



Simpleguide

Accelerated Mobile Pages (AMP)

Content at the speed of your audience!

We live in a world of instant gratification. And with more than 50% of DMO website traffic occurring on mobile, it's imperative the speed at which your site visitors receive your next great piece of content marketing matches the time and effort you put into creating it.



Welcome to AMP

AMP (Accelerated Mobile Pages) is an initiative by Google to make mobile content easier to consume. You've most likely experienced the power of AMP before if you've used Google on a mobile device and selected a news story from a Google Search carousel.

That news story page probably came up fast. Google estimates pages utilizing AMP can load up to 10x faster than traditionally designed web pages! These AMP-ready pages are immediate, visually appealing and high performing, helping to improve user engagement and ensure a more seamless user experience with your site.

And, now, AMP support for your Simpleview CMS is here!



AMP CAN BE APPLIED TO:

- Blog Posts
- Listings details
- Events details
- Offer details

What Can I AMPlify?



AMP CANNOT BE APPLIED TO:



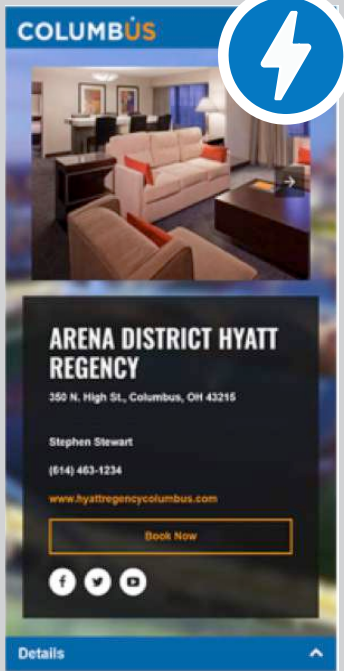
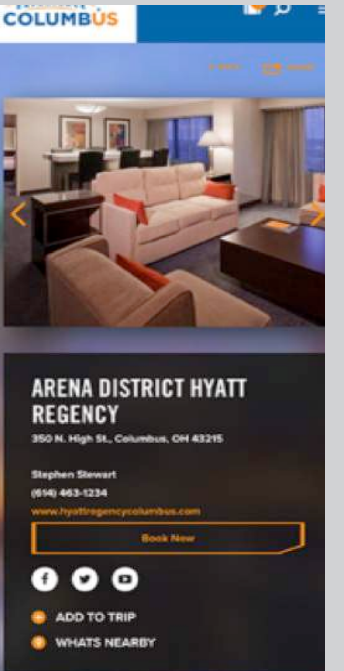
- Maps
- Trip Builder
- Listings, Events and Offer indexes
- Social feeds
- Yelp/TripAdvisor Integrations
- Images inside text box widgets



What will AMP look like on the front end?

AMP IS ABOUT SIMPLIFICATION

The changes you'll see are geared towards simplifying AMPlified mobile pages with a focus on content or text-related boxes. These changes depend on what you choose to AMPlify.

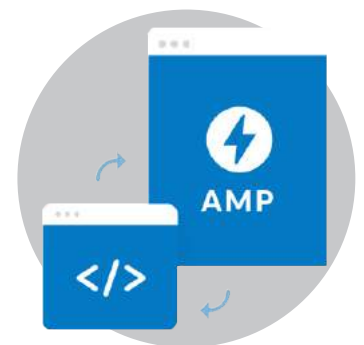
BLOG POSTS		LISTINGS DETAIL	
 <p>Black Brick Bar</p> <p>JUST DANCE: FIVE DANCE NIGHTS FOR GETTING DOWN IN COLUMBUS</p> <p>September 14, 2018 by Zak Kolesar</p> <p>Has the stress from your 9-5 have you feeling like you're living in a cage? Well, it's time to break out of that funk, and one of the solutions for that is, in fact, funk. Columbus has long been</p>	 <p>BLACK BRICK BAR</p> <p>COLUMBUS EXPERIENCE BLOG</p> <p>TRAVEL STORIES OF COLUMBUS</p> <p>JUST DANCE: FIVE DANCE NIGHTS FOR GETTING DOWN IN COLUMBUS</p> <p>September 14, 2018 by Zak Kolesar</p> <p>Has the</p>	 <p>ARENA DISTRICT HYATT REGENCY</p> <p>350 N. High St., Columbus, OH 43215</p> <p>Stephen Stewart (614) 463-1234 www.hyattregencycolumbus.com</p> <p>Book Now</p> <p>Details</p> <p>The Hyatt Regency Columbus is the premier hotel in downtown Columbus. The guest rooms</p>	 <p>ARENA DISTRICT HYATT REGENCY</p> <p>350 N. High St., Columbus, OH 43215</p> <p>Stephen Stewart (614) 463-1234 www.hyattregencycolumbus.com</p> <p>Book Now</p> <p>ADD TO TRIP</p> <p>WHATS NEARBY</p>
AMP	NON-AMP	AMP	NON-AMP

Do I need to AMPlify everything on my site?

No. For AMP, you'll only want "primary" content such as textboxes, headers, footers and navigation to be displayed. It's recommended you begin by focusing all of your AMP efforts on your detail pages and blog.

What does this mean for my SEO?

The positive effect AMP can have on your SEO is real. In optimizing your content for higher performance and engagement, AMP can potentially lower bounce rates and reduce friction on your website. Again, with more than half of your DMO's website audience coming to your site via a mobile device, ensuring your content is AMP ready will give your DMO a significant edge over the competition!



Questions about our support for AMP?

Contact accountmanagers@simpleviewinc.com or 520.575.1151

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