



AMP up Your SEO Results

Deliver a **mobile** experience
that drives **success**.



The Age of Mobility

Mobile access has been steadily gaining steam over the past several years. Beginning with its 2015 Mobile Update, which shifted the search algorithm in favor of mobile-friendly pages, **Google** is clearly on board with this change. As of that update, search rankings began to reward sites that delivered a good mobile experience.

Subsequent updates have boosted sites that provide a helpful user experience and relevant, deep content. Others have penalized sites that use aggressive advertising tactics or disingenuous content strategies. Obviously, **user experience and content quality are important considerations** for any search-optimization strategy.

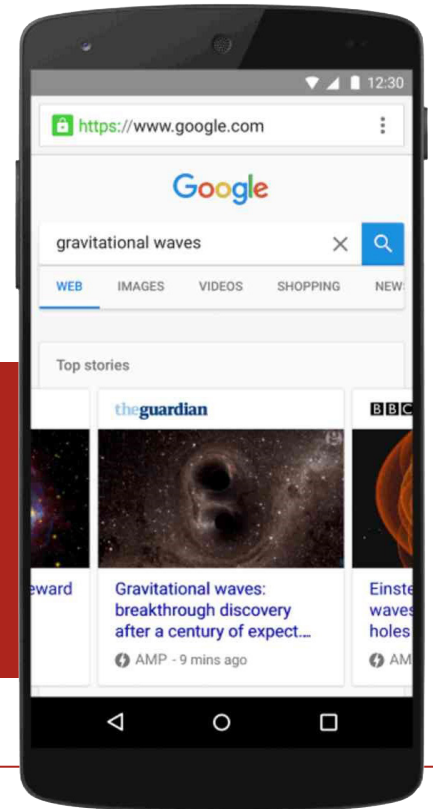
But the **optimal mobile experience continues to take precedence** as more and more users conduct searches on their phones and tablets rather than on traditional desktop browsers.

Prioritize Fast Delivery...or Else

As we move into 2018, we're hearing indications of another major modification on the horizon. Our SEO experts and partners **expect Google** to implement a **penalty algorithm** for sites that fail to deliver lightning-fast load times. Even companies that use responsive mobile design **could take a hit on their search engine results page (SERP) rankings** if their **content takes too long to load**.

Our experts' prediction? By mid-year, sites that fail to produce a speed ranking of **at least 90%** will begin to lose ground in search rankings for structured data. Non-compliant pages won't appear in Google's **Top Stories carousel**. And overall traffic from organic SEO will begin to fall off—fast.

Deliver lightning-fast mobile load speeds—or prepare for a loss in search traffic. Check your mobile speed now with **[Google's free test site](#)**.



Ready to optimize your load times and stay on top of SEO? Keep reading to find out how **accelerated mobile page (AMP)** design can save the day.



Accelerate Mobile Performance with AMPs

According to [Google's sponsored research](#), the **future of mobile access** lies with **accelerated mobile page (AMP) design**. With median load times of less than half a second, these stripped down, mobile-centric pages have shown impressive results:

- **2x more** time spent on page
- **10% increase** in website traffic
- **20% average increase** in sales conversions
- **51% preference** for AMPs among mobile users

With results like these, the motivation for adding AMPs to your site is clear.



The Ins and Outs of AMP

So what are AMPs? AMP stands for Accelerated Mobile Page and is a different form of HTML that is **6x lighter in code** and contains **5x fewer trackers** than standard HTML. Users can identify verified AMPs in search results by looking for the **blue lightning icon** in their mobile browsers.

AMPs aren't as attractive as responsive pages—but being pretty isn't their goal. The pages contain only the **most relevant content** and **minimal images**. These aren't simply a different rendering of your pages, but separate versions that include a markup that enables Google to recognize them as AMPs.

As for images, strive to use no more than three per page. You'll want to include a **banner**, sized at 60px by no more than 320px, at the top of each page. Your **publisher logo** image (in the structured data script in the publisher logo element) should be 60px by no more than 600px. And you can include a **featured image**—useful for carousel search results—of 390px by 696px minimum. All images should be 72dpi.

Standard HTML



Size of the code: 376 kb

Number of trackers:

- 27 on desktop
- 10 on mobile

AMP-HTML



Size of the code: 60 kb

Number of trackers*: 4:

- AppNexus (programmatic)
- DoubleClick (ad server)
- Weborama (user data)
- Yieldr (programmatic)

** Count and names vary.*

AMPs can super-power your SEO. One company that converted 95% of its site to AMPs saw a **67% lift in organic search traffic**.



Easy Does It

Implementing AMPs looks like a fairly **straightforward** process—but it can be **time-consuming**. It requires more than just creating new AMP HTML and moving over your content. You'll want to re-think the page, carefully considering which images to include and how to modify the page length and layout. The

goal is not only to provide a faster page load, but to maintain the best possible user experience. You also need to include time for transferring metadata and structured data markup, previewing and validating the new pages, and preparing your AMPs for discovery, distribution, and publishing.



Don't Stop There – Optimize Your Responsive Design

Adding AMPs will take you a long way up the search-engine rankings — but you'll want to provide a great user experience on **all** platforms (desktop, laptop, and tablet). Use this checklist to optimize the technical aspects that improve **overall** site speed, and Google will reward you

- Continue desktop and responsive site tactics
- Leverage browser caching
- Enable compression
- Optimize images
- Prioritize visible content
- Reduce server response time
- Minify CSS
- Minify HTML
- Minify JavaScript
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Avoid landing-page redirects



Refactored Can Help

Our team has the expertise to optimize your site's mobile experience:

- Free SEO technical audits
- Comprehensive SEO services
- Critical, technical optimization for current search-engine algorithms
- Award-winning design and Kentico implementation
- Mobile-first, user-centric design
- UCommerce extensions for e-commerce customers

Want help creating and launching AMPs for your website?

Get started with a free **SEO technical audit** and goal assessment.



About us

Refactored is a full-service B2B digital agency helping brands navigate the complexities of modern marketing by aligning people, process, and technology. Our goals are to showcase your brand's unique value and generate results that matter to your business. We help you find your voice, tell your story, and outperform your competition. Through engaging online and offline experiences that align with your customers' needs, we help you educate stakeholders and motivate them to positive action. Refactored serves national and international corporate clients from its home offices in Colorado. Let us show you how to demonstrate your compelling purpose—and strengthen your brand from the inside out. Connect with us at www.refactoredmedia.com.

Contact Information

hello@refactoredmedia.com
970.545.4171

©2018 Refactored - All Rights Reserved

For more information, visit
www.refactoredmedia.com.

