



Sukses dalam Mobile Web (Episode 1)

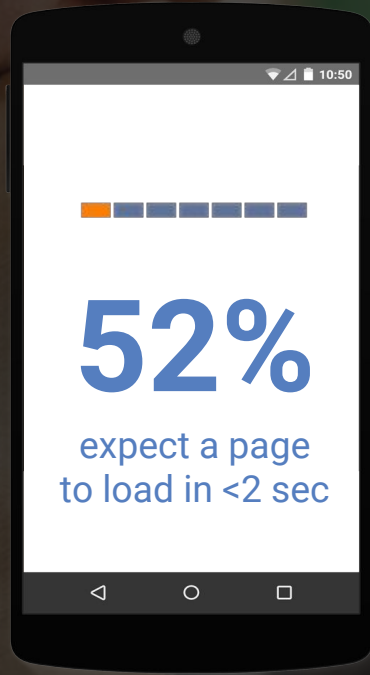
Jeanny Haliman & Yohan Totting

Kecepatan load:
Fitur terpenting
sebuah situs mobile



AMP

MAKE YOUR MOBILE PAGES LOAD FAST. REDUCE %VISITOR LOST.



**Click
Away**

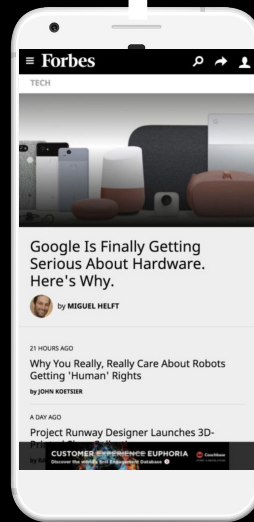
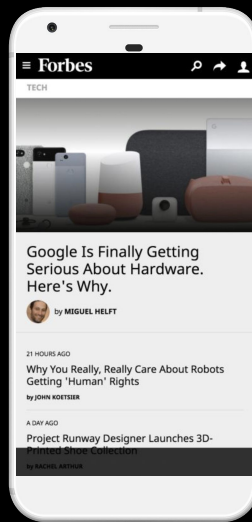
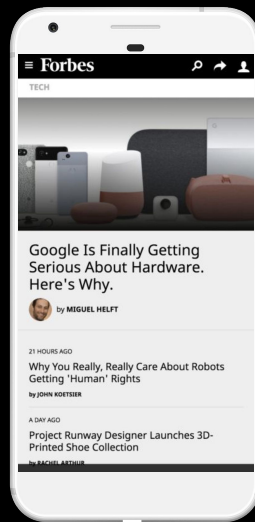
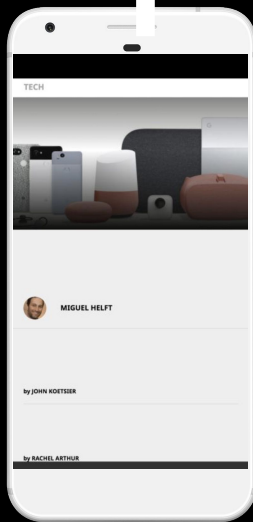
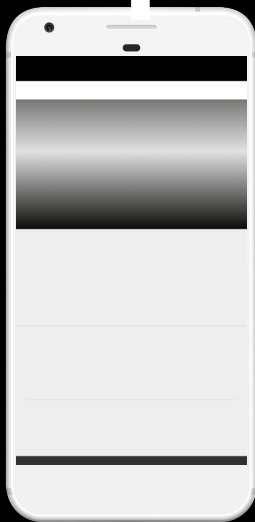
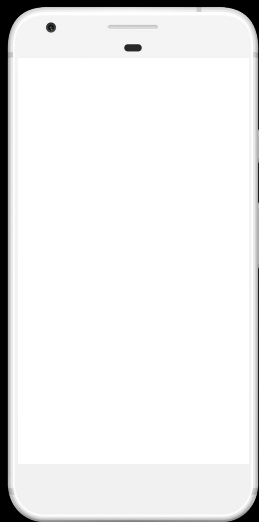
**Ad
Blocker**

User happiness metrics

First Paint

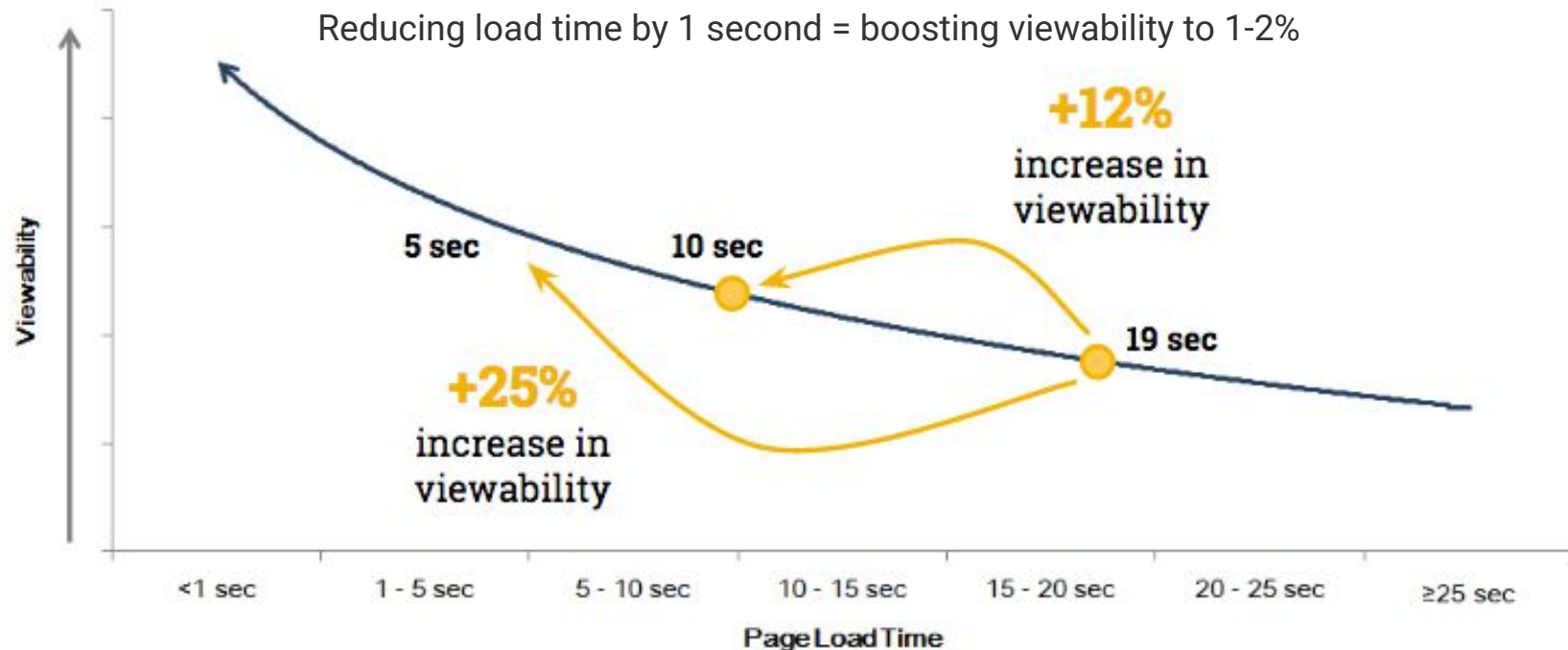
First Contentful Paint

Time To Interactive

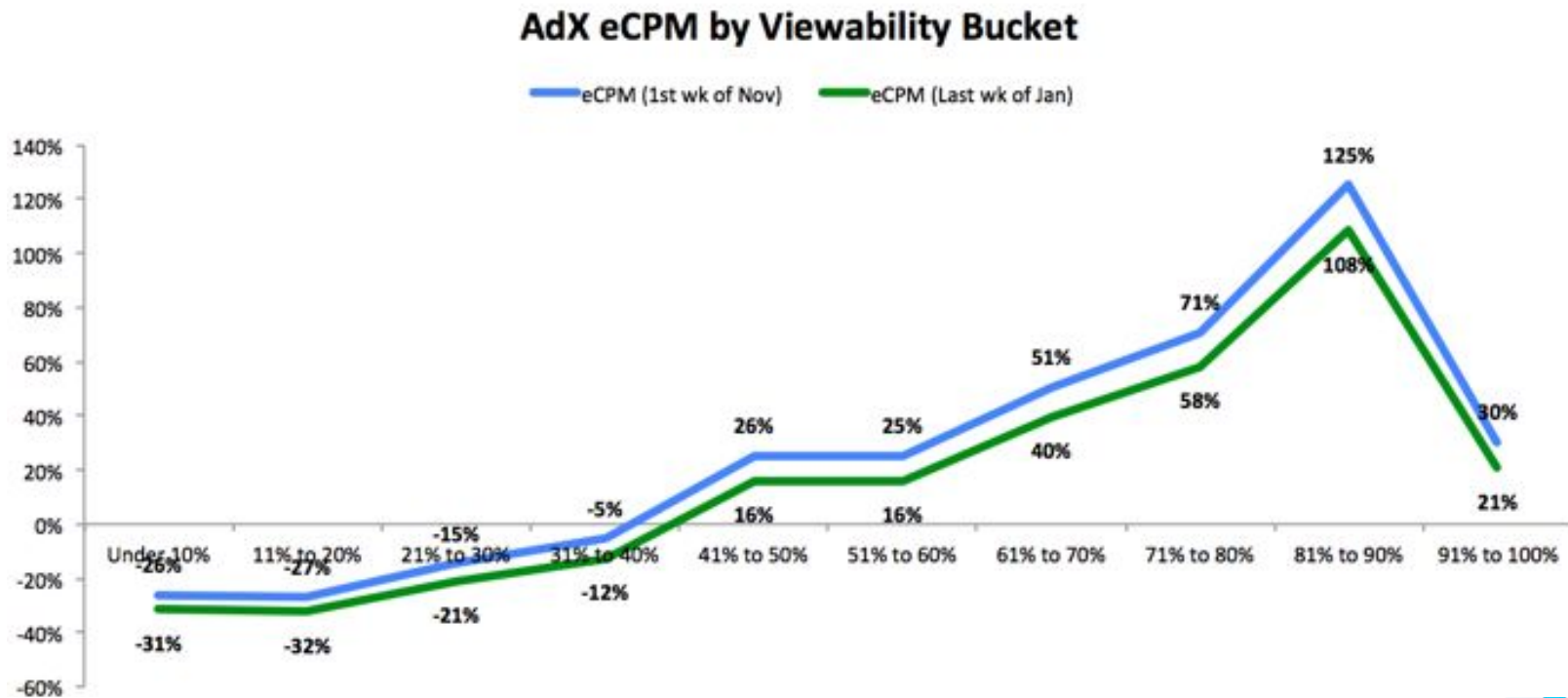


First Meaningful Paint

Good page speed correlates positively with ad viewability



Ad viewability correlates positively with eCPM





Calculate how much mobile speed can mean for you: What could you earn?



Enter your mobile website's stats below:

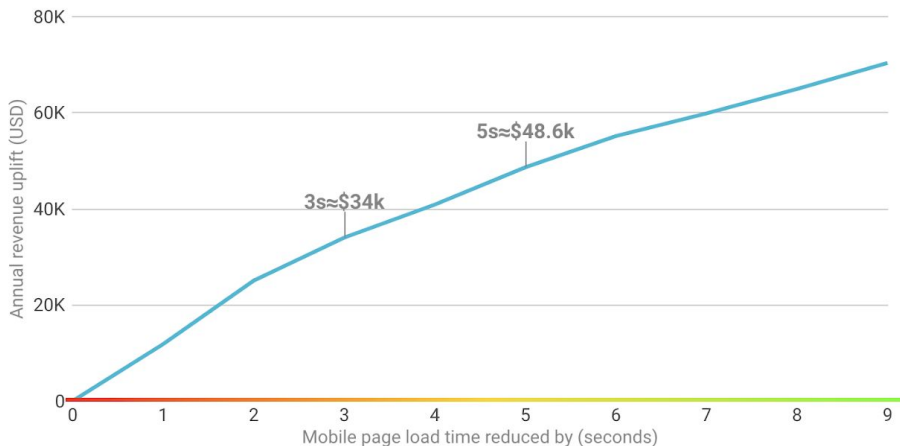
Find out how much revenue you could earn*

Reduce load time by **3 seconds**

+\$34,000/yr

Reduce load time by **5 seconds**

+\$48,600/yr



Use insights from [DoubleClick Ad Exchange](#) or [AdSense](#) to fill in the first three fields:

Average mobile eCPM ?

\$0.24

Average monthly mobile ad requests ?

30612000

Average mobile fill rate ?

90%

Current mobile load time (seconds) ?

9

testmysite.withgoogle.com

Email results to your team:

Rekomendasi strategi berdasarkan profil anda:



AMP: Start fast

AMP: Accelerated Mobile Pages



Bangun user experience yang baik...

- Loading konten yang cepat
- Smooth scrolling and engagement
- Fleksibilitas dalam styling halaman



...dengan banyak peluang distribusi



#1. AMP membuat halaman situs load dengan cepat

<1 second

median load time

4x

Lebih cepat

10x

*Konsumsi data
lebih kecil*



#2. Selain Google Search, ada banyak platform lainnya dimana halaman AMP dapat ditemukan & 'dikonsumsi'

 Pinterest

 LinkedIn



 搜狗搜索

 bing

 Medium

 feedly

 Bai du 百度

 YAHOO!
JAPAN

 nuzzel

 hike
MESSENGER

 Google

#3. User experience yang lebih baik membawa dampak positif untuk bisnis publisher

RETENTION

terra 

3x more

time spent on AMP pages

AUDIENCE GROWTH

GIZMODO

80%

of AMP traffic is new

ENGAGEMENT

TIME

13% increase

in time spent on site

RETENTION

The Washington Post

+23%

return Daily Active users

AUDIENCE GROWTH

@mail.ru

67% increase

in new visitors

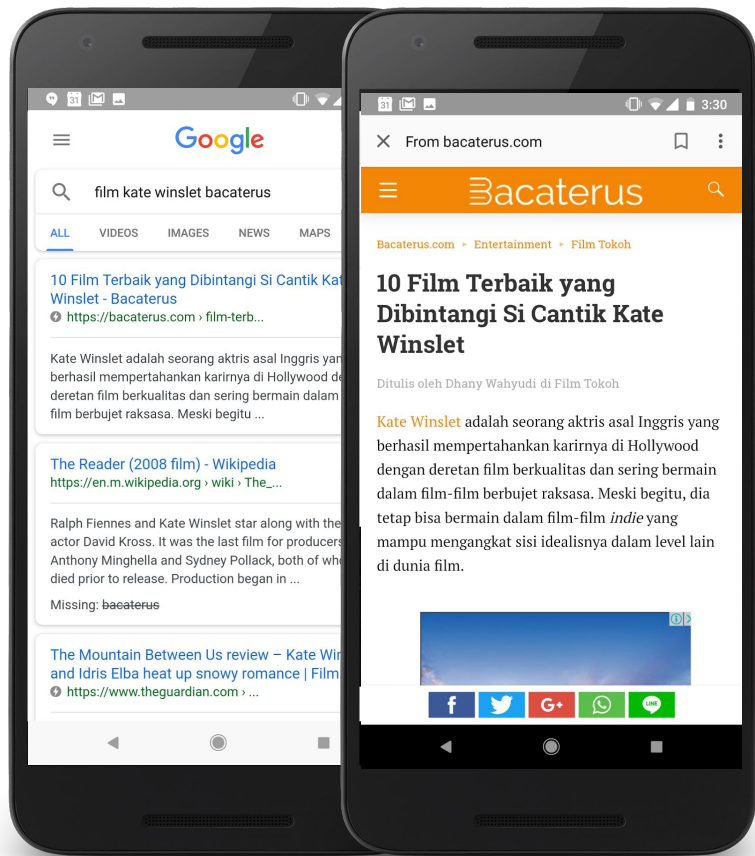
MONETIZATION

Teads 

200% increase

in average CTR on AMP pages





Bacaterus

AMP improves user engagement
& ad monetization for Bacaterus.com

64%

Faster page
loading time

+25%

Increase in Ad
RPM

+47%

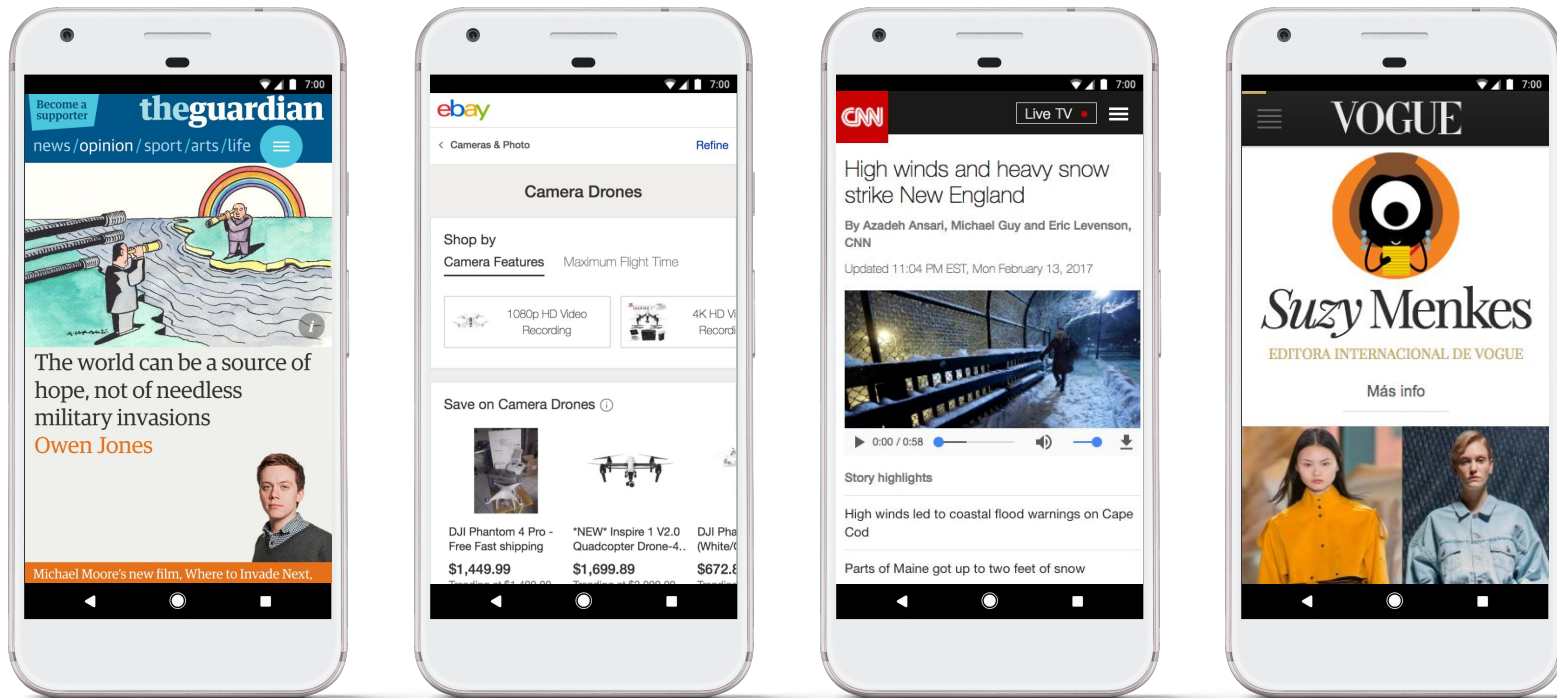
Increase in Ad
CTR



AMP

http://services.google.com/fh/files/events/ampcase_bacaterus.pdf

#4. Halaman AMP juga dapat di customize secara flexible



AMP



Cara Implementasi

Bagaimana cara mengimplementasi AMP?

Pengguna CMS

Implementasi semudah instalasi plugin. CMS yang mensupport AMP:



SQUARESPACE



WORDPRESS

Drupal™



Hatina

marfeel

Pengguna Custom HTML

Anda dapat menggunakan tutorial & referensi berikut:

- [AMPproject.org](https://ampproject.org)
- [AMPbyexample.com](https://ampbyexample.com)
- [AMPstart.com](https://ampstart.com)

Updated list: <https://www.ampproject.org/support/faqs/supported-platforms#cms>



AMP

[AMPproject.org](https://ampproject.org)

Situs Oficial & guide lengkap AMP

The screenshot displays the AMP Project website's documentation page. The top navigation bar includes links for ABOUT, DOCS, THE LATEST, and SUPPORT, along with a search icon and a language selector set to ENGLISH. The left sidebar features a 'Docs' section with a list of tutorials, including 'Create Your First AMP Page', 'Include an Image', 'Modify Presentation and Layout', 'Preview and Validate', 'Prepare Your Page for Discovery and Distribution', 'Final Steps Before Publishing', 'Create a login-requiring AMP page', 'Create a Live Blog', and 'Guides'. The main content area shows the 'Create Your First AMP Page' tutorial, which includes a code snippet for an AMP HTML page. The code defines a NewsArticle schema and includes a logo image.

```
<script async src="https://cdn.ampproject.org/v0.js"></script>
<title>Hello, AMPs</title>
<link rel="canonical" href="http://example.ampproject.org/article-metadata.html" />
<meta name="viewport" content="width=device-width,minimum-scale=1,initial-scale=1">
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "NewsArticle",
  "headline": "Open-source framework for publishing content",
  "datePublished": "2015-10-07T12:02:41Z",
  "image": [
    "logo.jpg"
  ]
}
</script>
<style amp-boilerplate>body{-webkit-animation:-amp-start 8s steps(1,end) 0s 1 normal both;-m
</head>
<body>
<h1>Welcome to the mobile web</h1>
</body>
</html>
```



AMP

AMPbyexample.com

Contoh kode AMP untuk referensi

 **AMP** by Example

AMPHTMLAMP for AdsPlaygroundGitHubWhat is AMP?

INTRODUCTION

COMPONENTS

ADVANCED

SAMPLES & TEMPLATES

Samples & Templates

Templates and metadata samples for different kinds of AMPs.

Comment Section

This sample showcases how to build a comment section in AMP HTML using the amp-form component after a successful login flow.

DEMOCODE

Housing

This sample showcases how to build a housing page in AMP HTML.

DEMOCODE

Live Blog

This is a sample template for implementing live blogs in AMP.

DEMOCODE

News Article

This is a sample template for a news article in AMP.

DEMOCODE

Poll

This is a sample template for a poll in AMP.

DEMOCODE

Product Browse Page

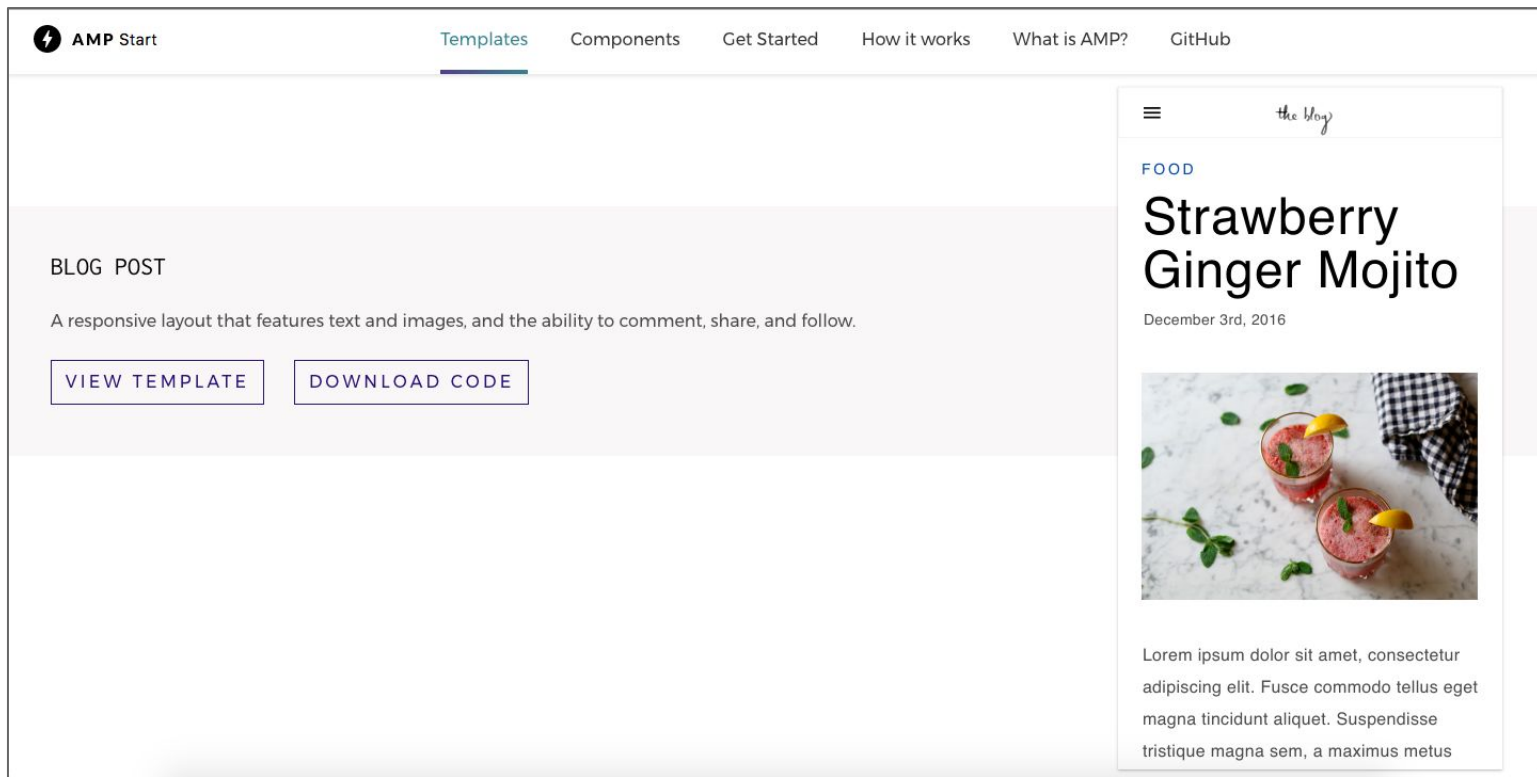
This sample showcases how to build a product browse page in AMP HTML.

DEMOCODE



AMPStart.com

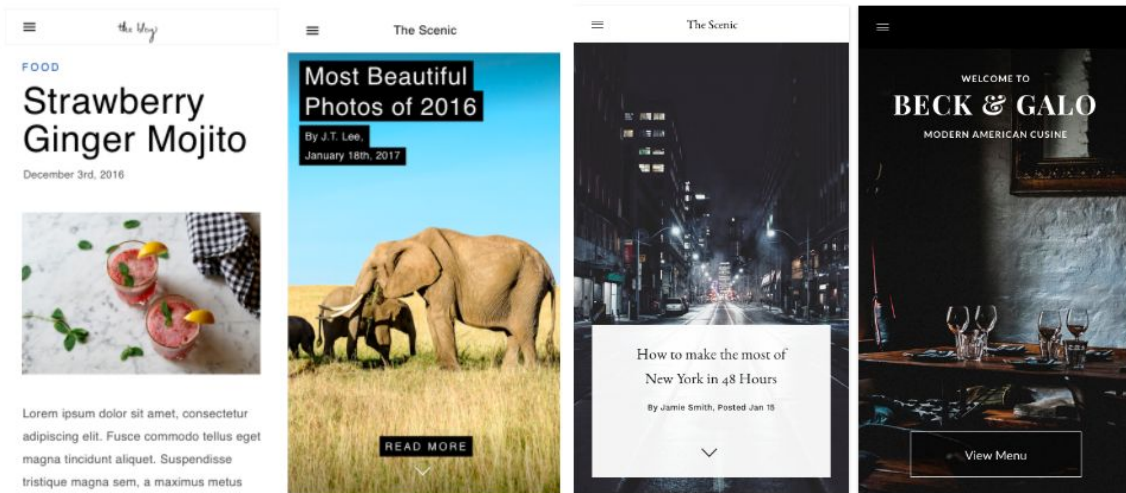
Template layout AMP siap-pakai



AMP

AMPStart.com

Template layout AMP siap-pakai



Cara penggunaan:

1. Pilih template
2. Ubah isi konten & styling
3. Test dengan [AMP validator](#)
4. Upload ke server
5. Check dengan [Search Console AMP test tool](#) (untuk melihat bagaimana halaman ter-render di Google Search)

To send feedback or contribute, you can go to the GitHub page, [click here](#).



AMP

Hubungkan halaman AMP & canonical dengan `<link>`

Untuk halaman `canonical (non-AMP)` , tambahkan kode berikut di bagian `<head>`:

```
<link rel="amphtml" href="https://www.example.com/url/to/amp/document.html">
```

Untuk halaman `AMP` , tambahkan kode berikut di bagian `<head>`:

```
<link rel="canonical" href="https://www.example.com/url/to/full/document.html">
```



search.google.com/test/amp

AMP Test



Is your AMP page valid?



Enter a URL to test

RUN TEST



AMP

AMP Testing Tool (Valid)

AMP Test

http://kunny.github.io/tip/2017/06/11/kotlin_with_android_gradle_3_0/

Tested on: Sep 1, 2017 at 12:10 PM

Valid AMP page

Page is eligible for AMP search features in Google search results



[SUBMIT TO GOOGLE](#) [PREVIEW SEARCH RESULT](#)

[VIEW SOURCE CODE](#)

Suggested actions



Page has valid structured data

This page is eligible for extended AMP features in Google Search results. See if there are any additional values that you can supply for an even richer search result experience.

[EXPLORE OPTIONAL VALUES](#)



kotlin with android gradle 3.0 ✕ 

[ALL](#) [VIDEOS](#) [IMAGES](#) [NEWS](#) [MA](#)

[안드로이드 스튜디오 3.0 \(혹은 안드로이드 그레들 플러그인 3.0 ...](#)
kunny.github.io > 2017/06/11  

Jun 11, 2017 - ... Android Gradle Build
Plugin: com.android.tools.
build:gradle:3.0.0-alpha1; Kotlin Gradle ...



AMP

AMP Testing Tool (Invalid)

AMP Test

http://kunny.github.io/

Tested on: Sep 1, 2017 at 12:17 PM

Not a valid AMP page

Invalid AMP pages will not have AMP-specific features in Google search results

[LEARN ABOUT AMP](#) < > [VIEW SOURCE CODE](#)

Fix the following issue

✖ **Invalid usage of AMP tags**

The extension 'amp-facebook-comments' was found on this page, but is unused. P... 1 instance ▾

Suggested actions

✔ **Page has valid structured data**

This page is eligible for extended AMP features in Google Search results. See if there are any additional values that you can supply for an even richer search result experience.

Google

"kunny.github.io" × 🔍

[ALL](#) [IMAGES](#) [VIDEOS](#) [NEWS](#) [MAPS](#)

Tip: [Search for English results only](#). You can specify your search language in [Preferences](#)

[커니의 안드로이드 이야기](#)
kunny.github.io

커니의 안드로이드 이야기. 안드로이드 관련 소식 및 개발 정보, 팁을 다룹니다. [리뷰] 안드로이드 프로그래밍 Next Step. 내가 만드는 안드로이드 앱, 과연 이게 최선입니까? 05 July 2017. 안드로이드 스튜디오 3.0 (혹은 ...)



AMP

AMP Testing Tool (Invalid)

AMP Test

Sign in

http://kunny.github.io/

Tested on: Sep 1, 2017 at 12:17 PM

Not a valid AMP page

Invalid AMP pages will not have AMP-specific features in Google search results

[LEARN ABOUT AMP](#) [VIEW SOURCE CODE](#)

Fix the following issue

✖ Invalid usage of AMP tags

The extension 'amp-facebook-comments' was found 1 instance on this page, but is unused. Please remove this extension.

Line 873:0

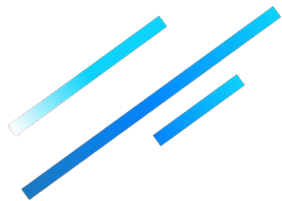
[Learn more about this issue](#)

Source code

CLOSE

```
816         <meta itemprop="width" content="60">
817         <meta itemprop="height" content="60">
818       </div>
819     </div>
820     <div itemprop="image" itemscope
821     itemtype="http://schema.org/ImageObject">
822       <meta itemprop="url"
823       content="http://kunny.github.io/assets/images/logo.png">
824       <meta itemprop="width" content="60">
825       <meta itemprop="height" content="60">
826     </div>
827     <meta itemprop="mainEntityOfPage"
828     content="http://kunny.github.io">
829   </div>
830 </article>
831 <nav class="pagination" role="navigation">
832
833   <a class="older-posts disabled">← Prev</a>
834
835
836   <span class="page-number">Page 1 of 10</span>
837
838
```

 AMP

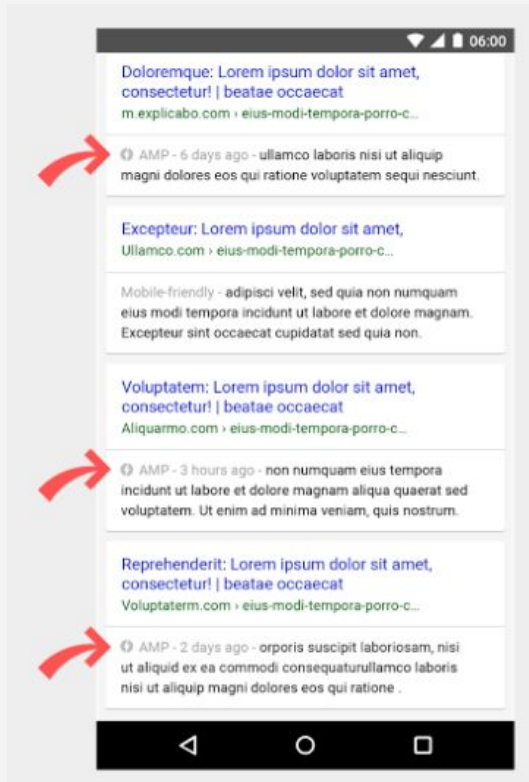


Distribusi Konten



Halaman AMP yang valid

Lampiran:
[Guide](#)
[Testing tool](#)



Blue Links

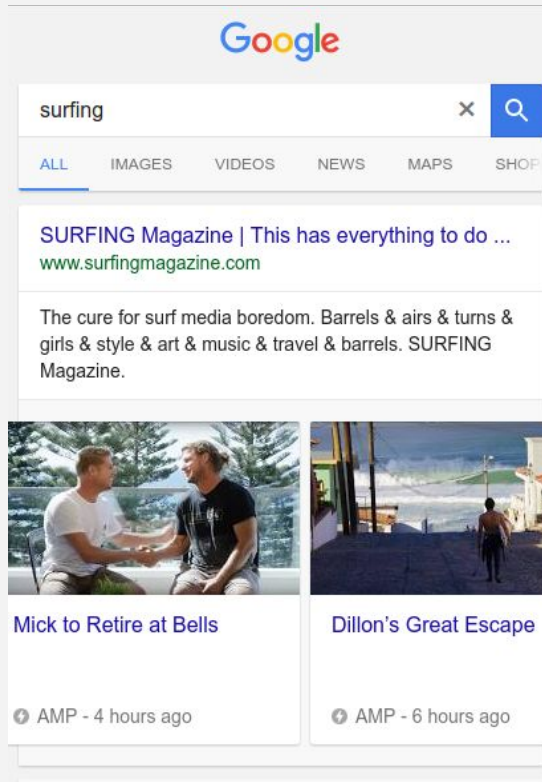


AMP

Halaman AMP yang valid

& menggunakan Structured Data yang valid

Lampiran:
[Guide](#)
[Testing tool](#)



Host Carousel (news, blogs)



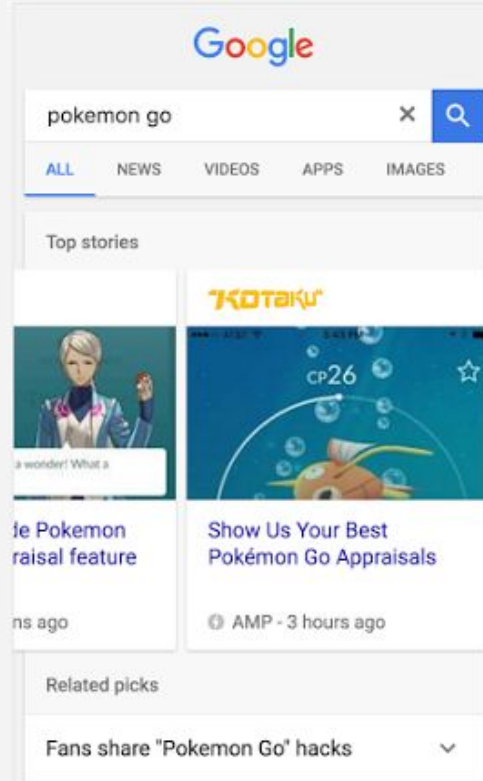
AMP

Halaman AMP
yang valid

& menggunakan
Structured Data
yang valid

Lampiran:

[Guide](#)
[Testing tool](#)



Top Story
(artikel)

Halaman AMP yang valid

& menggunakan Structured Data yang valid

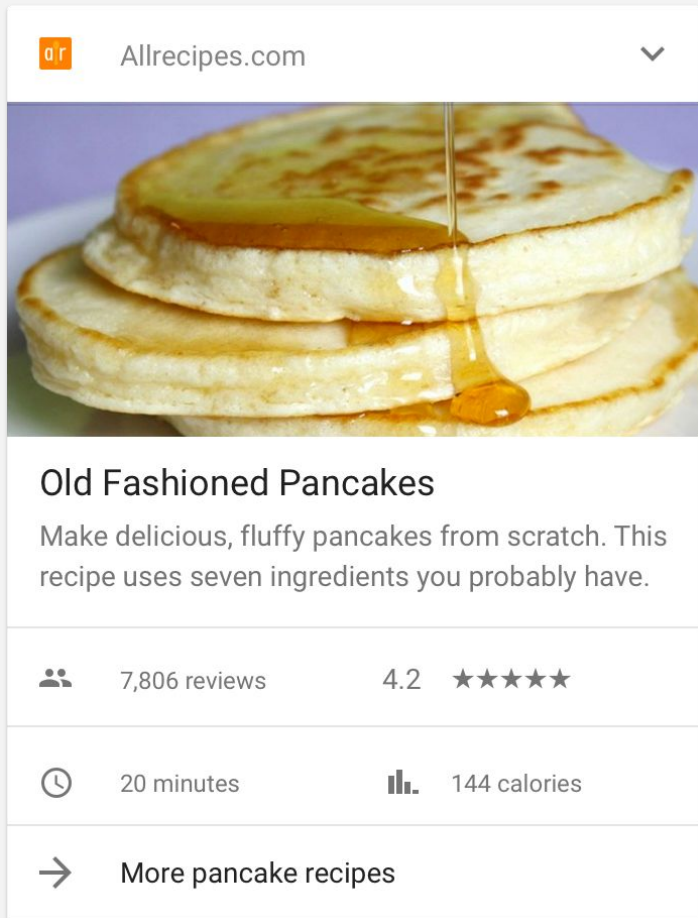
Lampiran:
[Guide](#)
[Testing tool](#)



Rich Cards
(Resep, Film, Restaurant)



AMP



Contoh Structured Data (untuk Rich Cards)

```
{  
  "@context": "http://schema.org/",  
  "@type": "Recipe",  
  "name": "Old Fashioned Pancakes",  
  "image": "http://www.allrecipes.com.com/pancakes.jpg",  
  "description": "Makes delicious, fluffy pancakes...",  
  "aggregateRating": {  
    "@type": "AggregateRating",  
    "ratingValue": "4.2",  
    "reviewCount": "7,806"  
  }  
  ...  
}
```

Contoh Structured Data properties

Properties	
mainEntityOfPage	URL; recommended (AMP), ignored (non-AMP) The canonical URL of the article page. Specify mainEntityOfPage when the article is the primary topic of the article page.
headline	Text; required (AMP), recommended (non-AMP) The headline of the article. Headlines should not exceed 110 characters.
image	ImageObject; required (AMP), recommended (non-AMP) The representative image of the article. Only a marked-up image that directly belongs to the article should be specified. • Images should be at least 696 pixels wide. • Images should be in .jpg, .png, or. gif format. • Image URLs should be crawlable and indexable.
image.url	URL; required (AMP), recommended (non-AMP) The URL of the image.



search.google.com/structured-data/testing-tool

 Structured Data Testing Tool



NEW TEST

1

Test your structured data



FETCH URL

CODE SNIPPET

Enter a URL

RUN TEST

Explore the [Search Gallery](#).

[Find out more about this tool.](#)



NEW TEST



```
1 <script type="application/ld+json">
2 {
3   "@context": "http://schema.org",
4   "@type": "NewsArticle",
5   "mainEntityOfPage": {
6     "@type": "WebPage",
7     "@id": "https://google.com/article"
8   },
9   "headline": "Article headline",
10  "image": {
11    "@type": "ImageObject",
12    "url": "https://google.com/thumbnail1.jpg",
13    "height": 800,
14    "width": 800
15  },
16  "datePublished": "2015-02-05T08:00:00+08:00",
17  "dateModified": "2015-02-05T09:20:00+08:00",
18  "author": {
19    "@type": "Person",
20    "name": "John Doe"
21  },
22  "publisher": {
23    "@type": "Organization",
24    "name": "Google",
25    "logo": {
26      "@type": "ImageObject",
27      "url": "https://google.com/logo.jpg",
28      "width": 600,
29      "height": 60
30    }
31  },
32  "description": "A most wonderful article"
33 }
```

NewsArticle

All (1) ▾

NewsArticle

0 ERRORS 0 WARNINGS ^

@type	NewsArticle
headline	Article headline
datePublished	2015-02-05T08:00:00+08:00
dateModified	2015-02-05T09:20:00+08:00
description	A most wonderful article
mainEntityOfPage	
@type	WebPage
@id	https://google.com/article
image	
@type	ImageObject
url	https://google.com/thumbnail1.jpg
height	800
width	800
author	
@type	Person
name	John Doe
publisher	
@type	Organization



AMP

More info: https://developers.google.com/search/docs/data-types/articles#type_definitions

Selain Google Search, ada banyak platform lainnya dimana halaman AMP dapat ditemukan & 'dikonsumsi'



```

<html prefix="g: http://ogp.me/ns#">
<head>
  <meta charset="utf-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <link rel="stylesheet" href="https://fonts.googleapis.com/icon?family=Material+Icons">
  <link rel="stylesheet" href="https://code.getmdl.io/1.2.1/material.indigo-pink.min.css">
  <script defer src="https://code.getmdl.io/1.2.1/material.min.js"></script>
  <style>
    body {
      margin: 2em;
    }
  </style>
  <meta property="og:title" content="Enjoy Fireworks">
  <meta property="og:description" content="Fireworks are beautiful.
  This article explains how beautiful fireworks are.">
  <meta property="og:image" content=
  "https://developers.google.com/web/imgs/fireworks.jpg">
  <meta property="og:url" content=
  "{{site.sample_link_base}}discovery-and-distribution/optimizations-for-crawlers/social-sites.html">
  <meta property="og:type" content="website">
  <meta name="twitter:card" content="summary_large_image">
  <meta name="twitter:site" content="agektmr">

```

Lampiran:

- [How to publish AMP on Twitter](#)
- [Social Discovery](#)



AMP



Twitter Card Tester @twittercards

The card for your website will look a little something like this!



Elji Kitamura

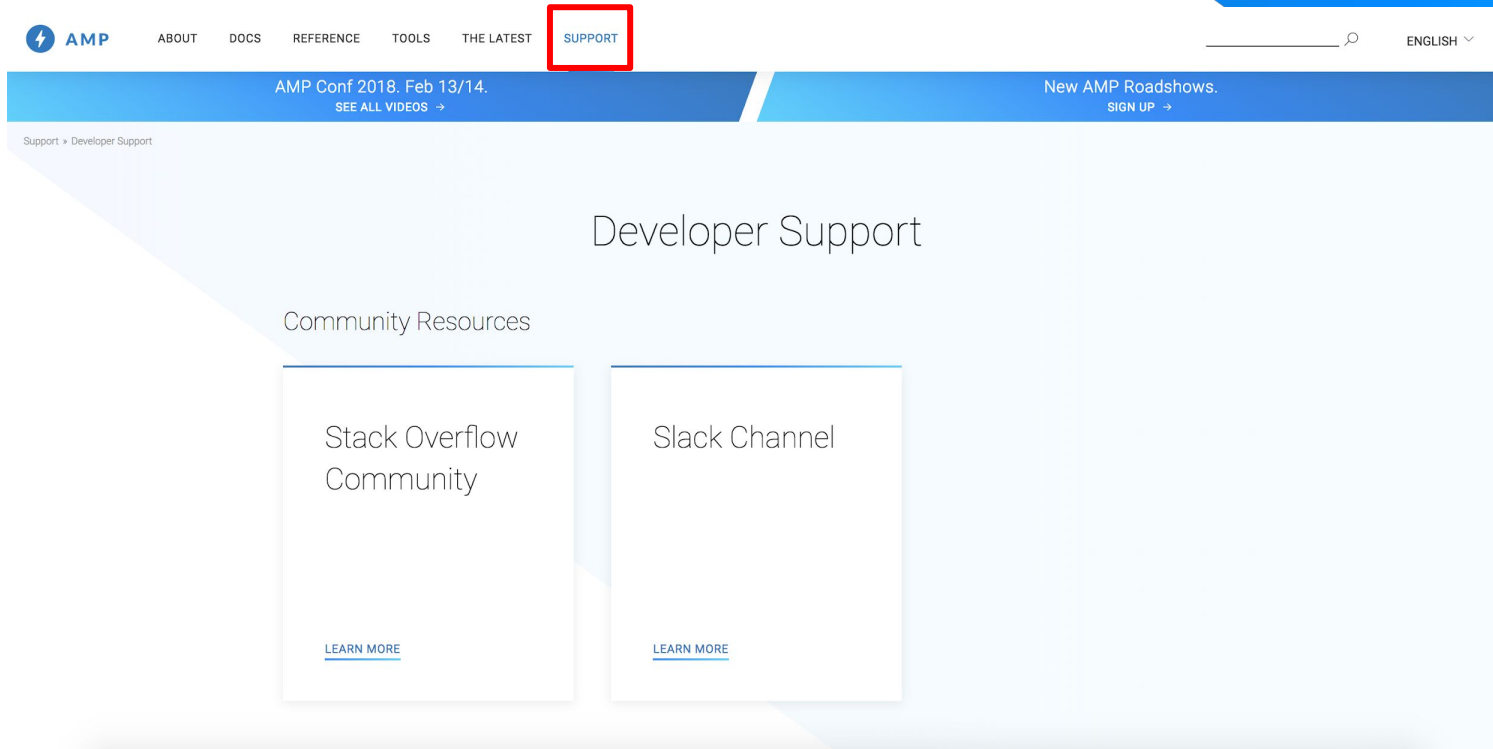


Enjoy Fireworks

Fireworks are beautiful. This article explains how beautiful fireworks are.

[View on web](#)

Getting Help: ampproject.org



The screenshot shows the AMP Project website's support page. The top navigation bar includes links for ABOUT, DOCS, REFERENCE, TOOLS, THE LATEST, and SUPPORT (which is highlighted with a red box). A search icon and a language dropdown set to 'ENGLISH' are also present. Below the navigation bar, a blue banner features two announcements: 'AMP Conf 2018, Feb 13/14. SEE ALL VIDEOS →' and 'New AMP Roadshows. SIGN UP →'. The main content area is titled 'Developer Support' and includes a 'Community Resources' section with two cards: 'Stack Overflow Community' and 'Slack Channel', each with a 'LEARN MORE' link. The AMP logo is visible in the bottom left corner.

AMP

ABOUT DOCS REFERENCE TOOLS THE LATEST **SUPPORT**

AMP Conf 2018, Feb 13/14.
SEE ALL VIDEOS →

New AMP Roadshows.
SIGN UP →

Support » Developer Support

Developer Support

Community Resources

Stack Overflow
Community

[LEARN MORE](#)

Slack Channel

[LEARN MORE](#)

AMP



Mengimplementasi iklan AdSense di halaman AMP

Membuat ad unit AdSense untuk halaman AMP:

#1: Copy-paste script berikut di bagian `<head></head>` halaman AMPHTML anda:

```
<script async custom-element="amp-ad"  
src="https://cdn.ampproject.org/v0/amp-ad-0.1.js"></script>
```

#2: Siapkan `data-ad-client` & `data-ad-slot`

#3: Pilih jenis iklan:

- Ukuran iklan responsif
- Ukuran iklan fixed
 - Fixed height & variable width (bagus untuk viewport pertama/ATF)
 - Fixed height & fixed width



Bagaimana cara mencari **data-ad-client** & **data-ad-slot** ?

Google AdSense

New ad unit

Content > Ad units

Name

AMP-responsive

Ad size

Showing Recommended

Automatic size Responsive Preview

Recommended: 728 x 90 Leaderboard Preview

Ad type

Text & display ads Recommended based on po

Text ad style

Custom channels

If no ads available

Save and get code

Ad code

✓ Ad unit successfully created

This code should only be used on [web pages](#) or [websites](#) that comply with our [programme policies](#).

This ad unit can automatically adapt its size to the space available on the page. [Learn more](#)

Ad code

```
<script async
src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js">
</script>
<!-- AMP-responsive -->
<ins class="adsbygoogle"
style="display:block"
data-ad-client="ca-pub-5694118736818576"
data-ad-slot="7352699779"
data-ad-format="auto"></ins>
<script>
(adsbygoogle = window.adsbygoogle || []).push({});
</script>
```

For more help with implementing the code, please see our [Code Implementation Guide](#).

If you are using Accelerated Mobile Pages you can make this ad unit AMP-compatible. [Learn more](#)

Ad unit changes may take up to two hours to appear in performance reports.

Close

Membuat ad unit AMP berukuran **responsif**

```
<amp-ad width="100vw" height=320  
  type="adsense"  
  data-ad-client="ca-pub-1234567891234567"  
  data-ad-slot="1234567890"  
  data-auto-format="rspv"  
  data-full-width>  
  <div overflow></div>  
</amp-ad>
```

Iklan AMP responsif

Note:

- Jangan memodifikasi kode di bagian lainnya selain data-ad-client & data-ad-slot untuk mencegah error.
- Pastikan kamu tidak menggunakan kode iklan ini di dalam parent container (<div>, <iframe>, etc.) yang memiliki fixed height karena dapat menghancurkan layout halaman. Gunakan iklan berukuran fixed untuk skenario ini.
- Info lebih lanjut:
<https://support.google.com/adsense/answer/7183212>.



Membuat ad unit AMP berukuran **fixed**

```
<amp;ad  
  layout="fixed-height"  
  height=100  
  type="adsense"  
  data-ad-client="ca-pub-1234567891234567"  
  data-ad-slot="1234567890">  
</amp-ad>
```

Iklan fixed height
& variable width

```
<amp;ad  
  layout="responsive"  
  width=300  
  height=250  
  type="adsense"  
  data-ad-client="ca-pub-1234567891234567"  
  data-ad-slot="1234567890">  
</amp-ad>
```

Iklan fixed height
& fixed width



Membuat ad unit AMP berukuran **fixed**

Note:

- Pastikan kamu tidak melanggar kebijakan AdSense untuk iklan besar di viewport pertama.
 - Iklan berukuran besar seperti 300x250/336x280 tidak boleh mendorong konten di mobile website, sehingga tidak ada konten yang cukup di viewport pertama/ paro atas situs mobile.
 - Rekomendasi untuk menaruh 1-2 paragraf konten sebelum iklan berukuran besar di viewport pertama untuk performa yang lebih optimal.
- Informasi lebih lanjut: <https://support.google.com/adsense/answer/7642044>.





Optimasi iklan AdSense di halaman AMP

Tips #1: Buat ad unit yang unik untuk penempatan di AMP

Ini akan mempermudah review performa & optimasi iklan dalam halaman AMP.

Common reports 1

- Entire account by day
- Sites
- Countries
- Ad units** 2
- Platforms
- Products

Advanced reports

Revenue profile

Events

Filter Compare

Show rows 50 1 - 25 of 25

Ad unit	Product	Impressions	Clicks	Impression RPM	Active View Viewable	Estimated earnings
☐ ResponsiveAds	AdSense for Content				37.42%	
☐ Mobile-ContentTop-336x280	AdSense for Content				29.55%	
☐ Mobile-ContentBottom-336x280	AdSense for Content				26.24%	
☐ Mobile-ContentMiddle-336x280	AdSense for Content				50.36%	
☐ Mobile-FeedMiddle-336x280	AdSense for Content				16.33%	
☐ Desktop-ContentTop-728x90	AdSense for Content				50.73%	
☐ Mobile-FeedBottom-336x280	AdSense for Content				14.24%	
☐ Mobile-FeedTop-320x100	AdSense for Content				38.55%	
☐ Desktop-ContentRightBarBottom-300x250	AdSense for Content				67.81%	
☐ Desktop-ContentRightBarTop-336x280	AdSense for Content				43.86%	

3



Tips #2: Rekomendasi ukuran iklan (untuk AdSense)



300 x 250
(or 336x280)

320 x 50
(or 320 x 100)



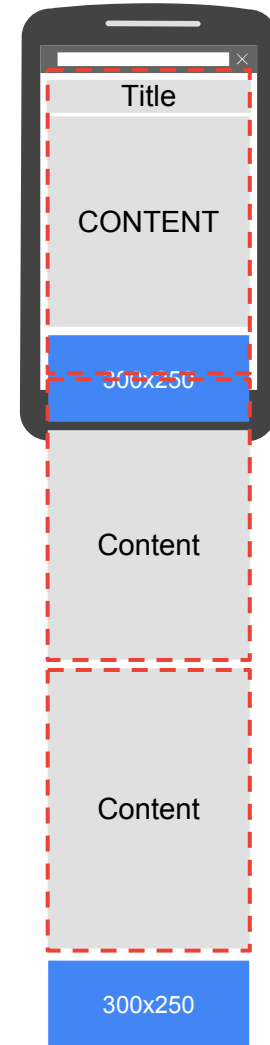
Tips #3: Optimasi keterlihatan iklan

Contoh penempatan:

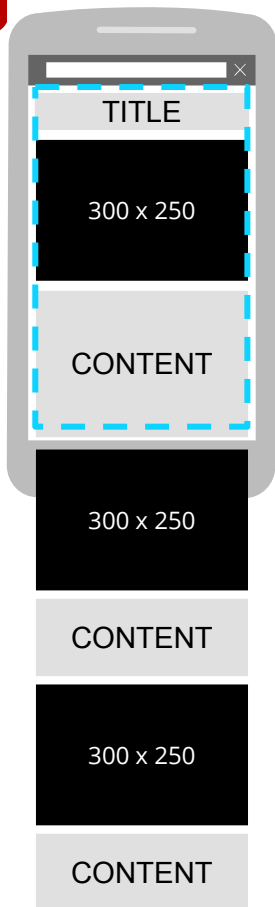
- Ad ke-1:
 - Setelah viewport pertama (~700px),
 - Atau setelah 1-2 paragraf konten
- Ad ke-2 & selanjutnya: Jedakan dengan konten 2-3 viewport dari iklan sebelumnya.

Note:

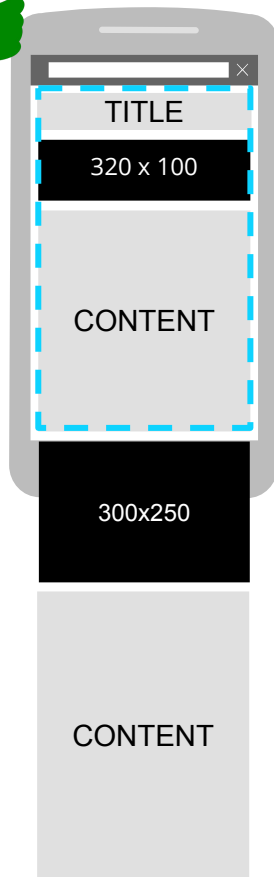
- Optimasikan metric: “Active View Viewable” untuk setiap penempatan ad unit.
- Rekomendasi >40% Active View Viewable



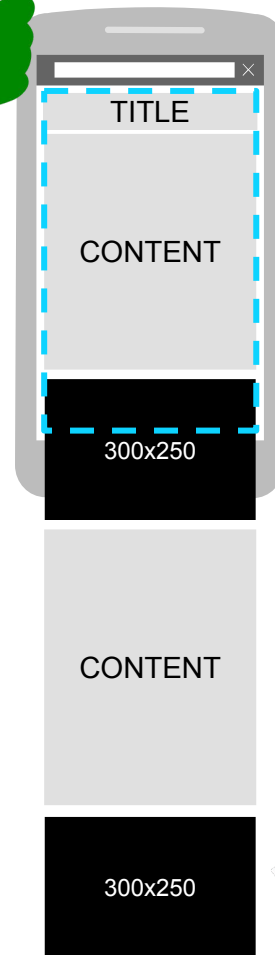
Bad



Better



Best





Membandingkan performa AMP vs. Canonical

Gunakan strategi iklan yang konsisten

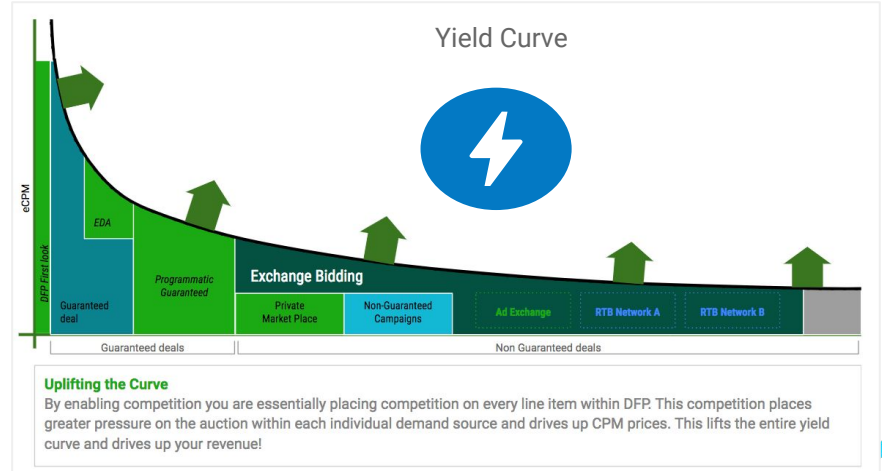
Ad Density

Gunakan jumlah iklan & peletakan iklan yang sama antara halaman AMP vs. canonical (non-AMP).



Demand Parity

Demand lebih banyak = revenue lebih tinggi. Untuk komparasi yang baik, pastikan anda menggunakan demand iklan yang sama di halaman AMP vs. canonical.



Gunakan strategi iklan yang konsisten

Contoh checklist:

	 AMP	Canonical	
% Ad requests (Native + 300x250)	0%	40%	
Multisize implemented	No	Yes	
Video implemented	No	Yes	
Open auction & Private market	Yes	Yes	

Gunakan strategi iklan yang konsisten

Contoh metric yang dapat dibandingkan:

	 AMP	Canonical	Ratio (AMP/canonical)
Ad request eCPM	\$0.27	\$0.13	208%
Ad eCPM	\$0.42	\$0.35	121%
Coverage	87.43%	47.24%	185%

Jika ad format & jumlah iklan yang digunakan sama, publisher AdSense juga dapat membandingkan metric “PageRPM”.

Gunakan strategi iklan yang konsisten

Cara mencari informasi performa AMP:

DFP/ADX:

Gunakan filtering “Inventory Type”

Filters optional ⓘ

Inventory type ▾	is any of ▾	Web ✕ AMP ✕	⬅
Device category ▾	is any of ▾	Smartphone ✕	

+ Add new filter

Dimensions ⓘ ≡

All available	Select a category to see items
Recently used	

Platform
Inventory types

AdSense:

Ganti Report type ke “Content Platforms”

Report type > Content platform ▾

☐ Content Platform

☐ AMP

☐ Web

Set up Google Analytics Anda dengan benar

Jika user klik URL canonical dari sebuah halaman AMP, secara default Client ID user tersebut akan berbeda. Google Analytics akan mencatat hal ini sebagai “bounce”.

Cara fix pengukuran Google Analytics:

- Di [halaman AMP](#), tambahkan kode berikut di bagian <head>:
`<meta name="amp-google-client-id-api" content="googleanalytics">`
- Di halaman [canonical \(non-AMP\)](#):
 - i. Jika menggunakan analytics.js, tambahkan ini ke tracking code analytic anda:
`ga('create', 'UA-XXXXX-Y', 'auto', {'useAmpClientId': true});`
 - ii. Jika menggunakan Google Tag Manager, ikuti [petunjuk ini](#).



Studi Case:

Bacaterus.com & Mediskus.com

Ad unit #	Metric	AMP uplift (AMP/Canonical - 100%)	
		Bacaterus.com	Mediskus.com
Ad Unit 1	RPM	0%	17%
	AVV	25.29%	13.06%
Ad Unit 2	RPM	30.00%	22%
	AVV	60.02%	19.21%
Ad Unit 3	RPM	33.33%	71%
	AVV	48.78%	21.61%
Ad Unit 4	RPM	42.86%	29%
	AVV	44.56%	21.08%

AVV = Active View Viewable

Bacaterus

Bacaterus.com > Serba Serbi > Rumah

Inilah 10 Cara Menjaga Kebersihan Lingkungan yang Benar

Ditulis oleh Linda di Rumah

Musim hujan menjadi *momok* bagi masyarakat yang tinggal di daerah rawan banjir. Terkadang penyebab banjir bukan berasal dari penataan ruang kota yang salah, tetapi karena kesalahan masyarakat sendiri. Kebiasaan membuang sampah sembarangan dan tidak melakukan penghijauan di lingkungannya adalah beberapa penyebab banjir setiap musim hujan.



MEDISKUS

HOME > PENYAKIT

Gagal Ginjal – Pengertian, Penyebab, Gejala, dan Pengobatan

Penulis: dr. Ahmad Muhlisin
Review medis: dr. Ahmad Muhlisin

Secara normal ginjal kita selalu melakukan pekerjaannya dengan sempurna, yaitu menyaring darah dari limbah-limbah metabolisme. Namun, terkadang ginjal gagal melakukan pekerjaannya itu, maka kondisi ini disebut **gagal ginjal**, sebagai akibatnya zat-zat yang berbahaya ini menumpuk dalam tubuh sehingga akan menimbulkan berbagai gejala gagal ginjal yang berbahaya.

Tanpa pengobatan atau penanganan yang tepat, gagal ginjal akan mengakibatkan penumpukan racun, cairan ekstra dan mineral berbahaya dalam darah yang pada akhirnya akan menyebabkan kematian. Informasi berikut ini akan membahas



AMP

PWA: Stay fast

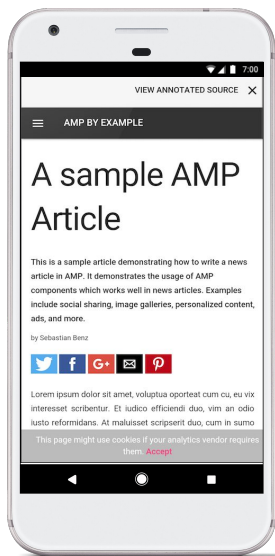
A M P

AMP = web page = PWA

Progressive Web Apps
are just a higher bar for
user experience

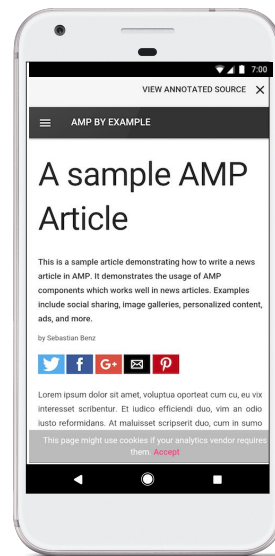
**IMPROVING PERFORMANCE IS A
JOURNEY. LOTS OF SMALL
CHANGES CAN LEAD TO BIG GAINS.**

First load: Slow

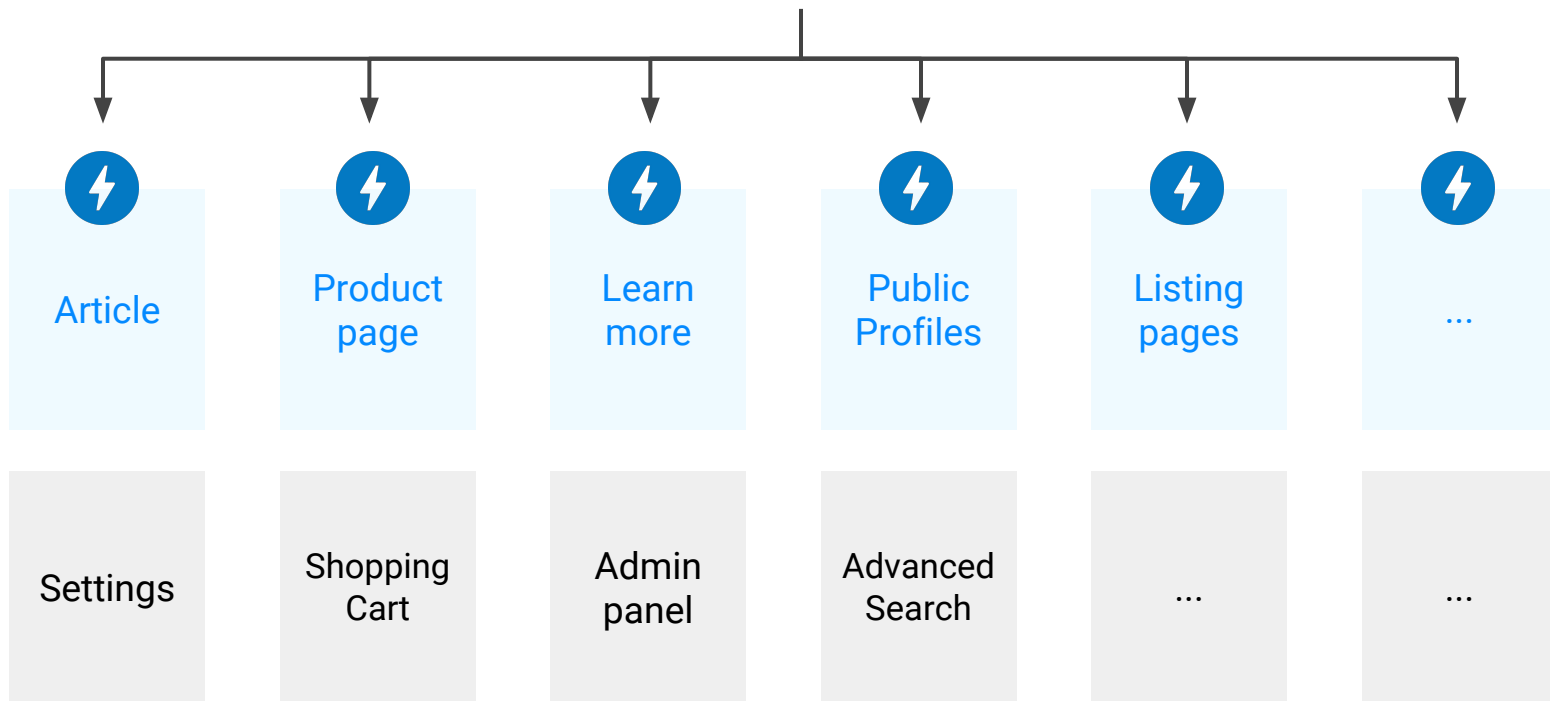


Service Worker activates
after page load

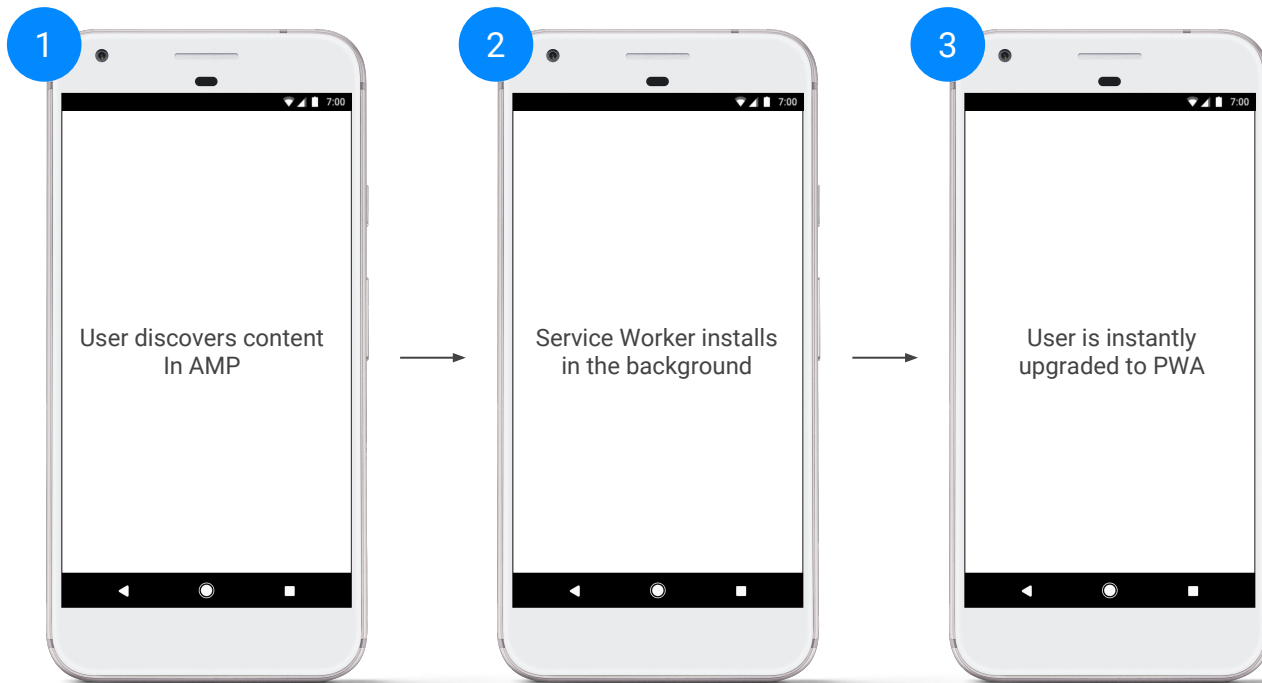
Second load: Fast



Discovery via search/social/sharing



<amp;install-serviceworker>



Service worker supported across browsers, globally



Firefox



Opera



Chrome



Samsung
Internet



UC Browser



Microsoft
Edge

Service Worker Support



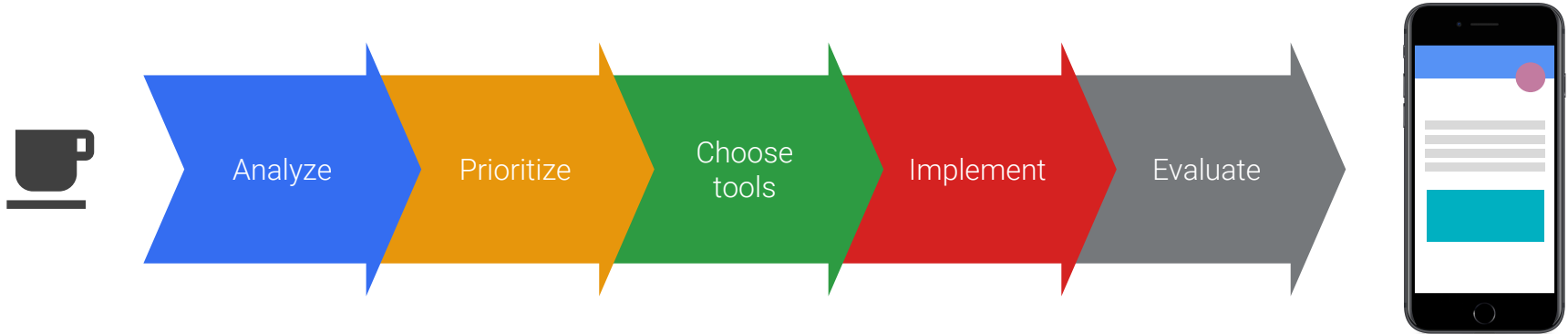
WebKit

In Beta

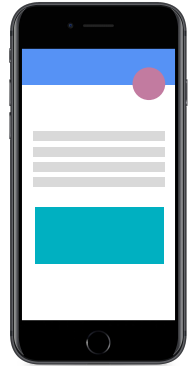
Start fast,
Stay fast.

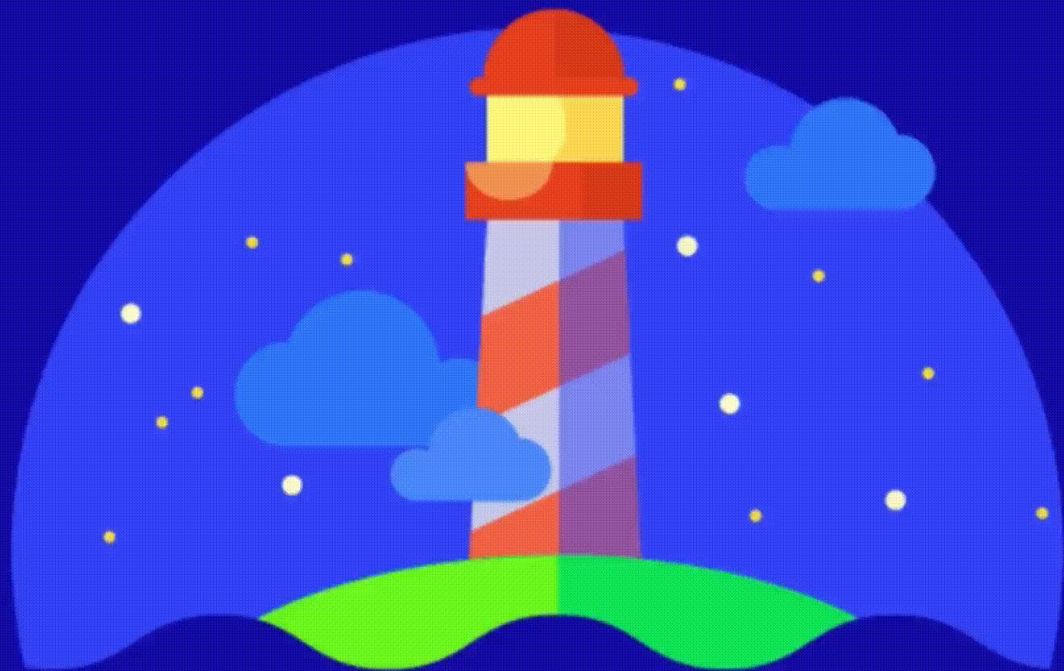


The process



Analyze





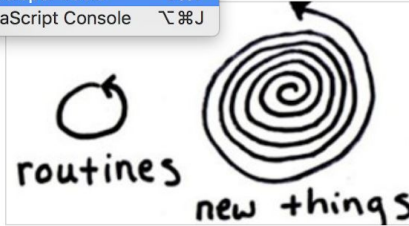


Tantangan Web Developer Untuk Membuat Aplikasi Web Bisa Digunakan Kurang Dari 5 Detik

Ada banyak jalan menuju Roma, sama dengan ada banyak cara membuat sebuah aplikasi web dan banyak teknik untuk mengoptimalkan sebuah...



Yohan Totting
Feb 12



10 Tips Untuk Menjadi Seorang Developer Yang Lebih Baik

Dalam 6 tahun terakhir saya bekerja sebagai developer relations, yaitu membangun jaringan dengan para developer serta mendukung mereka...

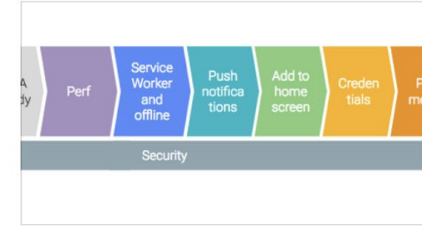


Yohan Totting
Feb 8

Karena Frontend Developer tidak hanya mengconvert design menjadi halaman



Fariz Rizaldy
Feb 15

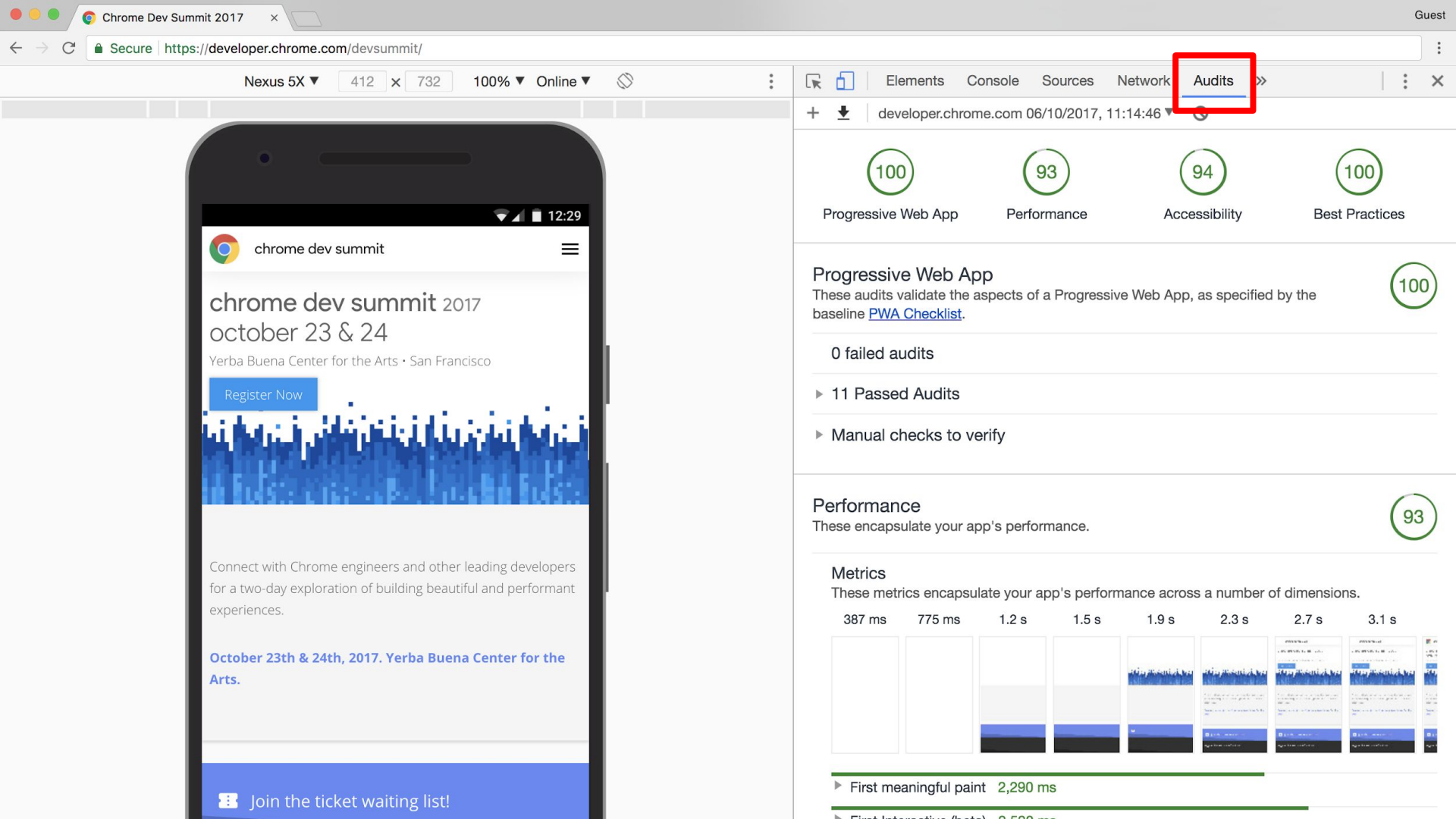


Progressive Web Apps, mulai dari mana?

Banyak orang salah kaprah pada saat berbicara tentang Progressive Web App(PWA), bahwa untuk bisa memiliki PWA harus Single Page...



Yohan Totting
Feb 1



Chrome Dev Summit 2017

Secure | <https://developer.chrome.com/devsummit/>

Nexus 5X 412 x 732 100% Online

chrome dev summit

chrome dev summit 2017
october 23 & 24
Yerba Buena Center for the Arts • San Francisco
[Register Now](#)

Connect with Chrome engineers and other leading developers for a two-day exploration of building beautiful and performant experiences.
[October 23th & 24th, 2017. Yerba Buena Center for the Arts.](#)

Join the ticket waiting list!

Elements Console Sources Network Audits

developer.chrome.com 06/10/2017, 11:14:46

100

Progressive Web App

93

Performance

94

Accessibility

100

Best Practices

Progressive Web App

These audits validate the aspects of a Progressive Web App, as specified by the baseline [PWA Checklist](#).

0 failed audits

11 Passed Audits

Manual checks to verify

Performance

These encapsulate your app's performance.

Metrics

These metrics encapsulate your app's performance across a number of dimensions.

387 ms 775 ms 1.2 s 1.5 s 1.9 s 2.3 s 2.7 s 3.1 s

First meaningful paint 2,290 ms

First Interaction (hpat) 2,500 ms

Chrome Dev Summit 2017

Guest

Secure

https://developer.chrome.com/devsummit/

Nexus 5X

412 x 732

100%

Online

chrome dev summit

chrome dev summit 2017
october 23 & 24

Yerba Buena Center for the Arts • San Francisco

Register Now

Connect with Chrome engineers and other leading developers for a two-day exploration of building beautiful and performant experiences.

October 23th & 24th, 2017. Yerba Buena Center for the Arts.

Join the ticket waiting list!

Elements

Console

Sources

Network

Audits

developer.chrome.com 06/10/2017, 11:14:46

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387 ms775 ms1.2 s1.5 s1.9 s2.3 s2.7 s3.1 s

First meaningful paint2,290 ms

First Interaction (hpa)0.592 sec

Lighthouse Report Viewer

Secure | <https://googlechrome.github.io/lighthouse/viewer/>

Lighthouse
Version: 2.3.0

Progressive Web App 100

Performance 96

Accessibility 94

Best Practices 100

Results for: <https://developer.chrome.com/devsummit/>
Oct 6, 2017, 11:10 AM GMT+2 • Runtime settings

100 Progressive Web App

96 Performance

94 Accessibility

Print...
Copy JSON
Save as HTML
Save as JSON
Save as Gist

Progressive Web App 100

These audits validate the aspects of a Progressive Web App, as specified by the baseline [PWA Checklist](#).

0 Failed Audits

11 Passed Audits

Manual checks to verify

Performance 96

These encapsulate your app's performance.

Metrics

These metrics encapsulate your app's performance across a number of dimensions.

360 ms 719 ms 1.1 s 1.4 s 1.8 s 2.2 s 2.5 s 2.9 s 3.2 s 3.6 s

[googlechrome.github.com/lighthouse/viewer](https://googlechrome.github.io/lighthouse/viewer)

Lighthouse Report Viewer

Secure | <https://googlechrome.github.io/lighthouse/viewer/>

Lighthouse
Version: 2.3.0

Progressive Web App 100

Performance 96

Accessibility 94

Best Practices 100

Results for: <https://developer.chrome.com/devsummit/>
Oct 6, 2017, 11:10 AM GMT+2 • Runtime settings

100 Progressive Web App

96 Performance

94 Accessibility

Print...
Copy JSON
Save as HTML
Save as JSON
Save as Gist

Progressive Web App 100

These audits validate the aspects of a Progressive Web App, as specified by the baseline [PWA Checklist](#).

0 Failed Audits

11 Passed Audits

Manual checks to verify

Performance 96

These encapsulate your app's performance.

Metrics

These metrics encapsulate your app's performance across a number of dimensions.

360 ms 719 ms 1.1 s 1.4 s 1.8 s 2.2 s 2.5 s 2.9 s 3.2 s 3.6 s

[googlechrome.github.com/lighthouse/viewer](https://googlechrome.github.io/lighthouse/viewer)

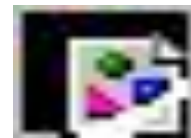
More tools



Chrome Dev Tools



PageSpeed Insights

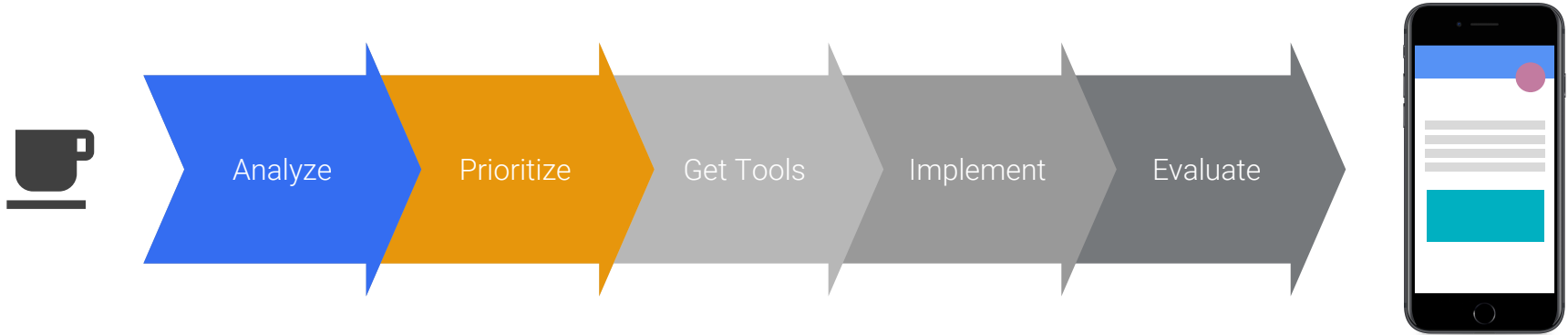


WebPagetest

Website audit

- **Lighthouse:** PWA, performance, best practices, accessibility
- **Chrome DevTools:** security, resource sizes, number of requests
- **Pagespeed Insights:** load performance, data cost and resource usage
- **WebPagetest:** performance, caching, time to first byte, CDN usage
- **Chrome Task Manager:** memory and CPU

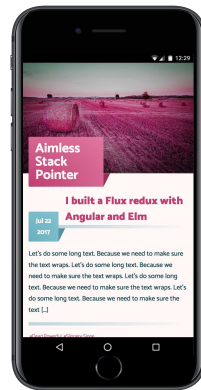
Prioritize



PWA pick-and-choose



Website

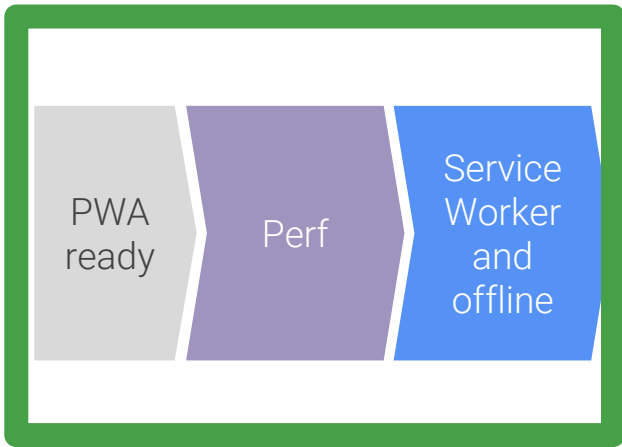


Delightful
web experience
(PWA)

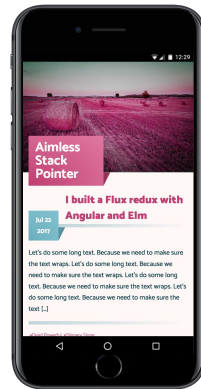
PWA pick-and-choose



Website



Irregular Users
(fokus hari ini)

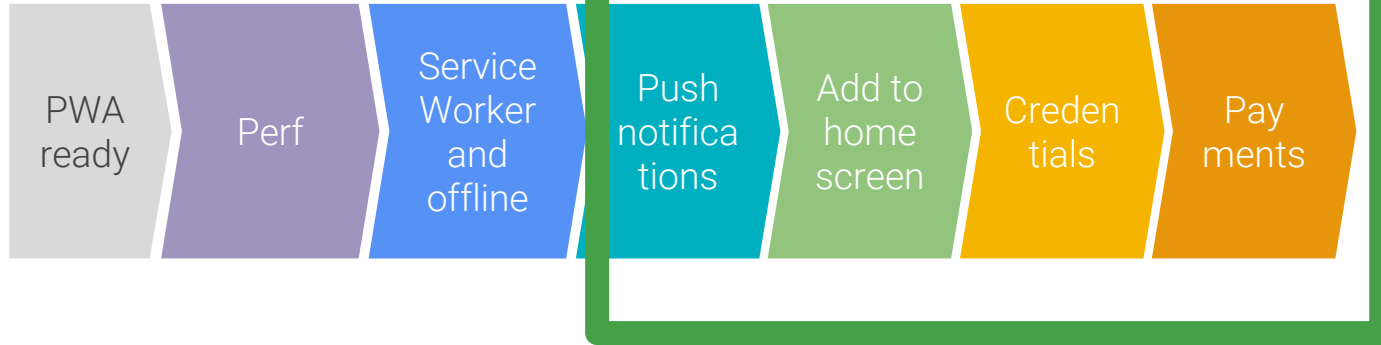


Delightful
web experience
(PWA)

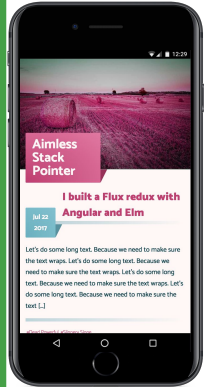
PWA pick-and-choose



Website



Loyal Users
(akan dibahas di Episode 2)

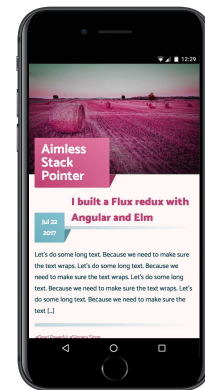
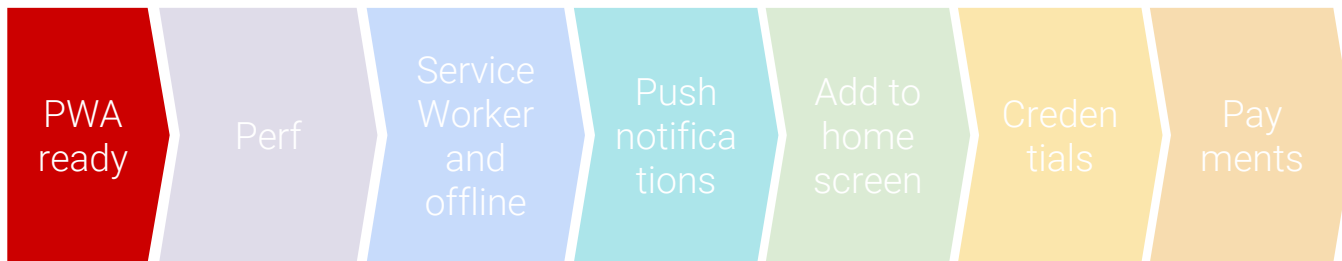


Delightful
web experience
(PWA)

PWA readiness



Website



Delightful
web experience
(PWA)

Small changes, big improvements

- Optimize images (format & size)
- Remove unnecessary code (minify, production mode)
- Leverage browser caching
- Avoid blocking code (async defer, lazy loading)
- Divide big, monolithic Javascript (code splitting, tree shaking)



The screenshot shows the Network tab of a web browser's developer tools. The top bar includes tabs for Elements, Console, Sources, Network, Performance, and Memory. The Network tab is active, showing a list of resources. The top of the list has a 'Filter' input field and checkboxes for 'Regex', 'Hide data URLs', and 'All'. Below these are checkboxes for 'XHR', 'JS', 'CSS', and 'Img'. The main table has columns for Name, Status, Type, Initiator, Size, and Time. The 'Size' column is highlighted with a red circle. The first row shows 'base.js' with a size of '403KB'. The second row shows 'header-5.jpg' with a size of '269KB'. The third row shows 'gweb-woment...' with a size of '193KB'. The fourth row shows 'about-2.jpg' with a size of '95.3KB'. The fifth row shows 'about-5.jpg' with a size of '92.7KB'. The sixth row shows 'about-3.jpg' with a size of '87.9KB'. The seventh row shows 'maxresdefault...' with a size of '84.4KB'. The eighth row shows 'wtm-initiatives...' with a size of '73.1KB'. The ninth row shows 'wtm-about-ba...' with a size of '72.3KB'. The tenth row shows 'wtm-initiatives...' with a size of '70.6KB'. The eleventh row shows 'wtm-initiatives...' with a size of '58.8KB'. The twelfth row shows 'profile.json' with a size of '47.6KB'. The thirteenth row shows 'www-embed-p...' with a size of '41.9KB'. The fourteenth row shows 'wtm-initiatives...' with a size of '35.6KB'. The fifteenth row shows 'www-embed-p...' with a size of '34.1KB'. The sixteenth row shows 'styles.css' with a size of '22.8KB'. The seventeenth row shows 'wtm-social-2.jpg' with a size of '15.7KB'. The eighteenth row shows 'wtm-social-1.jpg' with a size of '14.8KB'. At the bottom of the table, it says '48 requests | 1.7MB transferred | Finish: 14.71s | DOMContentLoaded: 1.01s | Load: 1.01s'.

Name	Status	Type	Initiator	Size	Time
base.js	200	script	PrXarTh7...	403KB	94ms
header-5.jpg	200	jpeg	(index)	269KB	169ms
gweb-woment...	200	script	(index)	193KB	530ms
about-2.jpg	200	jpeg	(index)	95.3KB	171ms
about-5.jpg	200	jpeg	(index)	92.7KB	101ms
about-3.jpg	200	jpeg	(index)	87.9KB	98ms
maxresdefault...	200	webp	base.js:4...	84.4KB	259ms
wtm-initiatives...	200	jpeg	(index)	73.1KB	86ms
wtm-about-ba...	200	jpeg	(index)	72.3KB	93ms
wtm-initiatives...	200	jpeg	(index)	70.6KB	173ms
wtm-initiatives...	200	jpeg	(index)	58.8KB	171ms
profile.json	200	xhr	gweb-wo...	47.6KB	264ms
www-embed-p...	200	stylesheet	PrXarTh7...	41.9KB	23ms
wtm-initiatives...	200	jpeg	(index)	35.6KB	171ms
www-embed-p...	200	script	PrXarTh7...	34.1KB	24ms
styles.css	200	stylesheet	(index)	22.8KB	26ms
wtm-social-2.jpg	200	jpeg	(index)	15.7KB	165ms
wtm-social-1.jpg	200	jpeg	(index)	14.8KB	165ms

48 requests | 1.7MB transferred | Finish: 14.71s | DOMContentLoaded: 1.01s | Load: 1.01s

Limit images load with breakpoints

```
// All images load: 987kB -> 771kB (21% gain)
```

```
background-image: url(../images/about/header.jpg);
```

```
@media (max-width: 1440px) {  
    background-image: url(../images/about/header-large.jpg);  
}
```

```
@media (max-width: 992px) {  
    background-image: url(../images/about/header-mid.jpg);  
}
```

```
@media (max-width: 480px) {  
    background-image: url(../images/about/header-small.jpg);  
}
```

Replace a heavy asset with a simpler one

// Remove YouTube API in favor of an iframe: 402kB -> 0kB

```
<script src="https://www.youtube.com/player_api"></script>
```

=>

```
<iframe src="https://www.youtube.com/embed/PrXarTh77EA"></iframe>
```

// Remove full Lodash lib in favor of the core -> 24kB vs 4kB (66% gain)

```
<script src="lodash.min.js"></script>
```

=>

```
<script src="lodash.min.core.js"></script>
```

Leverage browser caching

BEFORE

× Headers Preview Response Cookies Timing

▼ General

Request URL: https://www.womentechmakers.com/static/4.2.7.2/js/gweb-womentechmakers.min.js

Request Method: GET

Status Code:  200

Remote Address: 172.217.19.179:443

Referrer Policy: no-referrer-when-downgrade

AFTER

× Headers Preview Response Cookies Timing

▼ General

Request URL: https://www.womentechmakers.com/js/gweb-womentechmakers.min.dd3f1fa12b600c12.js

Request Method: GET

Status Code:  304 Not Modified

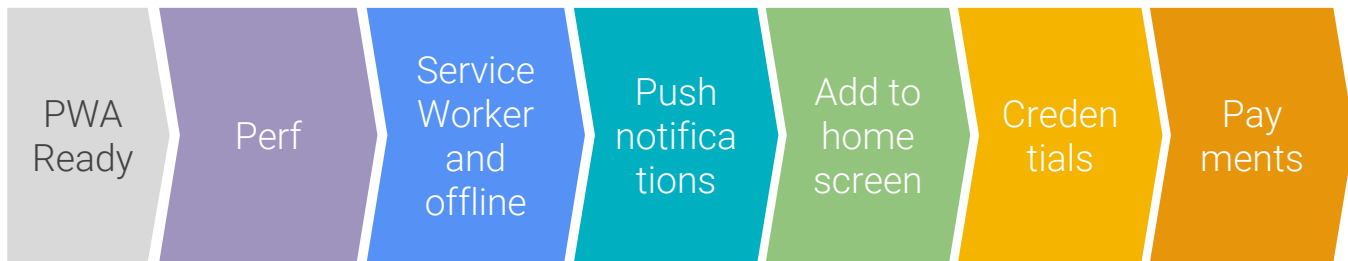
Remote Address: [::1]:8080

Referrer Policy: no-referrer-when-downgrade

PWA pick-and-choose



Website

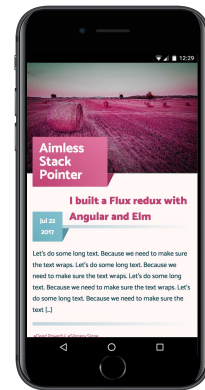
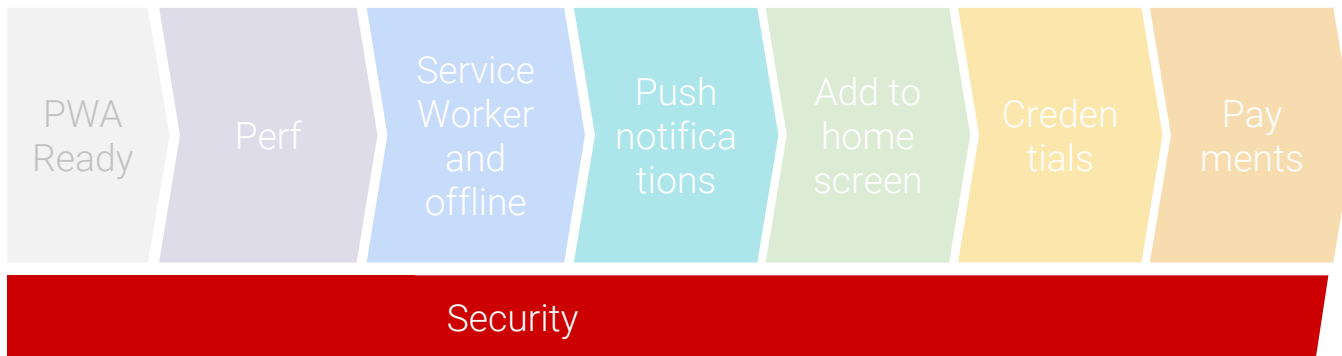


Delightful
web experience
(PWA)

Security



Website

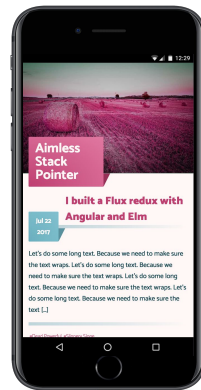
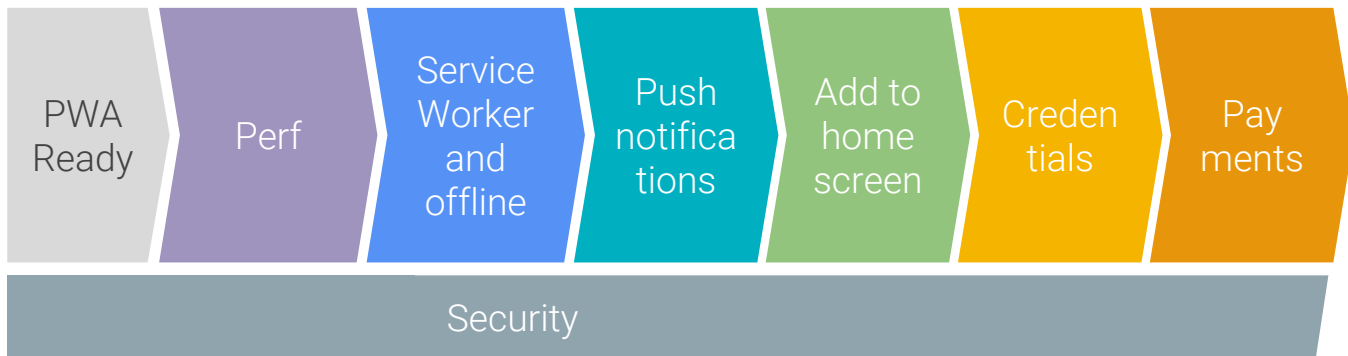


Delightful
web experience
(PWA)

PWA pick-and-choose

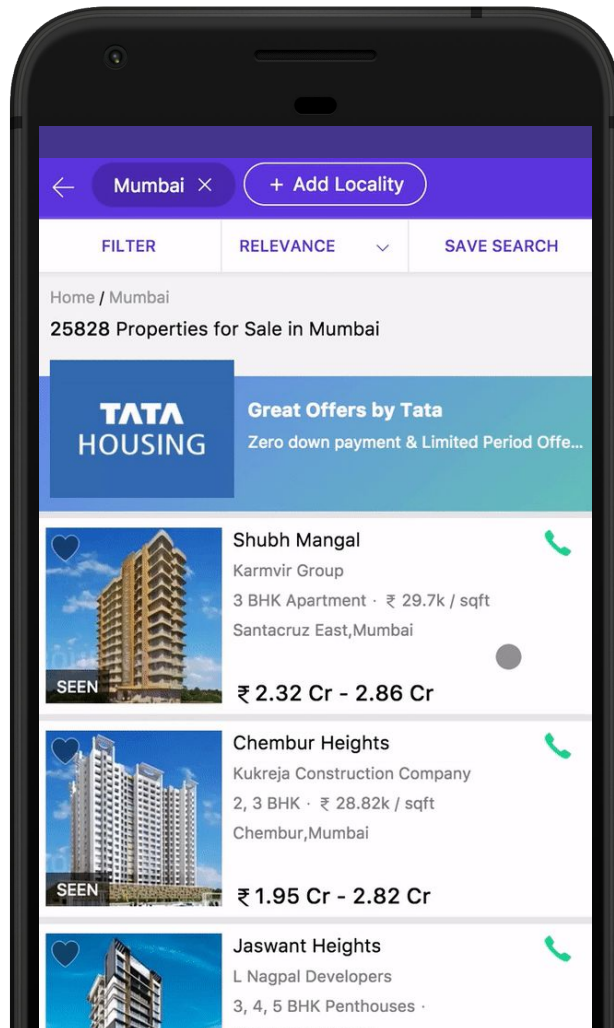


Website

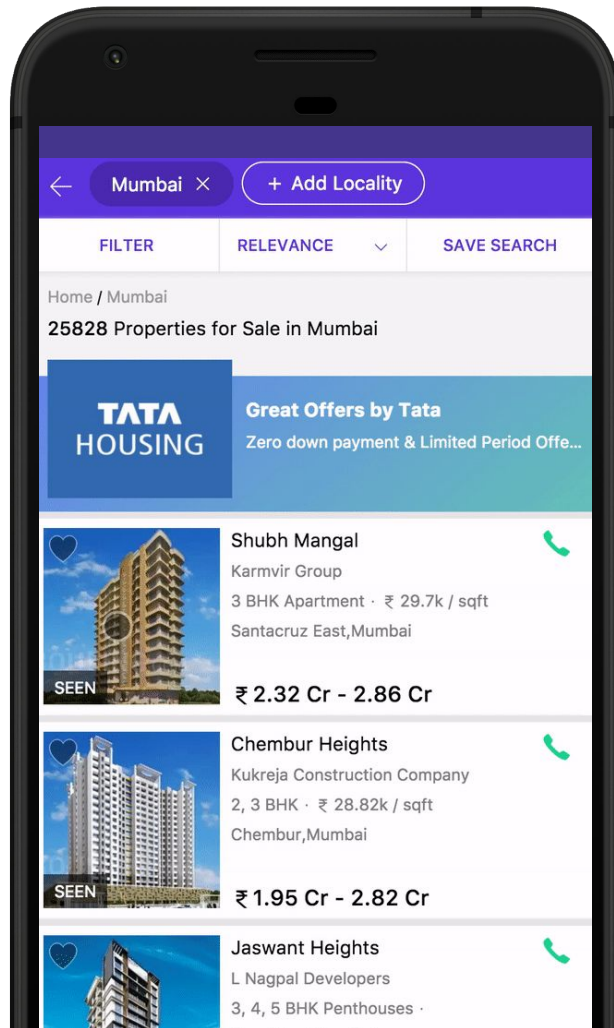


Delightful
web experience
(PWA)

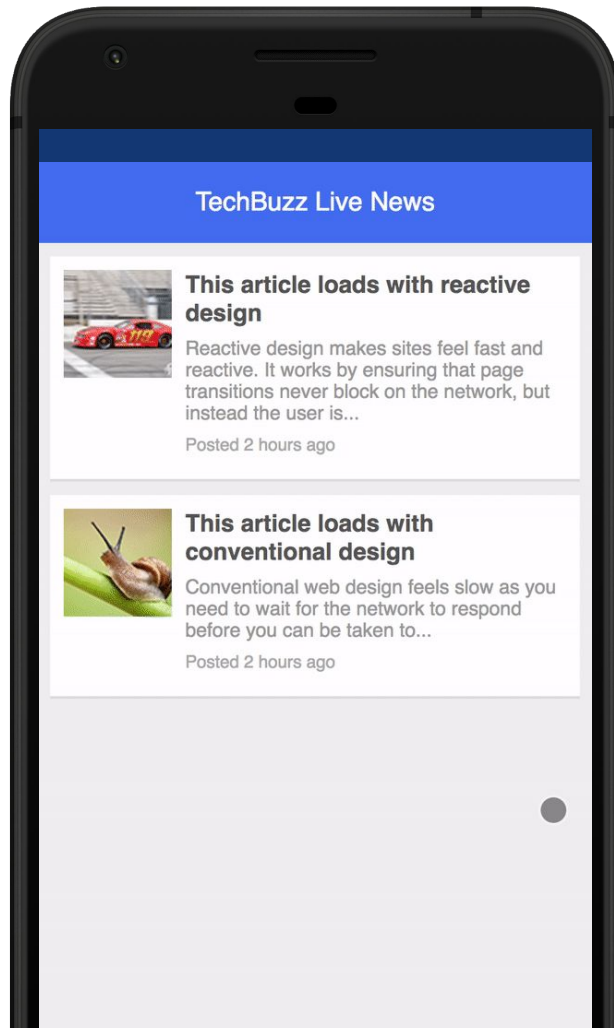
Don't block transitions on network



Use skeleton screens instead

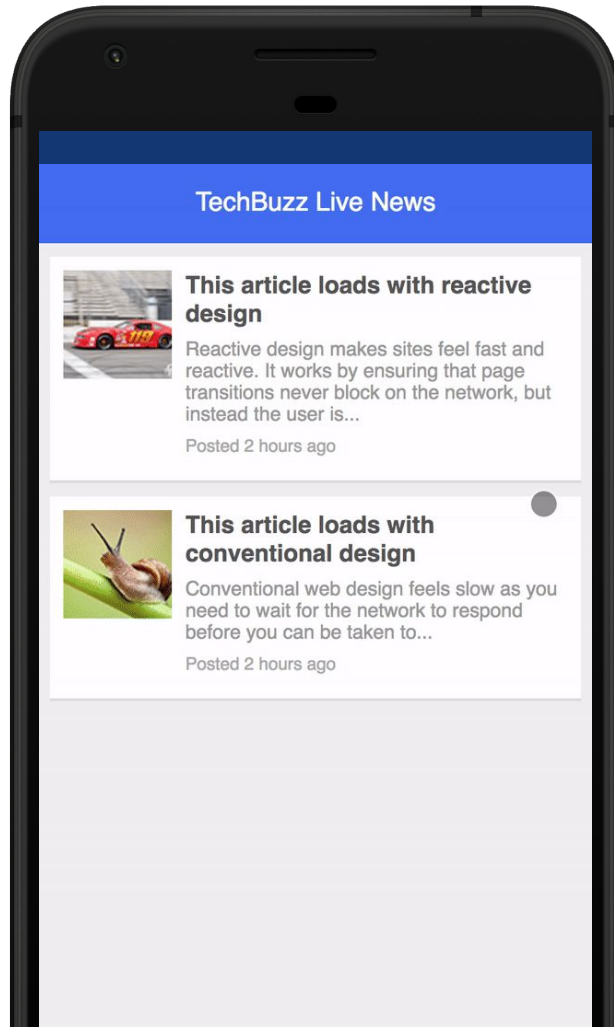


Prevent content jumping - unstable load



Ensure stable load instead

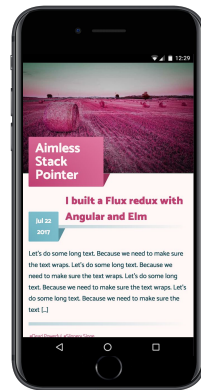
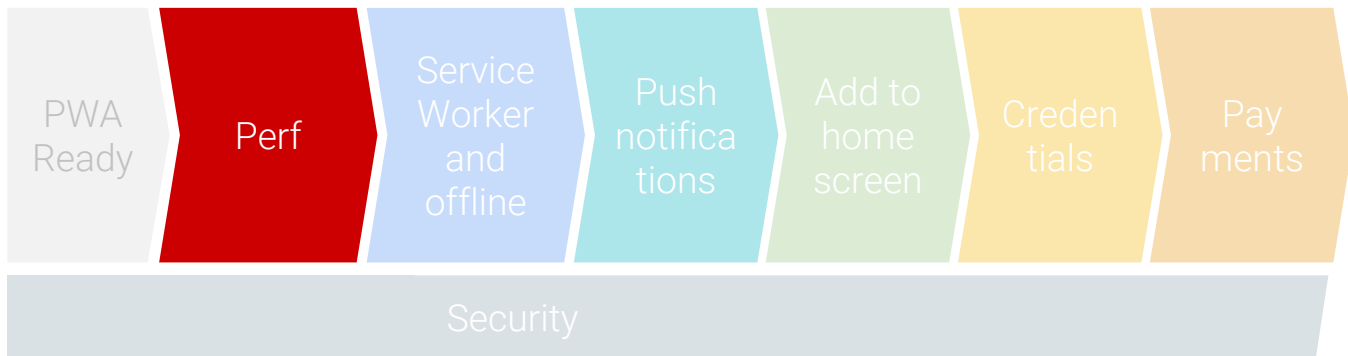
- Specify size of images and dynamic elements



User Acquisition? Focus on perf



Website



Delightful
web experience
(PWA)

Lighthouse Audit

Performance

These encapsulate your app's performance.

59

Metrics

These metrics encapsulate your app's performance across a number of dimensions.



▸ First meaningful paint 5,920 ms

▸ First Interactive (beta) 6,230 ms

▸ Consistently Interactive (beta) 6,230 ms

▸ Perceptual Speed Index: 4,949 (target: < 1,250)

56

▸ Estimated Input Latency: 16 ms (target: < 50 ms)

100

Opportunities

These are opportunities to speed up your application by optimizing the following resources.



Critical

Rendering Path

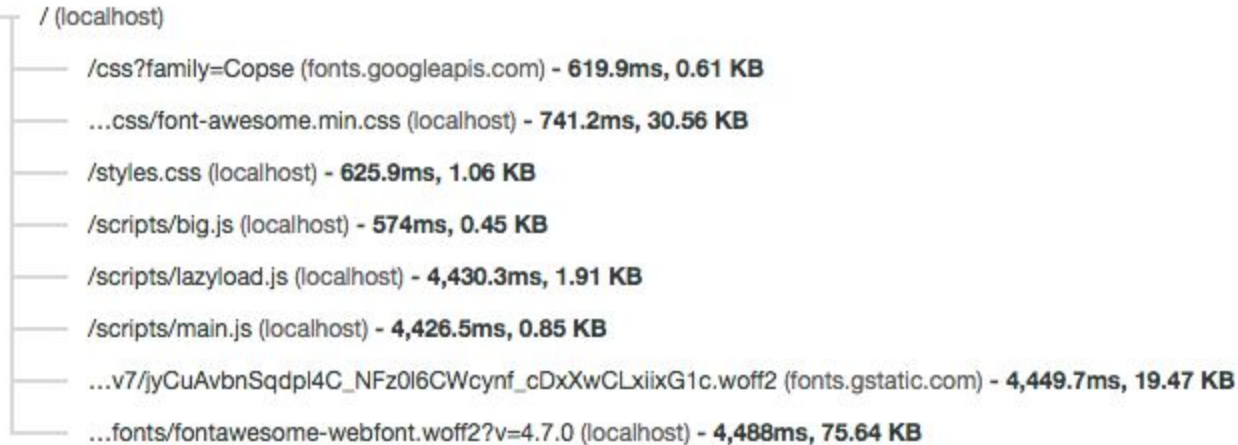
▼ Critical Request Chains: 8

The Critical Request Chains below show you what resources are required for first render of this page. Improve page load by reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources. [Learn more.](#)

Longest chain: **5,896.9ms** over **2** requests, totalling **75.64 KB**

▼ View critical network waterfall:

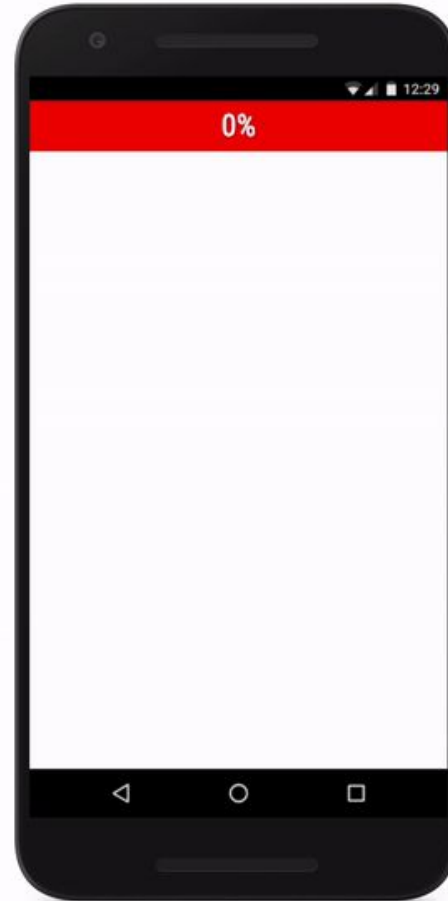
Initial Navigation



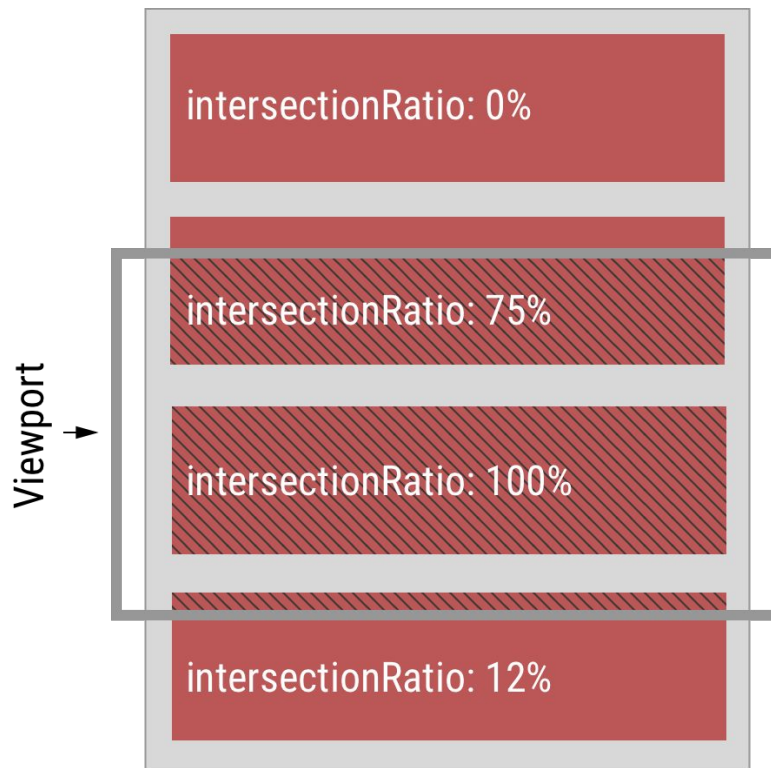
Lazy Loading with Intersection Observer API

https://developer.mozilla.org/en-US/docs/Web/API/Intersection_Observer_API

Lazy Loading with Intersection Observer API



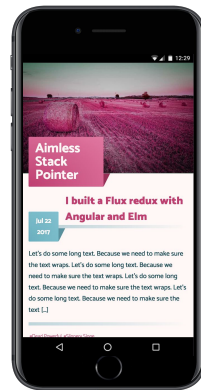
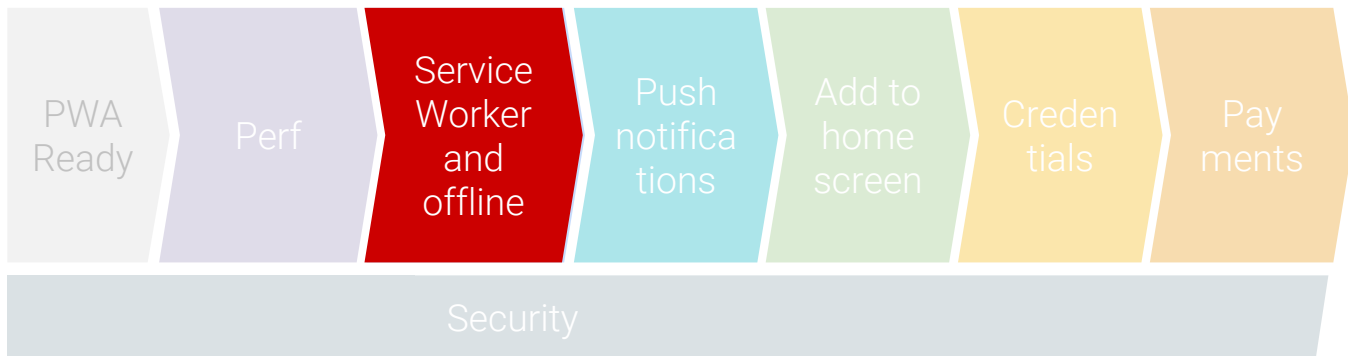
Lazy Loading with Intersection Observer API



Users on 3G or LieFi? Focus on offline.

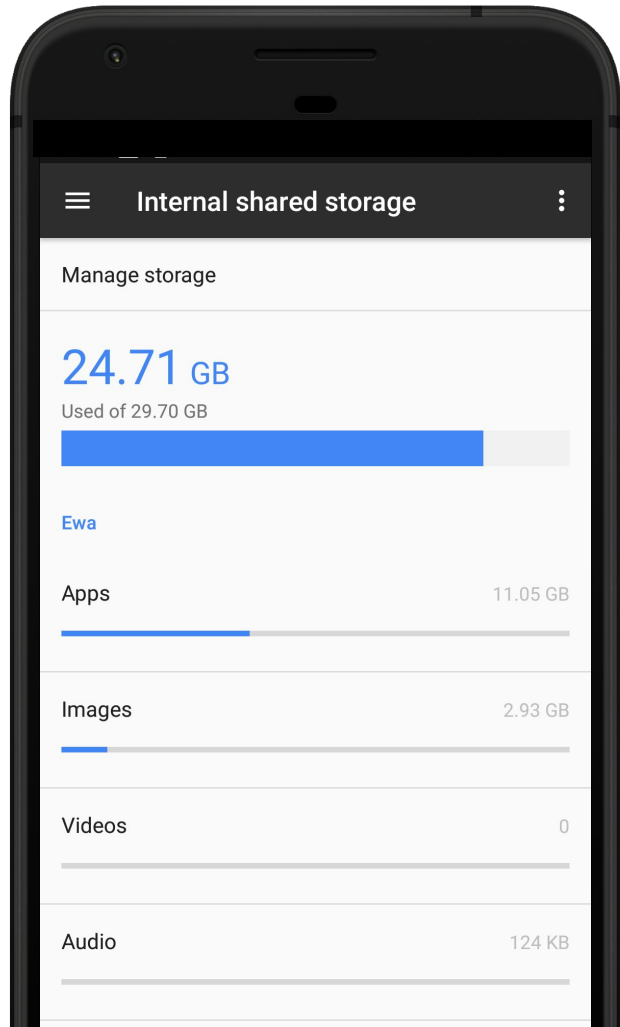


Website



Delightful
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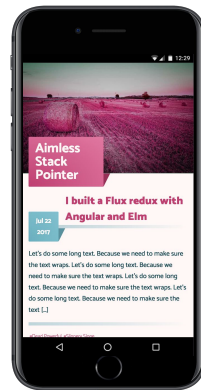
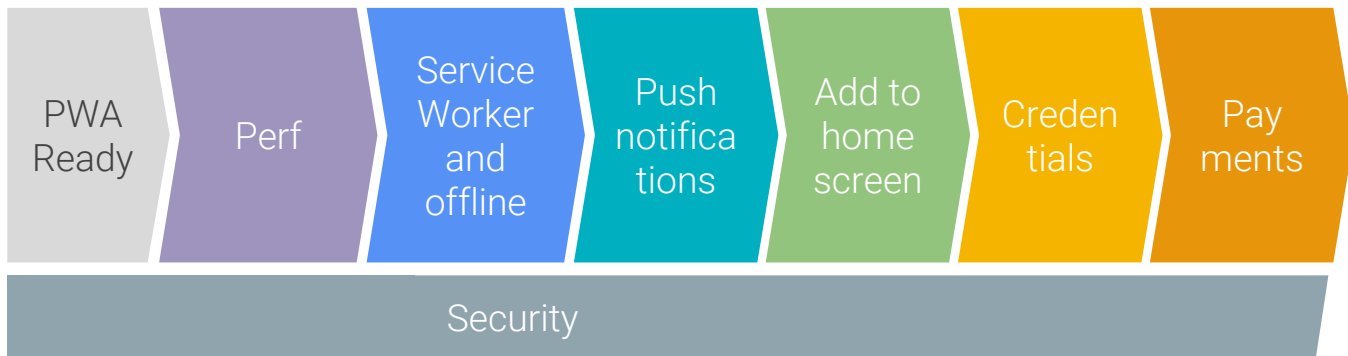
Cache the
right things at
the right time



PWA pick-and-choose

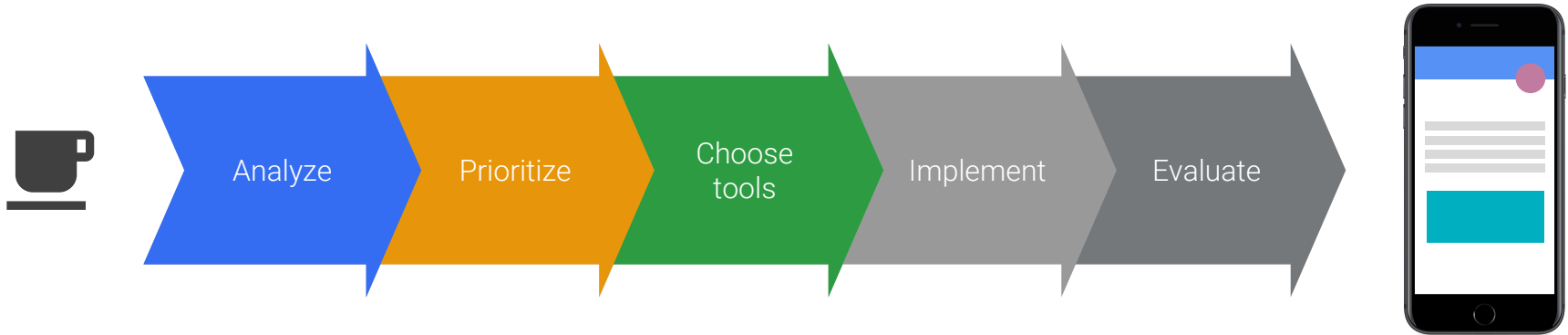


Website



Delightful
web experience
(PWA)

Tools



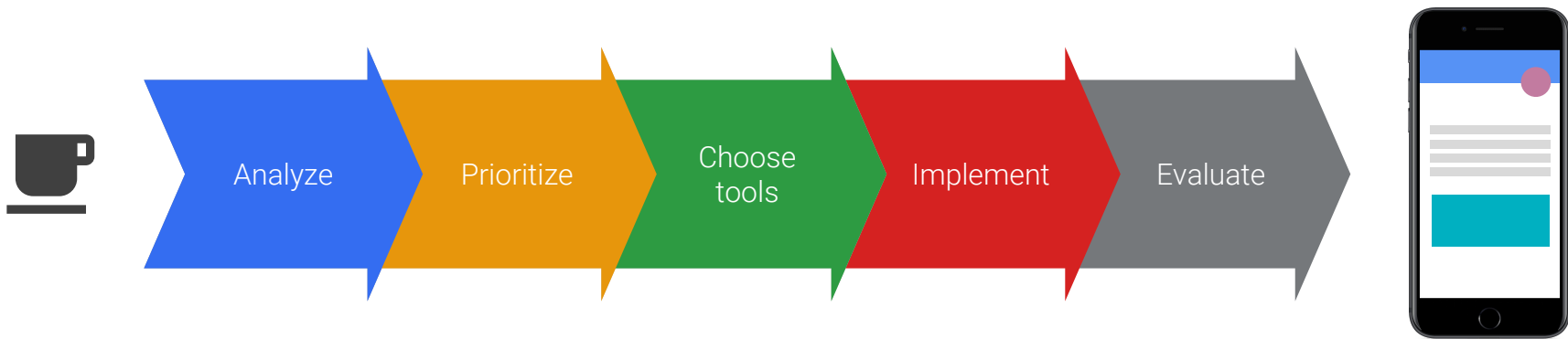
Javascript libraries for PWA



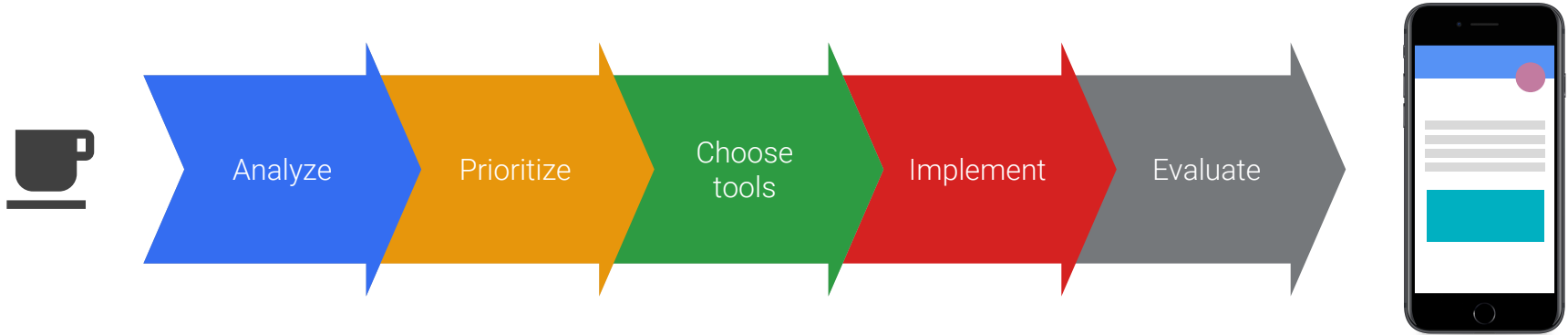
Workbox

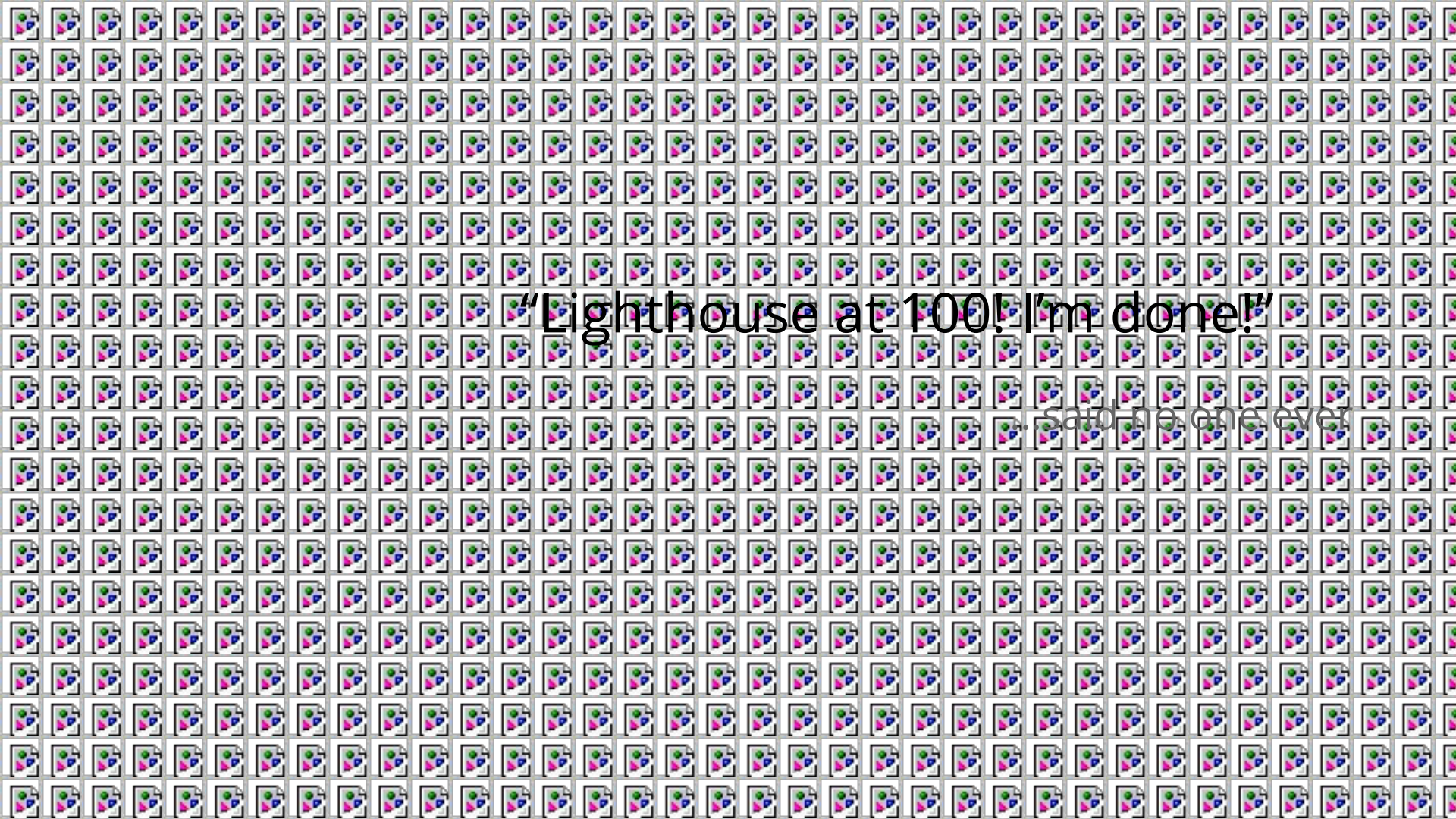
devsite.googleplex.com/web/tools/workbox

Implement



Evaluate





"Lighthouse at 100! I'm done!"

...said no one ever

PWA is a mental model

For delivering delightful user experience



Fast • Integrated • Reliable
• Engaging

developers.google.com/web/progressive-web-apps/



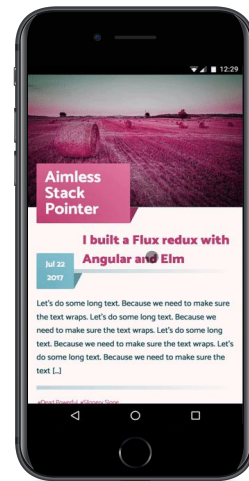
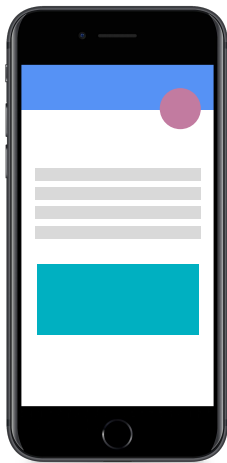
PWA Checklist

developers.google.com/web/progressive-web-apps/checklist



Lighthouse

developers.google.com/web/tools/lighthouse/



youtube.com/user/ChromeDevelopers

developers.google.com/web

medium.com/wwwid

t.me/wwwid_pwa

Summary perbedaan AMP dengan PWA

	AMP	PWA
Terminologi	"Halaman AMP"	Versi upgrade situs mobile teman-teman. "Halaman Canonical"
Monetisasi	Gunakan komponen "amp-ad"	Gunakan kode iklan AdSense biasa
Analytics	Set up Google AMP Client ID API	Tidak perlu set up extra step
Fungsi	- Load halaman pertama yang cepat. - Bisa memanfaatkan Google Cache - Ketika user membaca konten di halaman pertama, dapat mendownload service worker PWA di background.	- Load halaman ke-2 situs dan selanjutnya tetap cepat. - Situs mobile dengan UX Yang lebih baik. 



Pilih strategi yang sesuai dengan kebutuhan anda:

Content Creator

AMP

- Mudah di-implementasi
- Loading halaman pertama yang cepat dari Google Search

PWA

- Loading halaman selanjutnya supaya tetap konsisten dan cepat

Developer

PWA

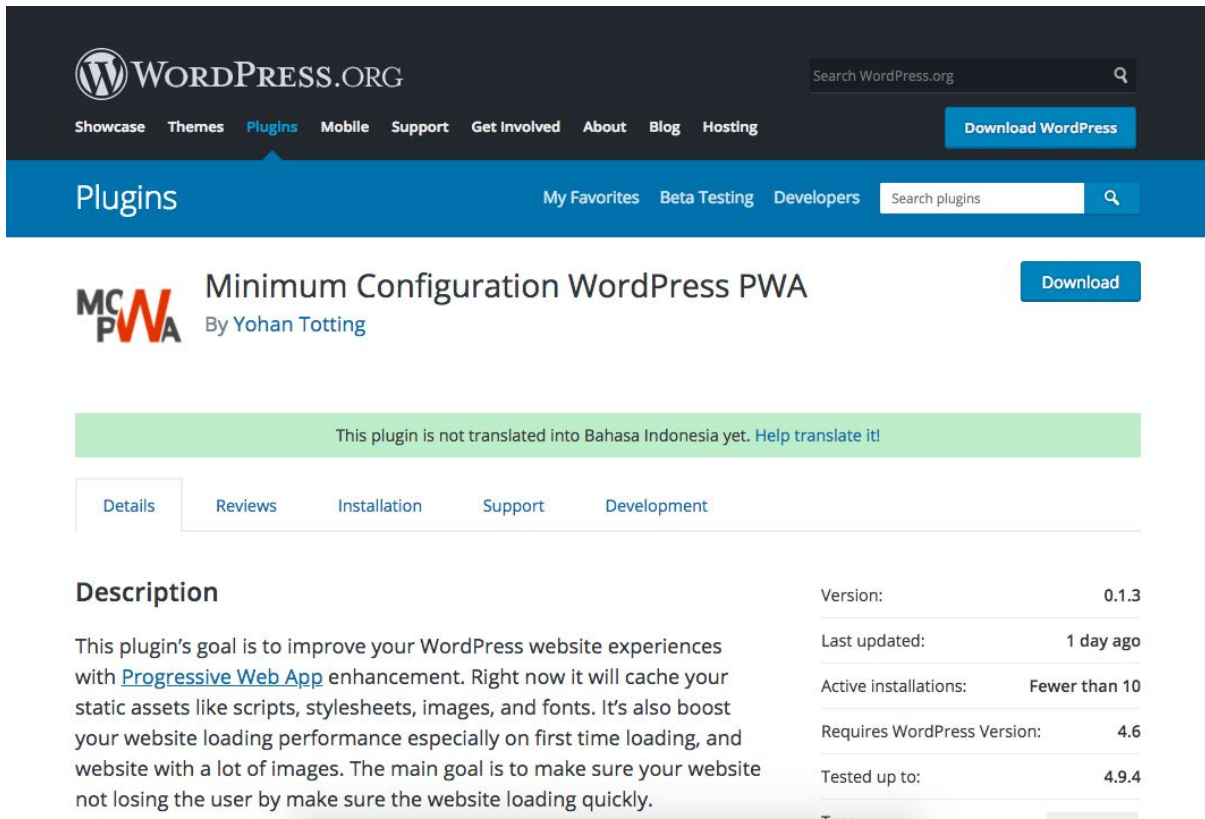
- Fleksibilitas bisa membangun apapun
- Pilihan luas bahasa pemrograman, library, tools, atau framework favorit

AMP

- Mempercepat loading halaman pertama dari Google search



<https://wordpress.org/plugins/mcw-pwa/>



The screenshot shows the WordPress.org interface for the 'Minimum Configuration WordPress PWA' plugin. The top navigation bar includes links for Showcase, Themes, Plugins (active), Mobile, Support, Get Involved, About, Blog, and Hosting. A search bar is present on the right. Below the navigation bar, the 'Plugins' section is highlighted, with links for My Favorites, Beta Testing, and Developers. A search bar for plugins is also visible. The plugin 'Minimum Configuration WordPress PWA' by Yohan Totting is featured, with a 'Download' button. A green banner indicates that the plugin is not translated into Bahasa Indonesia yet, with a link to 'Help translate it!'. Below this, tabs for Details, Reviews, Installation, Support, and Development are shown. The 'Description' tab is active, displaying the plugin's purpose: to improve WordPress website experiences with Progressive Web App enhancement, caching static assets, and boosting loading performance. The 'Details' tab shows the following information:

Version:	0.1.3
Last updated:	1 day ago
Active installations:	Fewer than 10
Requires WordPress Version:	4.6
Tested up to:	4.9.4



AMP

FAQ

Qn: Apakah halaman AMP perlu dibuatkan sitemap xml?
Atau cukup dengan sitemap seperti biasa karena halaman web sudah ada meta tag amhtml.

Tidak perlu, jika sudah link halaman canonical dengan AMP.

Untuk halaman [canonical \(non-AMP\)](#) , tambahkan kode berikut di bagian <head>:

```
<link rel="amhtml" href="https://www.example.com/url/to/amp/document.html">
```

Untuk halaman [AMP](#) , tambahkan kode berikut di bagian <head>:

```
<link rel="canonical" href="https://www.example.com/url/to/full/document.html">
```



Terima Kasih!