Milestone

6 Reasons you need Accelerated Mobile Pages

For speed, Accelerated Mobile Pages (AMP) are hard to beat, but it's more than about speed… here are 6 reasons why:

THE MOBILE WORLD

Mobile devices are omnipresent in our lives; home, work, or on the go, mobile devices are now our personal assistant and best friend. It's well established that if it takes more than 3 seconds for a site to load your users will abandon it. Users quickly lose patience and look for an alternative. Google wanted to create a better way to deliver web pages faster to users. This realization was the start of Google's Accelerated Mobile Pages (AMP) project; an open-source project designed to reduce the time it takes for a web pages to download on a mobile device. It helps companies create content that instantly and improve experience of the mobile web.

According to Mary Meeker's 2018 Internet Trends Report, the typical consumer spends more than 3 hours per day on their mobile device. Searches from mobile devices that include the word "best" have grown by 80% in the past two years. For most verticals, mobile share has surpassed 50%. With mobile replacing the desktop as the primary search platform, search engines worry that slower connections will create poor user experiences. Google is already favoring Mobile first indexing which means that sites with outstanding mobile experiences are likely to be ranked higher than those that provide a poor mobile experience.
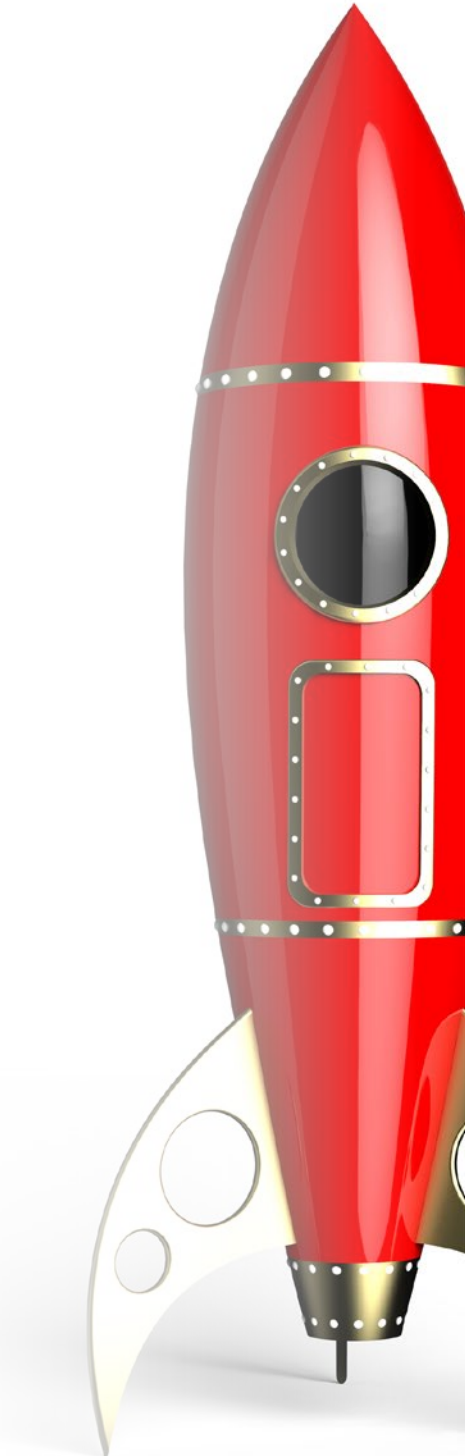
YOUR 6 REASONS:

1. AMP pages give users lighting fast load times:

Page speed and performance are undoubted strengths of Accelerated Mobile Pages. AMP pages render up to 85% faster than standard HTML, leading to a rich consumer experience and better engagement and conversion. Studies have shown that a one second delay in page response results in 7% fewer conversions. According to Google, the median load time for accelerated mobile pages (AMP) is 0.7 seconds (the time it takes for your eye to blink twice) vs 22.0 seconds for a non-AMP page. End users are no longer willing to wait longer and if the content is not served quickly they leave the site to never come back.

2. Secure the right type of traffic early for your business:

AMP helps to deliver content faster and, in the process, secures top of the funnel traffic – we also know that 80% of queries are informational in nature; people who

are just "browsing" and researching during the awareness stage. AMP pages allow businesses to reach these people quicker and get in front of them early in the buying process.

3. Befriend Google's ranking algorithms:

AMP will also become increasingly more popular because of mobile first indexing with Google giving the AMP label to search results coming from AMP pages. While Google has explicitly stated that AMP will not be a ranking factor, with speed being *the* critical factor, AMP pages are bound to win out.

4. Support your monetization efforts:

Milestone has been a pioneer and an early adopter in using AMP sites and its case study on a San Francisco Bay Area Hotel – Millwood Inn has been featured on the official AMP site. Once Milestone launched Millwood Inn's new mobile site, the results were astonishing. Mobile transactions jumped more than 83%, Conversion rates leaped more than 68% and total booked revenue on mobile increased more than 52%. Additionally, compared to the non-AMP pages, the AMP pages yielded a 61% better clickthrough rate (CTR) and those users drove 83% higher rates of transactions.

5. Make your business more competitive:

By choosing a CMS that supports AMP Pages such as the Milestone's CMS platform; a business can deliver a rich AMP experience to its target customers. AMP pages have the added advantage of being able to leverage Google caches, something that provides added value for smaller businesses that are looking for a competitive edge.

6. Leverage the power of schemas to make AMP work for you:

You can tag your AMP content with schemas so that search engines understand the goal of your website and content, making it more likely that you will be found for relevant queries. Whether it's your business name, type, or address, populating your content with the right schema to get you found on any device, and any channel. Schemas can also help with featured snippets - answers to question-based searches. This is even more important in voice assisted devices where more than 60% of results come from featured snippets.

The "How To" mark up, "FAQ" mark up and "QA page (Question Answer)" markup can be leveraged for Position 0 search results. These new Schema types with enabled content can easily tap into voice queries coming from Alexa, Siri or Google. For maximum compatibility with the voice-powered world, structured data enables your content to surface in experiences like AMP pages, voice answers, maps, and Google knowledge graphs (https://schema.org/HowTo, https://schema.org/QAPage, https://pending.schema.org/FAQPage).

LEARN MORE:

If you want to learn more about AMP and how Milestone can help you leverage it to maximum benefit, reach out to us at sales@milestoneinternet.com or call us at +1 408 200 2211.