



Faster websites for everyone

Welcome



Register

g.co/AdSenseOnAir



Ask your question

g.co/AdSensequestion

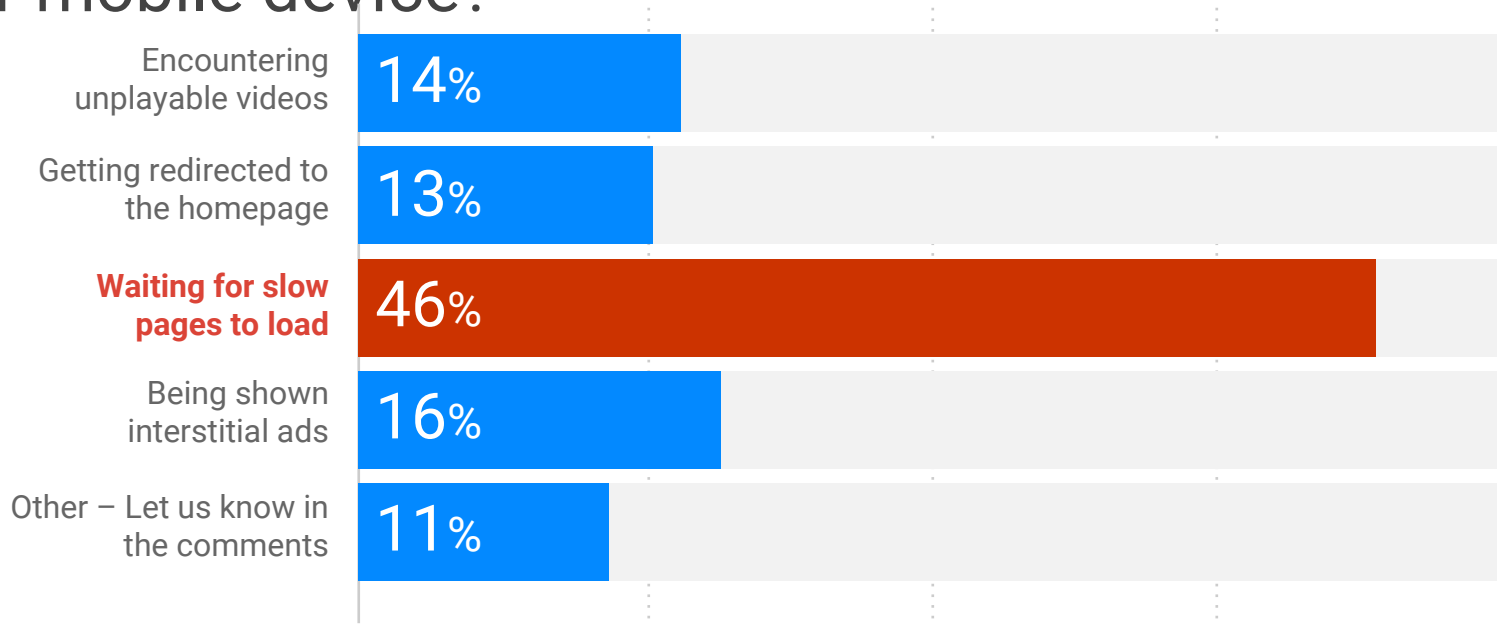


Give us your opinion

After this livestream, we'll send you a feedback survey

The presentation will be sent to all registered

“What do you dislike the most when browsing the web on your mobile device?”



In this survey and others, speed is the #1 **feature**, not additional product enhancements



AMP

Source: Google Webmaster Central Blog: “#MobileMadness: a campaign to help you go mobile-friendly” (posted: Monday, April 27, 2015)

Users today demand and reward performance...



53%

of mobile site visitors
leave after **3 seconds**
of load time



2X

more mobile ad revenue
for sites that load in
5 seconds vs. 19 seconds



75%

of mobile sites take
10+ seconds to load

¹ Webpagetest.org, Sampled 11.8K global mWeb homepage domains loaded using a fast 3G connection timing first view only (no cached resources), February 2016

² <https://www.doubleclickbygoogle.com/articles/mobile-speed-matters/>

³ Google Data, Aggregated, anonymized Google Analytics and DoubleClick AdExchange data from a sample of mWeb sites opted into sharing benchmark data, n=4.5K, Global, June 2015–May 2016

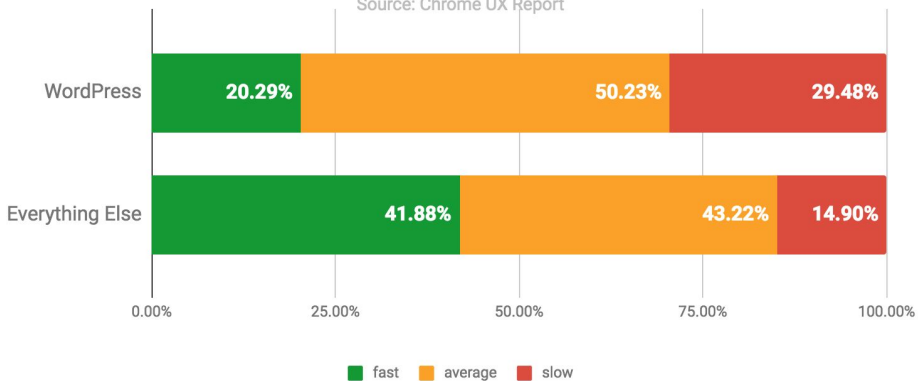


The Current State of Web Performance

First Contentful Paint (Any visible content)

WordPress FCP Distribution

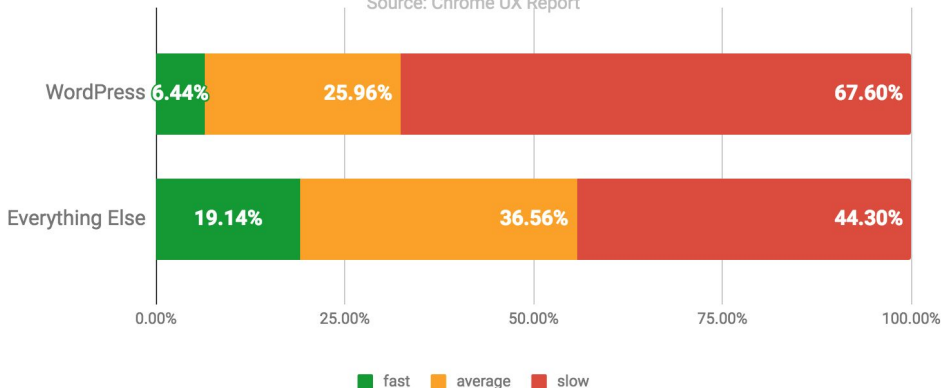
Source: Chrome UX Report



Onload (Page finished loading)

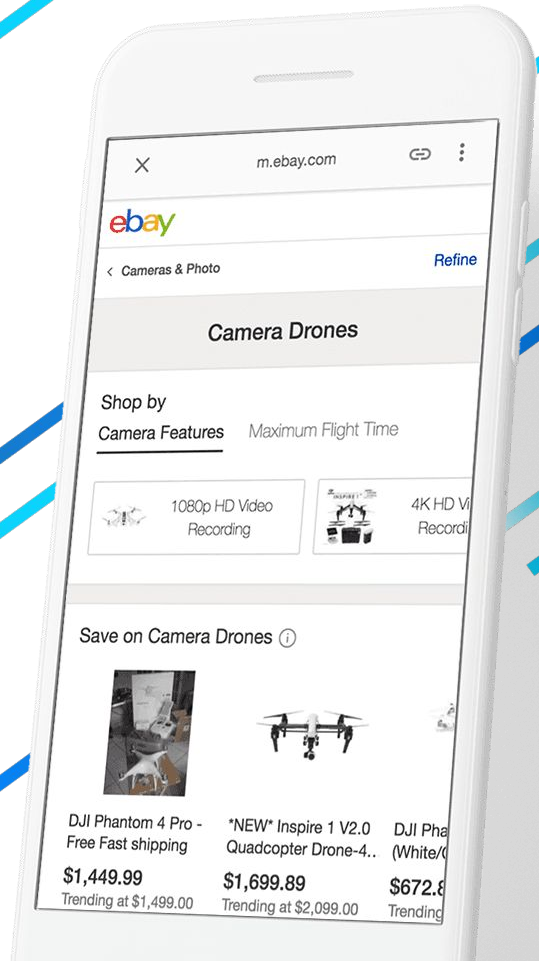
WordPress OL Distribution

Source: Chrome UX Report



Introducing the AMP Project

An open source initiative to enable a better web, with sites that are fast, beautiful, and monetize well



What AMP provides for publishers and websites



Build compelling user experiences...

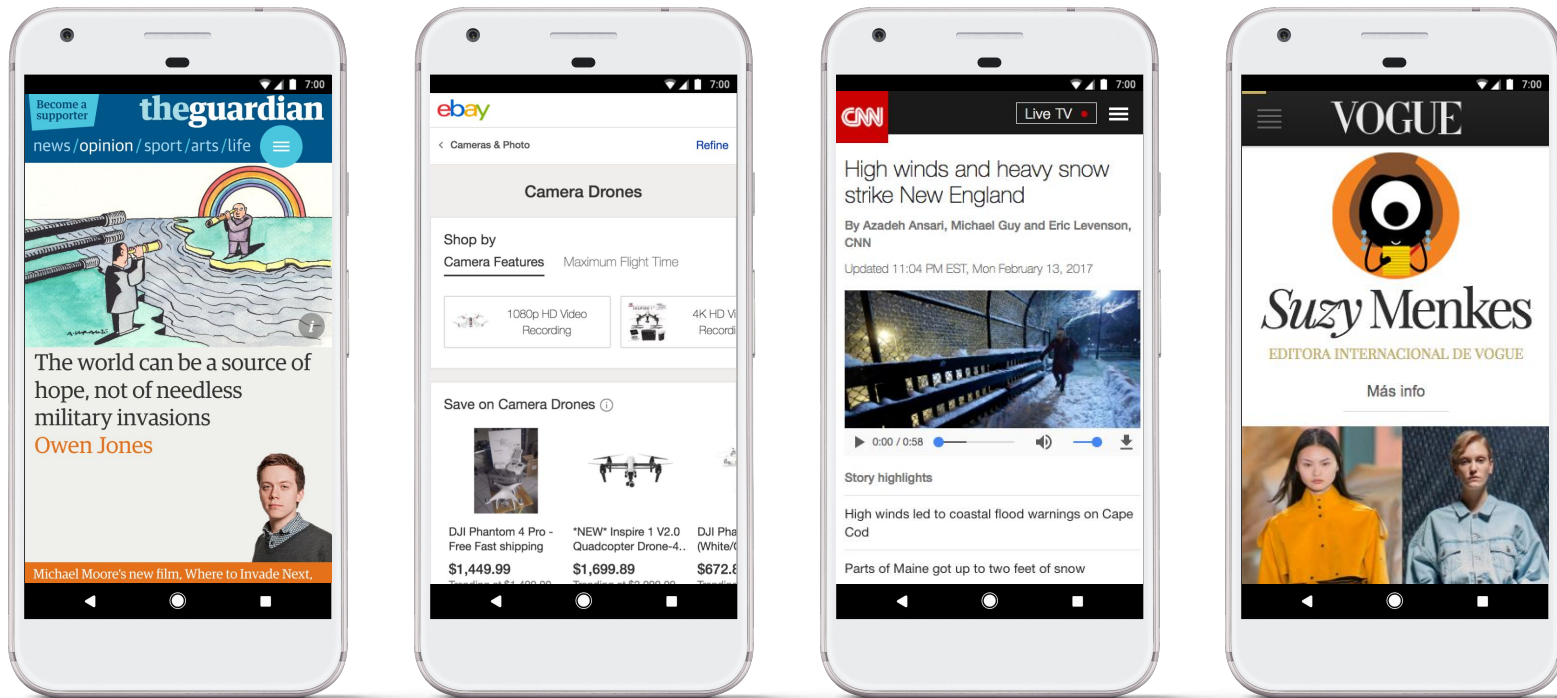
- Near instantaneous loading
- Smooth scrolling and engagement
- Styling and branding flexibility



...with opportunities for distribution

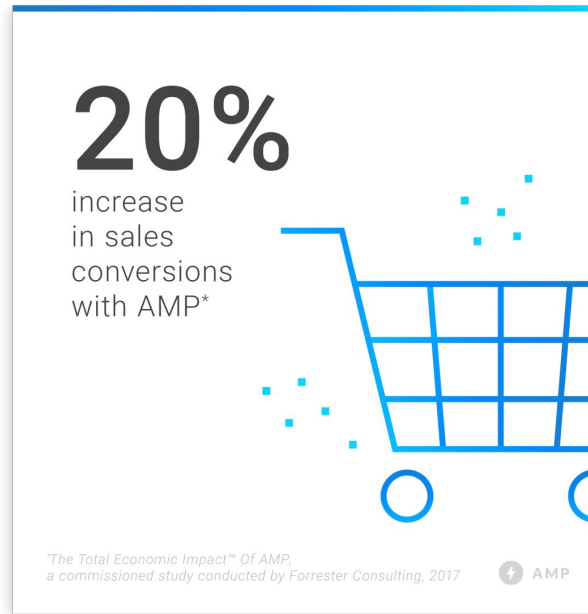
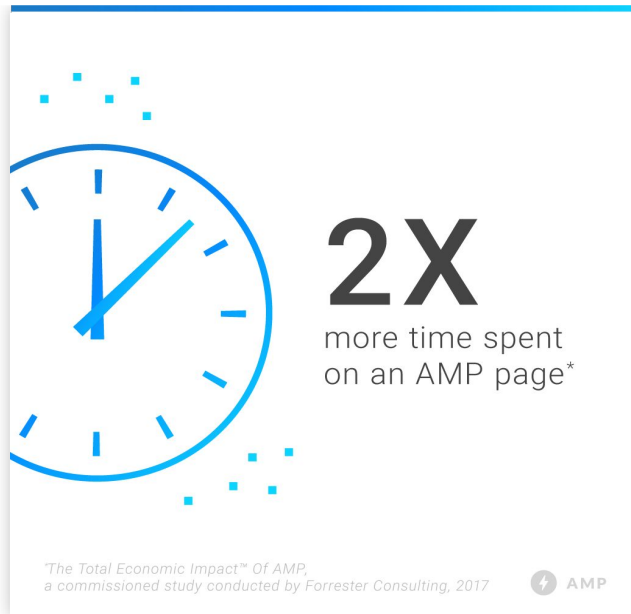


AMP pages support design customization and flexibility



AMP

Websites using AMP are seeing positive results



Web publishers are seeing success with AMP

RETENTION



3x more

time spent on AMP pages

RETENTION

The Washington Post

+23%

return 7DA users

MORE TIME ON SITE

TIME

13% increase

in time spent on site

AUDIENCE GROWTH

GIZMODO

80%

of AMP traffic is new

MONETIZATION

Teads TV

200% increase

in average CTR on AMP pages

AUDIENCE GROWTH



67% increase

in new visitors



AMP improves user engagement & ad monetization for Bacaterus.com

Post-implementation, the Bacaterus team was delighted that AMP pages load **4 seconds faster** than its standard mobile pages.

"AMP improves mobile user experiences by shortening page loading time significantly," Ganjar Maulana, CEO of Bacaterus.com added, "As a bonus, for the same number of mobile pageviews, we earn higher with AMP."

64%

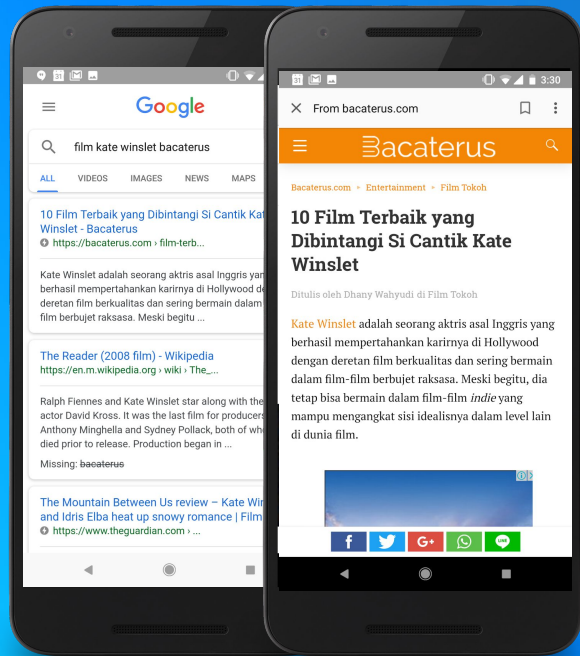
Faster page loading time

+47%

Increase in Ad CTR

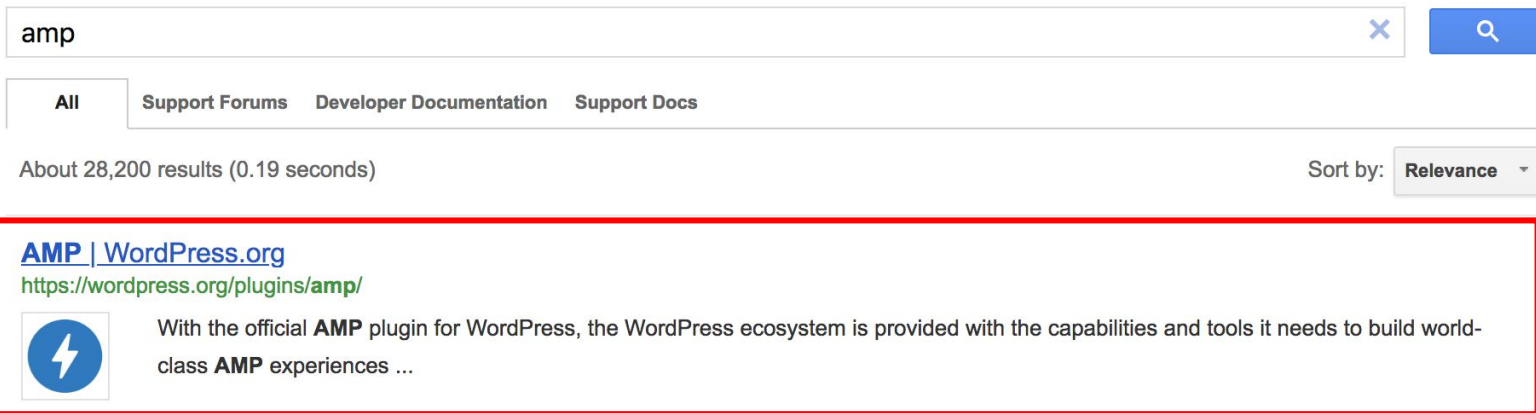
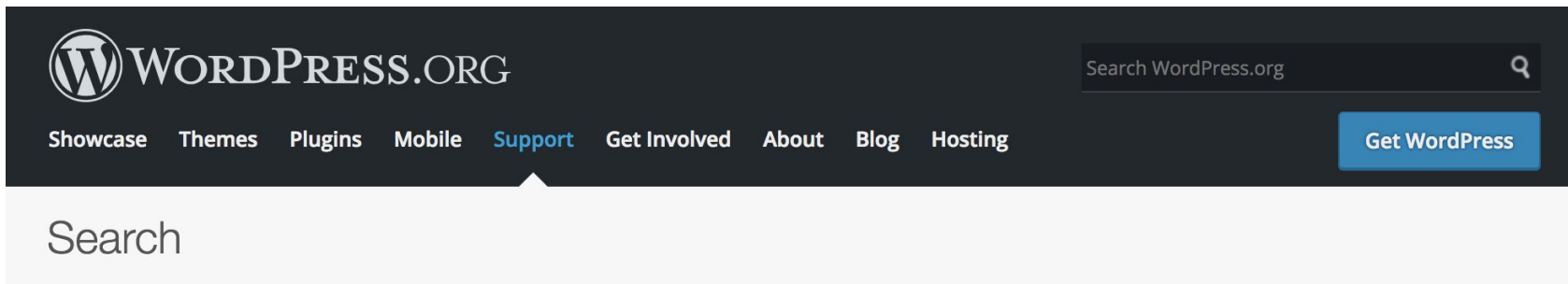
+25%

Increase in Ad RPM




AMP in WordPress

Making faster website accessible to everyone



AMP




Inside Paradeplatz

Inside Paradeplatz (IP) publishes every morning current articles on the Swiss financial center.

[VIEW SITE](#)

Website




Digital Trends

Digital Trends is a website offering consumer reviews, aimed at the engaged consumer looking to buy a new gadget.

[VIEW SITE](#)

Website

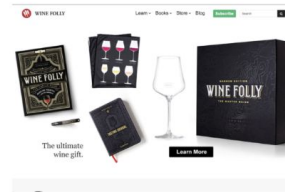


Realtime Board Blog

RealtimeBoard provides engaging collaboration for distributed and co-located teams regardless of locations and timezones.

[VIEW SITE](#)

Blog

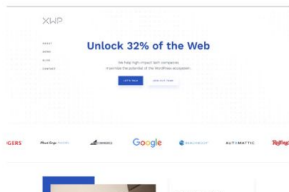


Wine Folly

Wine Folly is a content site devoted to wine knowledge and appreciation.

[VIEW SITE](#)

Website

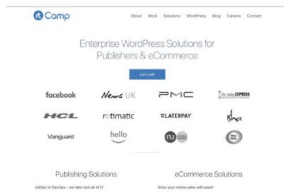


XWP

XWP is a WordPress development agency dedicated to solving the most complex problems of the web.

[VIEW SITE](#)

Agency

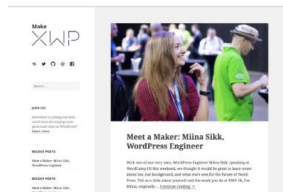


rtCamp

rtCamp services ranging from technology consultancy to full-fledged enterprise projects.

[VIEW SITE](#)

Agency




Make XWP

WordPress tech blog ranging from announcements to in depth coding tips & tricks.

[VIEW SITE](#)

Blog



Paul Bakaus

Personal Blog of Paul Bakaus, Developer Advocate at Google.

[VIEW SITE](#)

Blog

Find sites using the AMP official plugin:

amp-wp.org/showcases



BigCommerce

BigCommerce plugin: online stores with WordPress on the front end and BigCommerce on the back end.

[VIEW PLUGIN](#) ➔

Plugins



Yoast

Yoast SEO is the original WordPress SEO plugin since 2008.

[VIEW PLUGIN](#) ➔

Plugins



Setka Editor

Setka Editor is the first WYSIWYG plugin with page builder functionality.

[VIEW PLUGIN](#) ➔

Plugins



Gutenberg

Gutenberg is a redesign of the WordPress WYSIWYG editor.

[VIEW PLUGIN](#) ➔

WordPress Core



AddThis Social Sharing

AddThis is known for a full suite of website tools including beautifully crafted and simple share buttons.

[VIEW PLUGIN](#) ➔

Plugins

AMP TwentyNineteen — Responsive Card-based AMP Themes
Browsers: Chrome, New York, Google, Paris, Budapest, Tokyo

Roads of the City



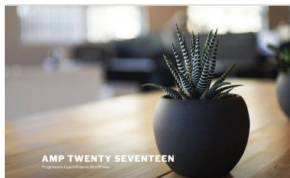
City Road in The City Road is a road that runs through the city and road.

Twenty Nineteen

At the core of Twenty Nineteen is its simple, sophisticated typography.

[VIEW THEME](#) ➔

Themes



Twenty Seventeen

Twenty Seventeen brings your site to life with header video and immersive featured images.

[VIEW THEME](#) ➔

Themes



Twenty Sixteen

Twenty Sixteen is a modernized take on an ever-popular WordPress layout.

[VIEW THEME](#) ➔

Themes

Find compatible
plugins & themes:

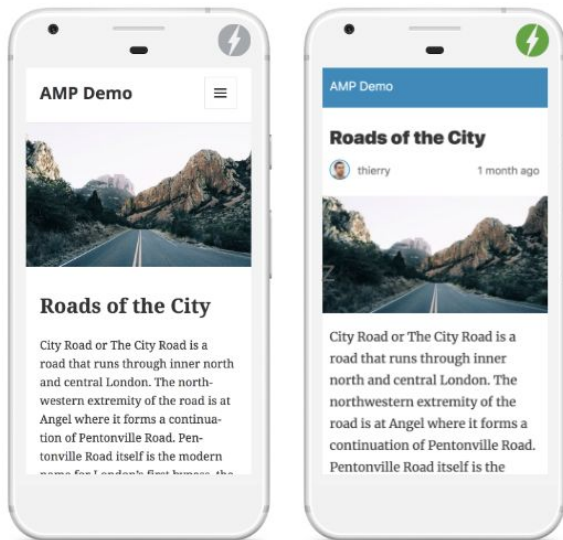
[amp-wp.org
/ecosystem](https://amp-wp.org/ecosystem)



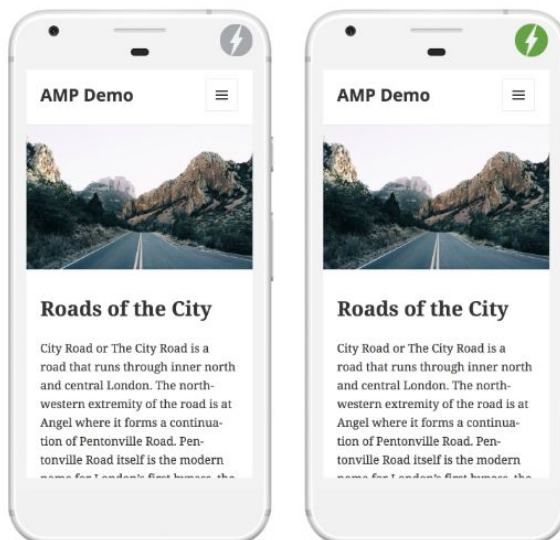
AMP

Evolution of the WordPress AMP Plugin

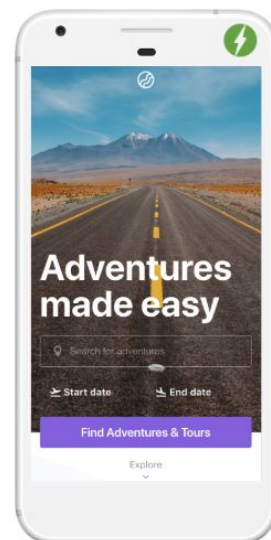
v0.1 - v0.5
Classic Mode



v0.6 - v0.7
Paired Mode

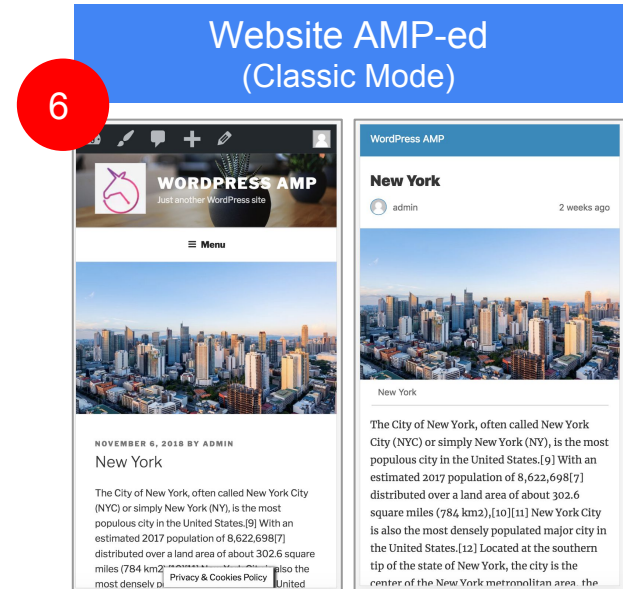
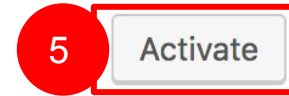
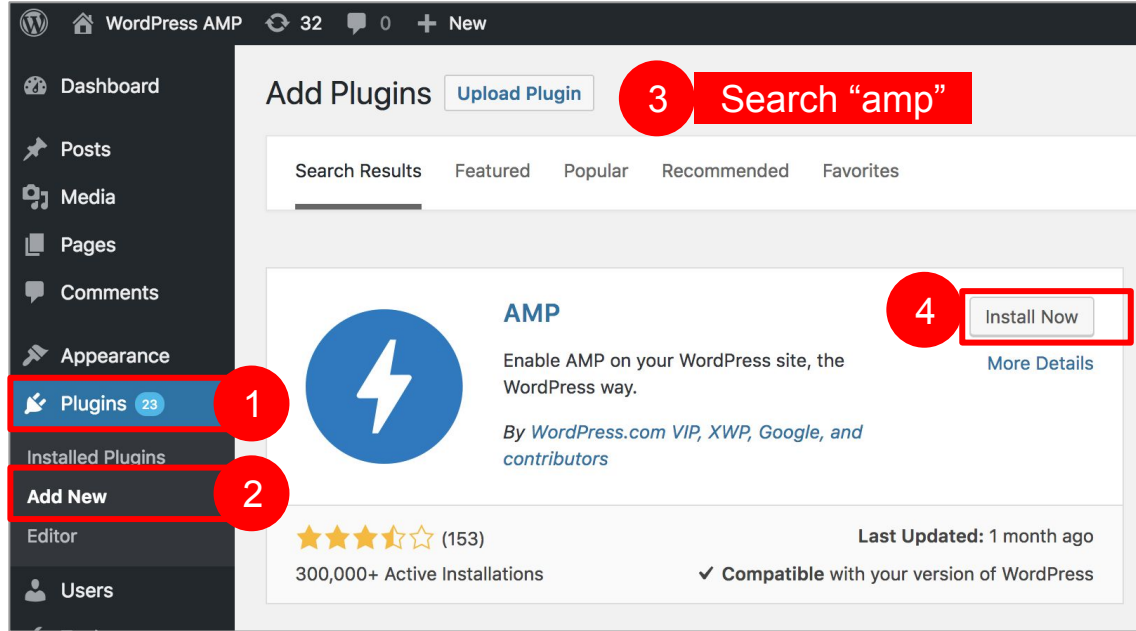


v1.0
Native Mode

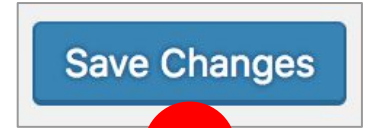
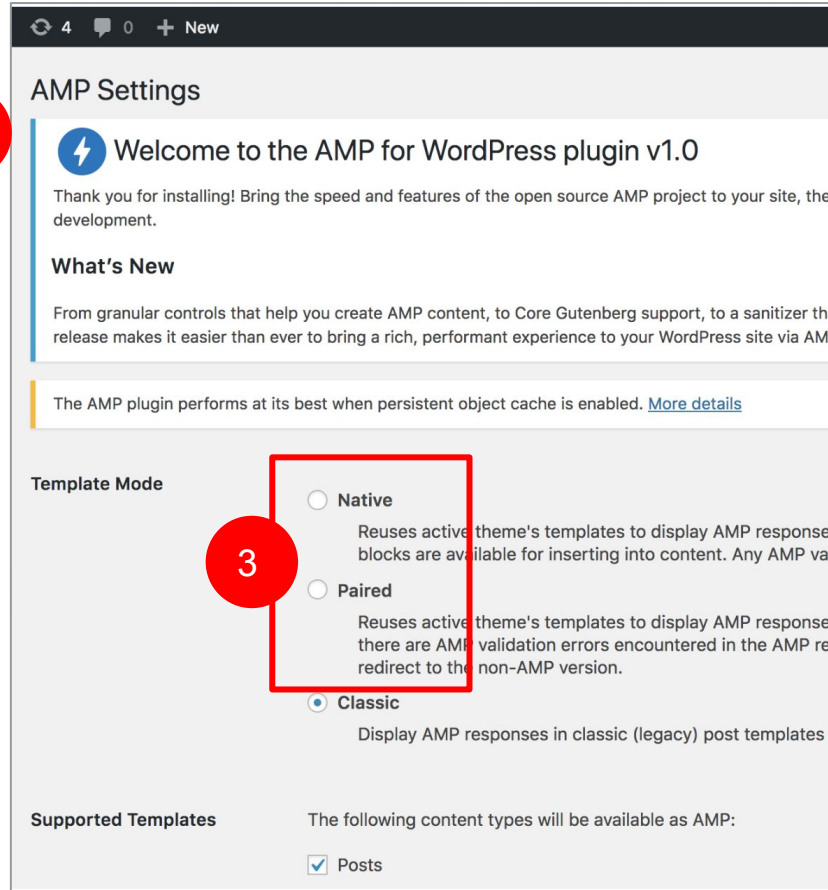
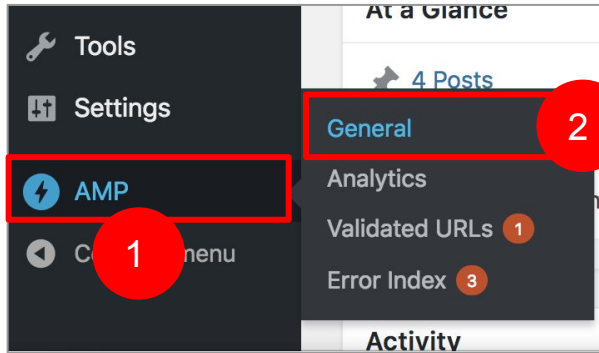


AMP

Classic Mode: 2 mins step to get started with AMP



Optimize UX: Upgrading into Paired & Native mode



Validating URLs: Easy way to spot the source of error

WordPress AMP 34 0 + New Howdy, jeanny jeanny

Dashboard Posts Media Pages Comments Appearance Plugins 26 Users Tools Settings

AMP

General Analytics **Validated URLs 1** Error Index 8 Collapse menu

Errors for: Lorem Ipsum ⚡

url: [https://\[redacted\]](https://[redacted])

All Error Types Search Errors

Error	Status ?	Details ?	Sources	Type
<input type="checkbox"/> illegal_css_at_rule : @-ms-viewport	New Accepted	<link>	GeneratePress	CSS
<input type="checkbox"/> invalid_element : <script>	New Accepted	<body>	GeneratePress	JS
<input type="checkbox"/> invalid_element : <script>	New Accepted	<body>	GeneratePress	JS
<input type="checkbox"/> invalid_attribute : [i-amphtml-layout]	New Accepted	<amp-img>	the_content	HTML (Attribute)
<input type="checkbox"/> invalid_attribute : [i-amphtml-ssr]	New Accepted	<amp-img>	the_content	HTML (Attribute)
<input type="checkbox"/> invalid_attribute : [class]	New Accepted	<amp-img>	the_content	HTML (Attribute)

Status

Last checked: Jan 18, 2019 @ 07:53

Recheck Preview Changes

AMP: Enabled

New Accepted: 13

[Edit Post](#) | [View Post](#)

[Forget](#) [Update](#)

Validating URLs: Accepting an error

Errors for: Lorem Ipsum ⚡

url: https://[REDACTED]

All Error Types ▾

Error	Status	Details	Type
<input type="checkbox"/> illegal_css_at_rule : @-ms-viewport	! New Accepted		GeneratePress CSS
<input type="checkbox"/> invalid_element : <script>	! New Accepted ▾	<body>	GeneratePress JS
<input type="checkbox"/> invalid_element : <script>	! ✓ New Accepted Accepted Rejected	<body>	GeneratePress JS
<input type="checkbox"/> invalid_attribute : [i-amphtml-layout]	! New Accepted ▾	<amp-img>	the_content HTML (Attribute)

Search Errors

Dismiss


An accepted validation error is one that will not block a URL from being served as AMP; the validation error will be sanitized, normally resulting in the offending markup being stripped from the response to ensure AMP validity.

Validating URLs: Rejecting an error

☐ `invalid_attribute :` ▼ ✖ Rejected ↕ `<amp;img>` ▼  `the_content` HTML (Attribute)


`[class]`


Status ▲


 Last checked: Jan 18, 2019 @ 08:08

Recheck

Preview Changes

 AMP: Disabled

 New Accepted: 11

 Rejected: 2

[Edit Post](#) | [View Post](#)

[Forget](#)

Update

If you Reject an error:

- No AMP version for the affected page(s)
- User would automatically redirected to the non-AMP version of the page.

Validating URLs: Error Notification

The screenshot shows the WordPress AMP dashboard. The top navigation bar includes the WordPress logo, 'WordPress AMP', a refresh icon, '34', a comment icon, '0', a '+ New' button, and a user profile 'Howdy, jeanny jeanny'. The left sidebar contains menu items: Dashboard, Posts (selected), All Posts, Add New, Categories, Tags, Media, Pages, Comments, Appearance, Plugins (25), Users, Tools, Settings, and AMP. The main content area shows a 'Post published' notification with a 'View Post' link. Below it, an orange error notification states: 'There are 13 issues from AMP validation which need review. And 10 are directly due to content here. However, your site is configured to automatically accept sanitization of the offending markup'. A red box highlights the 'Review issues' link. The text editor shows a paragraph of Lorem Ipsum. On the right, the 'Block' editor shows a 'Custom HTML' block. At the bottom, a small orange notification says 'There are 5 issues from AMP validation.'

WordPress AMP 34 0 + New Howdy, jeanny jeanny

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments

Appearance

Plugins 25

Users

Tools

Settings

AMP

Post published. [View Post](#)

There are 13 issues from AMP validation which need review. And 10 are directly due to content here. However, your site is configured to automatically accept sanitization of the offending markup. [Review issues](#)

Document Block

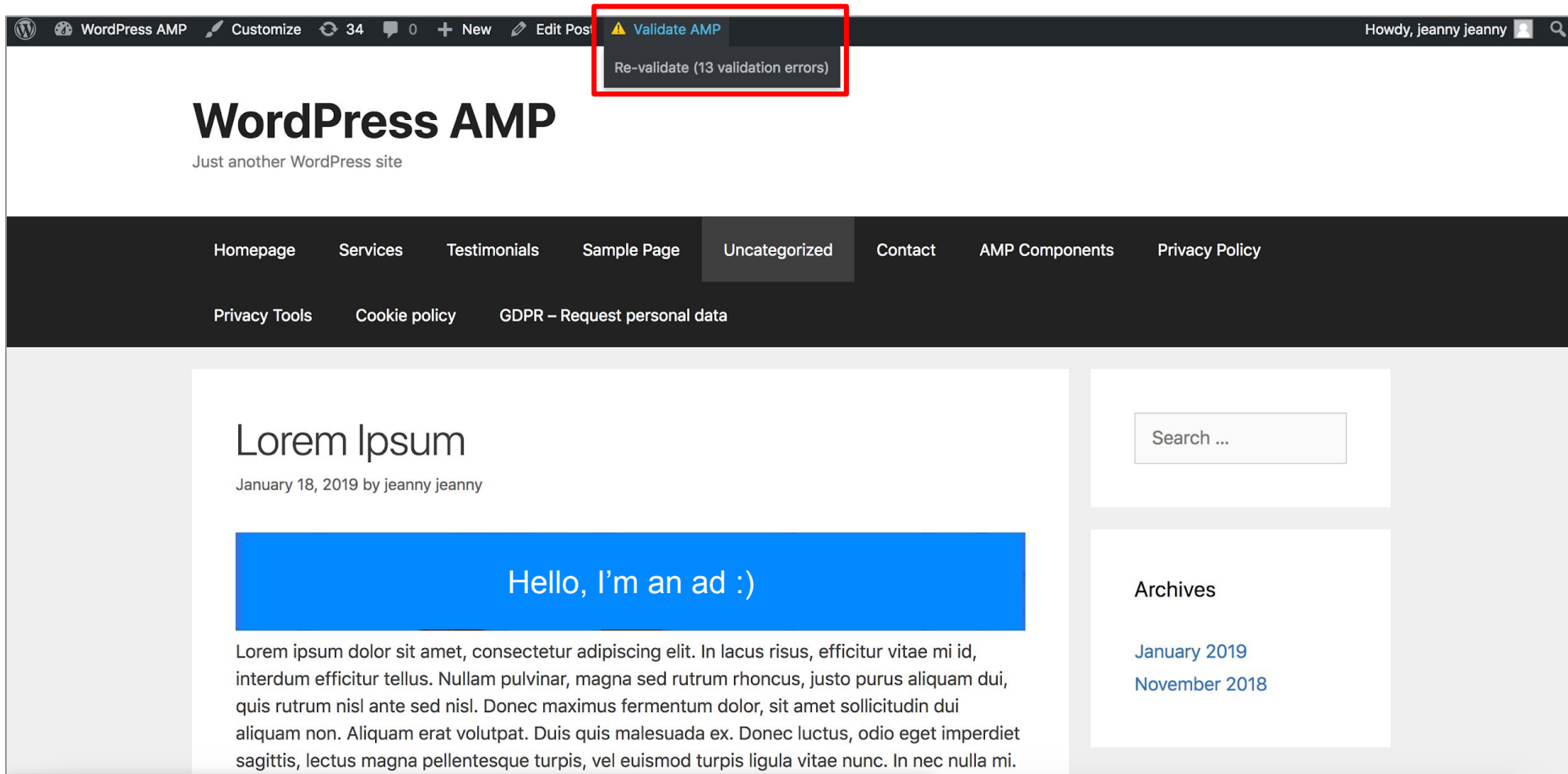
HTML Custom HTML

Add custom HTML code and preview it as you edit.

is nibh tincidunt sed.

There are 5 issues from AMP validation.

Validating URLs: Error Notification



The screenshot shows a WordPress AMP page with a dark header. In the top right of the header, there is a notification box with a yellow warning icon, the text "Validate AMP", and a button that says "Re-validate (13 validation errors)". This notification box is highlighted with a red rectangle. Below the header, the page title "WordPress AMP" is displayed, followed by the subtitle "Just another WordPress site". A dark navigation bar contains links for "Homepage", "Services", "Testimonials", "Sample Page", "Uncategorized", "Contact", "AMP Components", and "Privacy Policy". Below this, a second row of links includes "Privacy Tools", "Cookie policy", and "GDPR – Request personal data". The main content area features a post titled "Lorem Ipsum" dated "January 18, 2019 by jeanny jeanny". Below the post title is a blue rectangular advertisement with the text "Hello, I'm an ad :)". The post content consists of several lines of Lorem Ipsum text. To the right of the main content, there is a search bar and an "Archives" section listing "January 2019" and "November 2018".

WordPress AMP Customize 34 0 + New Edit Post **Validate AMP** Howdy, jeanny jeanny

Re-validate (13 validation errors)

WordPress AMP

Just another WordPress site

Homepage Services Testimonials Sample Page **Uncategorized** Contact AMP Components Privacy Policy

Privacy Tools Cookie policy GDPR – Request personal data

Lorem Ipsum

January 18, 2019 by jeanny jeanny

Hello, I'm an ad :)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In lacus risus, efficitur vitae mi id, interdum efficitur tellus. Nullam pulvinar, magna sed rutrum rhoncus, justo purus aliquam dui, quis rutrum nisl ante sed nisl. Donec maximus fermentum dolor, sit amet sollicitudin dui aliquam non. Aliquam erat volutpat. Duis quis malesuada ex. Donec luctus, odio eget imperdiet sagittis, lectus magna pellentesque turpis, vel euismod turpis ligula vitae nunc. In nec nulla mi.

Search ...

Archives

[January 2019](#)
[November 2018](#)

Error Index: Review error type & amend decision

WordPress AMP 34 0 + New Howdy, jeanny jeanny

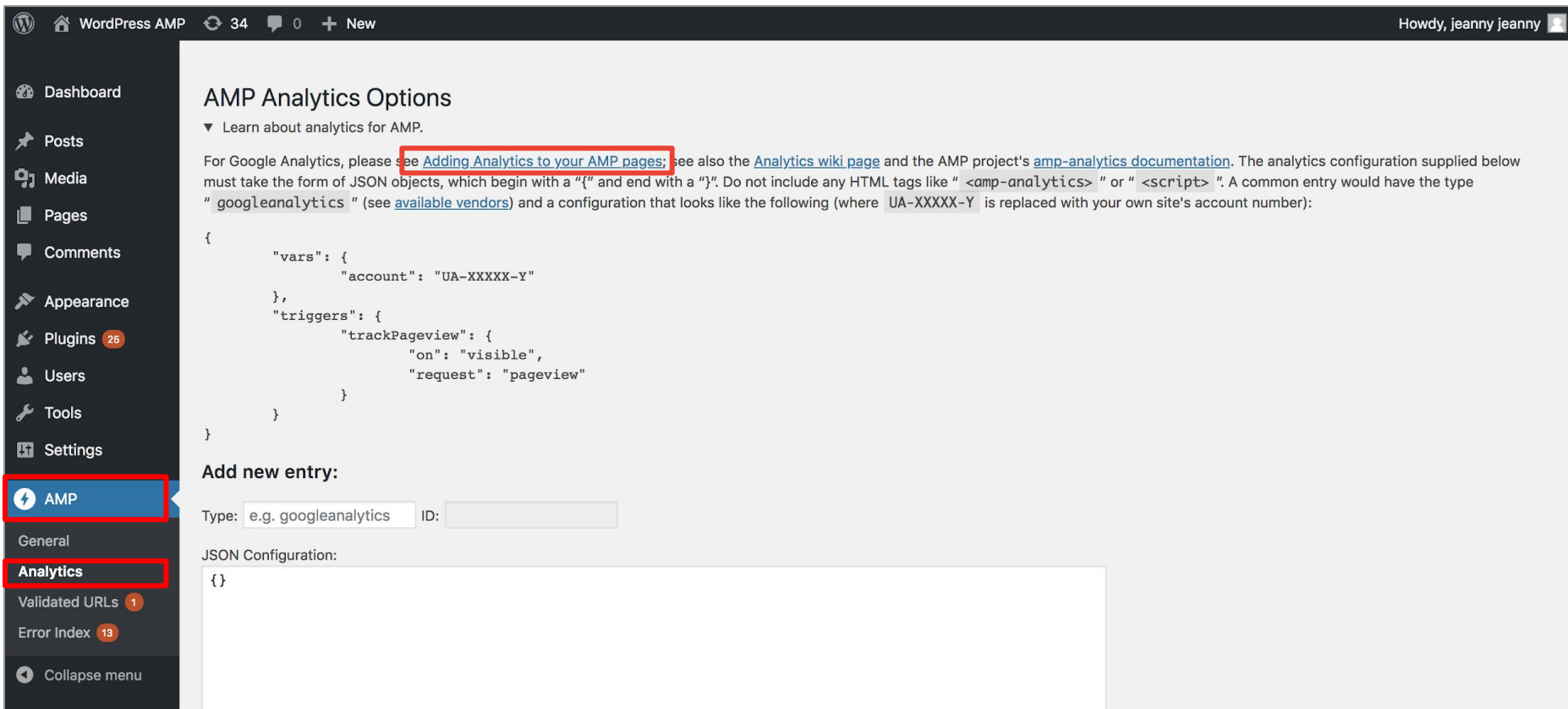
AMP Validation Error Index [View Validated URLs](#) [Screen Options](#)

The site is using native AMP mode, the validation errors found are already automatically handled.

[Bulk Actions](#) [Apply](#) [All Statuses](#) [All Error Types](#) [Apply Filter](#) [Clear Empty](#) [Search AMP Validation Errors](#) 17 items

<input type="checkbox"/>	Error	Status ?	Details ?	Type	Last Seen	Found URLs
<input type="checkbox"/>	invalid_attribute: [class] Details Accept	✖ Rejected	<amp-img>	HTML (Attribute)	30 mins ago	1
<input type="checkbox"/>	invalid_attribute: [decoding]	! New Accepted	<amp-img>	HTML (Attribute)	30 mins ago	1
<input type="checkbox"/>	invalid_attribute: [class]	! New Accepted	<amp-img>	HTML (Attribute)	30 mins ago	1
<input type="checkbox"/>	invalid_attribute: [i-amphtml-ssr]	! New Accepted	<amp-img>	HTML (Attribute)	30 mins ago	1
<input type="checkbox"/>	invalid_attribute: [i-amphtml-layout]	! New Accepted	<amp-img>	HTML (Attribute)	30 mins ago	1
<input type="checkbox"/>	invalid_attribute: [marginheight]	! New Accepted	<amp-iframe>	HTML (Attribute)	42 mins ago	0

Analytics: Adding Analytics to your AMP pages




The screenshot shows the WordPress AMP dashboard. The left sidebar contains navigation links: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins (26), Users, Tools, and Settings. The 'AMP' link is highlighted with a red box. Below it, the 'Analytics' link is also highlighted with a red box. The main content area is titled 'AMP Analytics Options' and includes a sub-header 'Learn about analytics for AMP.' The text explains that for Google Analytics, users should see the 'Adding Analytics to your AMP pages' link (highlighted with a red box), the 'Analytics wiki page', and the AMP project's 'amp-analytics documentation'. It states that the analytics configuration must be in JSON format, starting with '{' and ending with '}', and should not include HTML tags like '<amp-analytics>' or '<script>'. A common entry type is 'googleanalytics' (see 'available vendors') with a configuration like the following (where 'UA-XXXX-Y' is replaced by the user's account number):

```
{
  "vars": {
    "account": "UA-XXXX-Y"
  },
  "triggers": {
    "trackPageview": {
      "on": "visible",
      "request": "pageview"
    }
  }
}
```


Below the code block, there is a section 'Add new entry:' with a form. The 'Type' field contains 'e.g. googleanalytics' and the 'ID' field is empty. The 'JSON Configuration:' field is a large text area containing '{}'. The top right of the dashboard shows the user 'Howdy, jeanny jeanny'.

Example: Adding Google Analytics tracking

 Google Analytics > Tracking > AMP Pages

Search

ALL PRODUCTS



Fundamentals

[Add Analytics to AMP pages](#)


Client IDs in AMP pages


Resources


Protocol / SDK / User ID Policy

Limits and Quotas


AMP HTML Resources


AMP Project 


AMP HTML Extended Components 


amp-analytics Reference 

Support


AMP Project Blog 

Stack Overflow 

FAQ 

How To Contribute 

Add Analytics to AMP pages


Internal: Count: 503, Average: 3.1

Contents

[Basic setup to measure page views](#)

[How it works](#)

[Track events](#)

[Modify parameters](#)

[Link domains](#)

[AMP vs non-AMP traffic](#)

[Debug your configuration](#)

[Complete example](#)

[Related resources](#)

Accelerated Mobile Pages (AMP) is a platform used to build web pages for static content that renders fast. AMP includes an `<amp-analytics>` element that enables measurement of user interactions, and it has built-in support for Google Analytics.

Basic setup to measure page views

To create a basic installation of Google Analytics on an AMP page, copy this code snippet and replace `<GA_TRACKING_ID>` with the property ID you would like to use. ([Find your Google Analytics ID.](#))

```
<script async custom-element="amp-analytics" src="https://cdn.ampproject.org/v0/amp-analytics-0.1.js">
<amp-analytics type="gtag" data-credentials="include">
<script type="application/json">
{
  "vars" : {
    "gtag_id": "<GA_TRACKING_ID>",
    "config" : {
      "<GA_TRACKING_ID>": { "groups": "default" }
    }
  }
}
</script>
</amp-analytics>
```

Copy this & Substitute
<GA_TRACKING_ID> with your
relevant ID (eg. UA-000000-2)

 AMP<https://developers.google.com/analytics/devguides/collection/amp-analytics/>

Example: Adding Google Analytics tracking

Analytics: googleanalytics-a95486

Type: ID:

JSON Configuration:

```
{
  "vars": {
    "gtag_id": "UA-000000-2",
    "config": {
      "UA-000000-2": {
        "groups": "default"
      }
    }
  }
}
```

Save

Delete



AMP

Resources to get you started

- All-in-one hub for AMP:

ampproject.org

- All-in-one hub for AMP official plugin product site:

amp-wp.org



Getting Help


- General AMP inquiries:

ampproject.org/support/developer/get_support

- AMP Official WordPress Plugin inquiries:

wordpress.org/support/plugin/amp



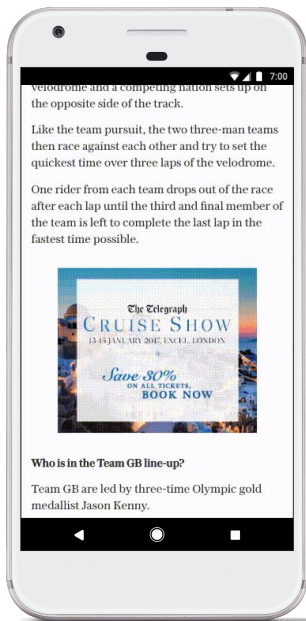
A hand holding a grey smartphone in the foreground, with a blurred background of people at a table. The text "Focus on the user. Everything else will follow." is overlaid on the left side of the image. There are several blue and white diagonal lines in the top-left and bottom-right corners.

Focus on the user.
Everything else will follow.

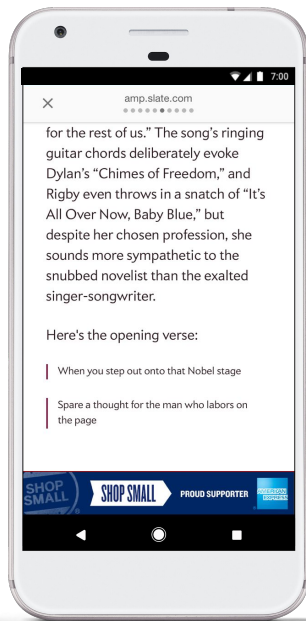
Monetizing your AMP pages

AMP also supports a broad range of ads

Banner ads



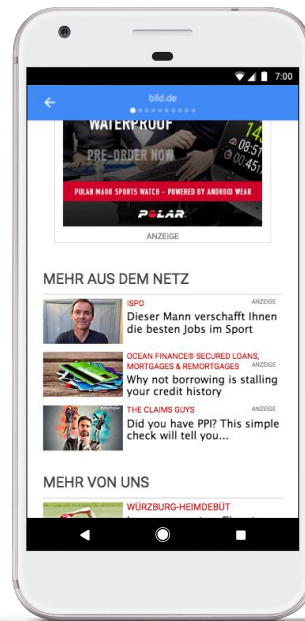
Sticky ads



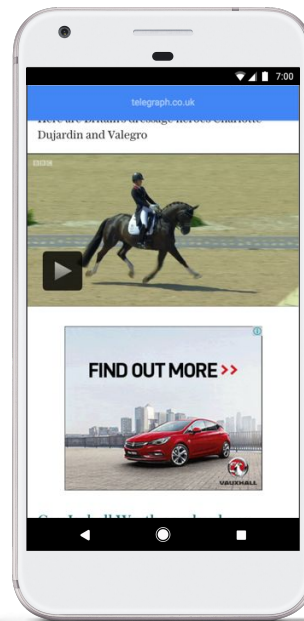
Flying carpet



Promoted content



Video ads



Tips #1: Make a unique ad unit for AMP page

This would ease ad performance review & optimization on AMP pages.

The screenshot displays the Google AdSense interface. On the left, the 'Common reports' sidebar is visible, with 'Ad units' highlighted. The main table lists various ad units, all of which are 'AdSense for Content'. The table columns are 'Ad unit', 'Product', 'Impressions', 'Clicks', 'Impression RPM', 'Active View Viewable', and 'Estimated earnings'. The last row, 'Desktop-ContentRightBarTop-336x280', is highlighted in yellow.

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



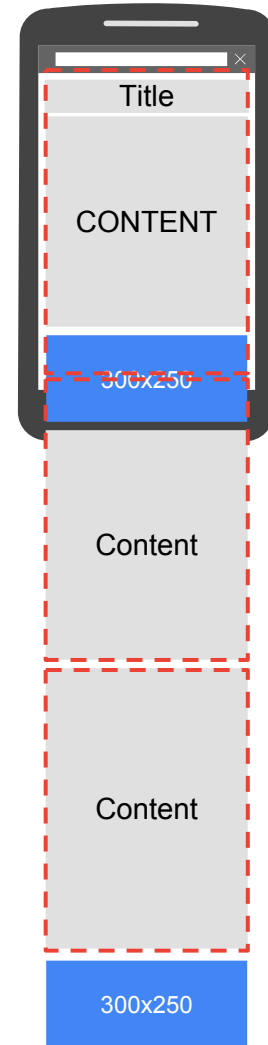
Tips #2: Optimize ad viewability

Sample placements:

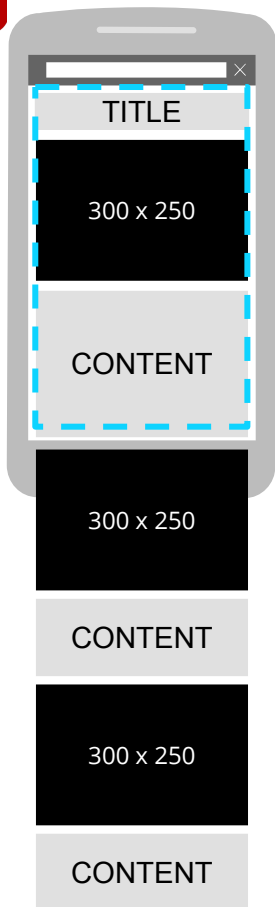
- Ad #1 after one viewport (700px) or after 1-2 paragraphs of content.
- Give approximately 2-3 viewports of content separation for the subsequent ads.

Note:

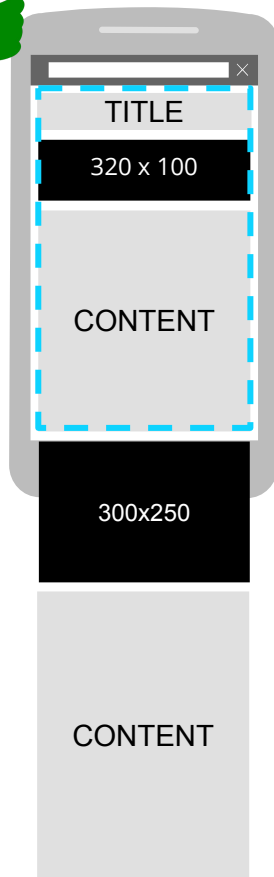
- Optimize the “Active View Viewable” for each ad placement.
- Aim for >40% overall viewability.



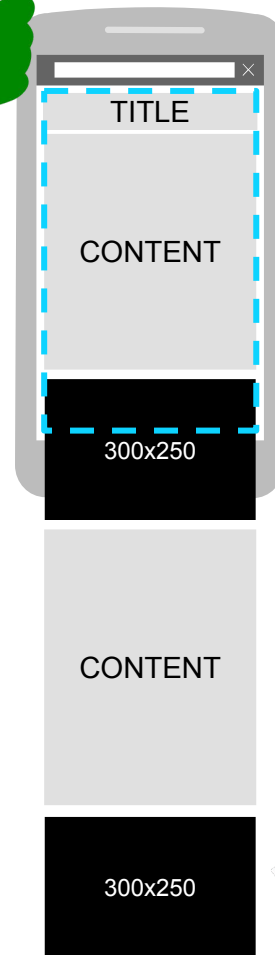
Bad



Better



Best



Tips #3: Recommended ad sizes (for AdSense)



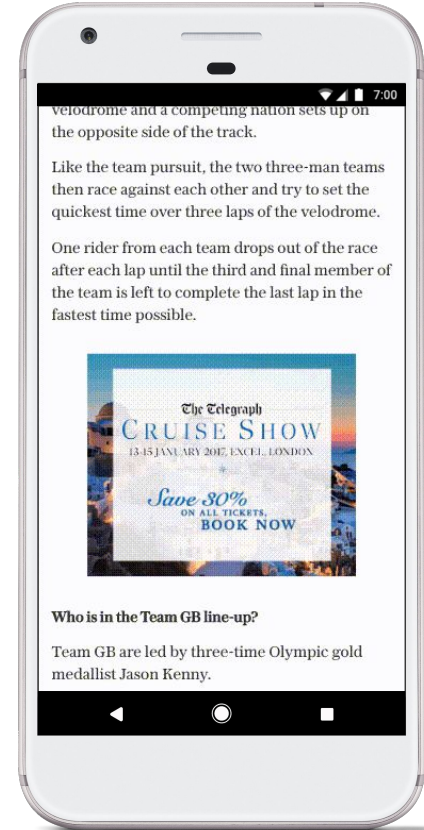
300 x 250
(or 336x280)

320 x 50
(or 320 x 100)



Tips #4: Recommended ad formats

- Avoid heavy creatives (see IAB standards)
- For a good apple-to-apple comparison, use similar set of a formats on AMP vs. canonical.



Thank you

Q&A