



# Google Rolled out Accelerated Mobile Pages (AMP) to Main Search Engine Results Pages (SERPs)

## Milestone's Galexi® CMS Delivers A Rich AMP Experience

**Santa Clara, CA – August 2016 / Newsmaker Alert /** Is your website AMP ready? Google announced on August 3rd, 2016 that **AMP pages** **www.ampproject.org** are available beyond the news carousel and in main search engine results pages. AMP (Accelerated Mobile Page) is Google's new format for rendering websites and content on mobile phones for faster speeds and download times for user enhanced experience.

### What is AMP?

Google is getting 60% of their queries from Mobile devices and the speed of websites continues to be a big concern for mobile users. AMP websites renders 15% to 85% faster than the standard HTML format, leading to rich consumer experience and hence better engagement and conversion. Studies have shown that a one second delay in page response results in 7% less conversions.

Google had initially released the AMP format for news and media websites and just made the AMP format available on a demo site to enable developers for all websites to do further testing to create a lightning fast mobile user experience. You can view Google's blog post on AMP [here](#). Please refer to our [previous blog post](#) for additional information.

### AMP - Accelerated Mobile Pages

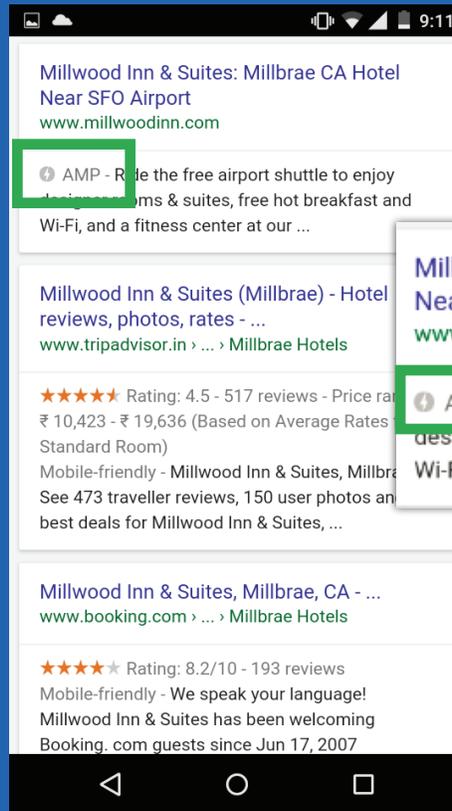
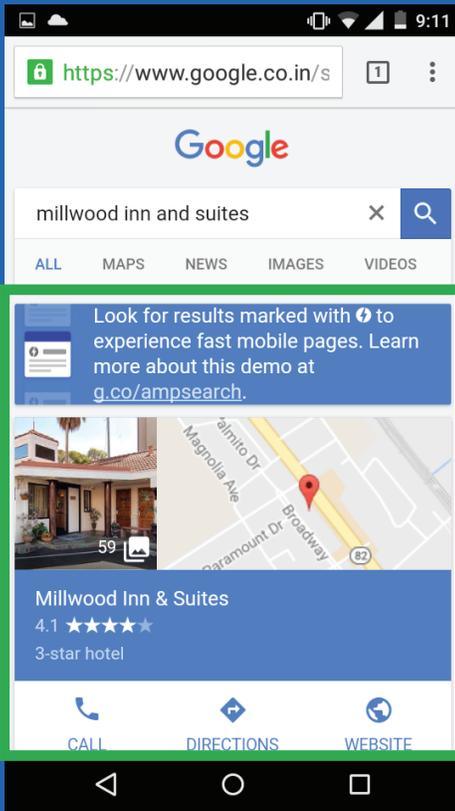


AMP sites render 15% to 85% faster than Standard HTML format. Source: [www.ampproject.org/how-it-works](http://www.ampproject.org/how-it-works)

## Milestone's Galexi™ Platform Delivers AMP Sites

Milestone's Galexi™ CMS platform is ready to deliver a rich AMP experience to consumers. Milestone created an AMP version site for Millwood Inn San Francisco, and Google has given the AMP label to search results coming from AMP pages created for Millwood Inn. You can try out the AMP page experience on your mobile device by navigating to [g.co/ampdemo](https://g.co/ampdemo). In the demo, search for Millwood Inn and you will be able to see how AMP can provide a faster user experience. The AMP site directly helps in creating a better user experience and engagement by decreasing page load times significantly.

## MileStone Case Study - Millwood Inn (Hotel)



AMP pages built on Milestone's Galexi™ CMS

## Are you ready for AMP?

Contact Milestone today to ensure that your websites are AMP ready and are able to deliver the best user experience for your consumers. To get more information on Milestone products and services, contact us at [sales@milestoneinternet.com](mailto:sales@milestoneinternet.com) and 408-492-9055, or explore [www.MilestoneInternet.com](http://www.MilestoneInternet.com).

### About Milestone

Milestone is a leading provider of digital marketing services for the hospitality and retail industries. Milestone provides a full range of digital marketing solutions and software, including website and mobile design, content creation, SEO, the Galexi™ Content Management System, Social Media and Reputation Management software, and analytics software for clients across the globe. Milestone's state-of-the-art technology and solutions drive significant revenue and return on investment for our clients. Our products and sites have garnered over 250 awards from multiple organizations. Milestone was named one of Silicon Valley's fastest growing private companies by the Silicon Valley Business Journal and Inc. 5000.

For more information, visit us at [www.MilestoneInternet.com](http://www.MilestoneInternet.com).

Press Contact:

**Gaurav Varma**

Product Marketing Manager

**408-200-6949**

Milestone Web: [www.MilestoneInternet.com](http://www.MilestoneInternet.com)

Milestone Blog: [blog.MilestoneInternet.com](http://blog.MilestoneInternet.com)

