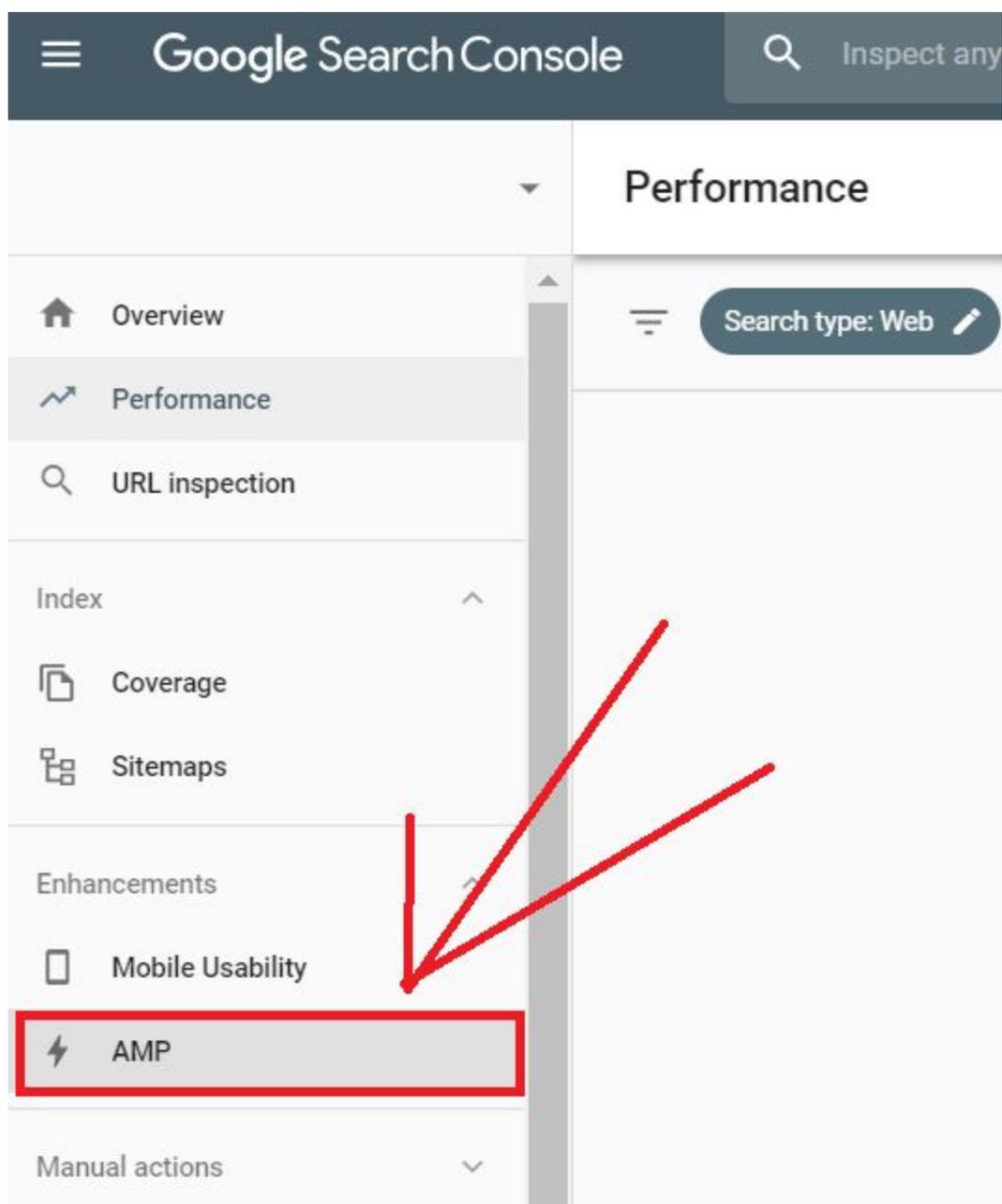
Google Press Release: July 2018

“Google today announced a significant change in how it ranks websites for mobile searches: it will now take page

speed into consideration as one of its signals, the company says. The change, which Google is referring to as the “Speed Update,” will go into effect in July 2018, and will downrank very slow websites under certain conditions.

In February 2016, it began to highlight AMP sites (pages using its Accelerated Mobile Page technology to speed up mobile rendering) in search results. - Search Engine Journal (respected SEO news).”

2) New Mobile Standard: AMP listed inside Google Search Console



3) Increased Traffic and Conversions

“We know that fast-loading websites are better for the user. But what you may not be aware of is how speed can impact the bottom line.

Google-sponsored research shows that AMP leads to an average of a 2X increase in time spent on page (details can be seen here). The data also shows e-commerce sites experience an average 20 percent increase in

sales conversions compared to non-AMP web pages.” - Moz.com (Search Engine Updates Leader)

4) Mobile First Index: Overtakes PC / Desktop

Why Google is switching to mobile-first indexing. Mobile use has exploded in the past decade, from just over a half-billion users globally in 2010 to nearly three billion today. With this worldwide shift towards mobile devices, Google is following the trend. “Everywhere in the world, information is becoming more portable,” said Sanders.

What is mobile-first? According to Google’s webmaster guidelines, “Mobile-first indexing means that we’ll use the mobile version of the page for indexing and ranking, to better help our – primarily mobile – users find what they’re looking for.” Google continues to use a single index of websites and apps, but is adapting its algorithms to primarily use a mobile version of a site’s content to rank pages from that site. “It’s going to take multiple years for this to come to fruition,” said Sanders. - Search Engine Journal

5) Big Brands Use AMP

Big brands do not switch to unproven technologies. They also want every advantage they can receive through Google Search and online marketing (fierce competition). The following are just a few brands who have switched to the new mobile standard - AMP (Accelerated Mobile Pages). Over 1 million websites are now powered by AMP technology.



The Washington Post

theguardian



Forbes



The New York Times

