

5 reasons to quickly start using accelerated mobile pages

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So you're thinking about adding Accelerated Mobile Pages (AMP) to your website? Stop thinking and start doing! Of course, it is all about how you implement AMP, but we'll get into that.

If you're unfamiliar with AMP, it's that enables pages on your site to load quickly for users on a mobile device. This happens with the help of a JavaScript library and some additional HTML markup.

Here are five reasons why you should add AMP technology to your website:

1. AMP is essential for good mobile SEO.

By now, you already know that if you want your site to rank well, That's also why you need AMP. Think of it as the latest iteration of mobile-friendly design.

With AMP, your pages and blog posts will load quickly on mobile devices. That will not only give your users a better experience, but it will also give Google a good reason to rank your site well in the mobile search engine results pages (SERPs).

But it's not just about organic ranking with AMP. Your site could be featured at the very top of the SERPs. How? With Google's carousel that displays AMP pages -- and only AMP pages -- at the very top of the results list.

If you take your mobile device right now and Google a keyword related to current events, you'll see that the results include a carousel of AMP pages at the very top of the SERPs. That's where your page could be, but only if you adopt AMP.

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2. AMP is so fast, it will reduce your bounce rate.

Don't you hate a ? When people visit your site, hang around for a few seconds, and then go somewhere else, you're obviously not doing something right to inspire them to hang around for a while.

One reason people bounce -- the site is just too darned slow. That's why AMP is so valuable. It will load your pages in a flash so that users will have one less reason to run away.

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3. AMP could help you monetize your site.

Do you know why some sites are agonizingly slow? It's because they're loaded up with ad technology. It's ironic, really. Websites increase ads to generate more revenue, but in the process the increased load times caused by the new ads also cause people to leave the site. That means, in all likelihood, less revenue in the long run.

Of course, some users who really like ad-overloaded websites will install ad blockers just so that the sites load faster. That's also a problem for publishers because their ads won't be seen, and they'll lose revenue.

Enter AMP. It was designed with ad monetization in mind.

Here's what the folks who started the AMP project about their technology as it relates to advertising. " A goal of the Accelerated Mobile Pages Project is to ensure effective ad monetization on the mobile web while embracing a user-

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centric approach. With that context, the objective is to provide support for a comprehensive range of ad formats, ad networks and technologies in Accelerated Mobile Pages.”

The idea is that mobile pages -- even ones with an abundance of ads -- will load quickly with AMP. As a result, mobile users won't see any reason to install ad blockers. AMP is great news for advertisers and publishers alike.

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4. AMP offers analytics.

By now, everybody in the online marketing universe knows about the importance of analytics. Those are key metrics that offer insight about the effectiveness of specific marketing campaigns. AMP offers analytics as well.

Using AMP, you can track important information about visitor counts, new versus returning users, clicks, conversions, video engagement, link tracking and more.

Even better -- AMP analytics offer built-in support for almost every marketer's favorite analytics tool, Google Analytics. Specifically, you can easily track three request values with AMP -- page views, events and social interactions.

If you're really a hardcore GA aficionado, you can even use AMP to send custom dimension parameters to Google Analytics. That way, you can track very specific data points. You can see an example of an AMPed-up page with analytics

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5. Google loves AMP so you should too.

If you want to maximize the visibility of your website, then you need to play nice with Google. And Google absolutely loves AMP.

Just within the past few weeks, Google has , announced that it will in search results and announced that .

And that's not all. If your site doesn't support AMP, you might log in to the Search Console and see the following message -- " Google has detected that your site has many pages that may benefit from being served as AMP pages. Accelerated Mobile Pages (AMP) are HTML pages that are optimized to load fast on mobile devices. Learn more about AMP benefits in the resources below. Valid AMP pages on your site will be eligible to be shown in search results and receive special badging in search results."

In other words, Google *really* wants you to use AMP. Why not get started today?

Get AMP ready now.

It's pretty clear that AMP is here to stay. They are even making AMP possible for .

The good news is that if you are on , , or another popular CMS, it is very easy to activate AMP pages. I recommend you start with your blog or news section first and then build out pages from there. There is . But ease into it, and you will do just fine.