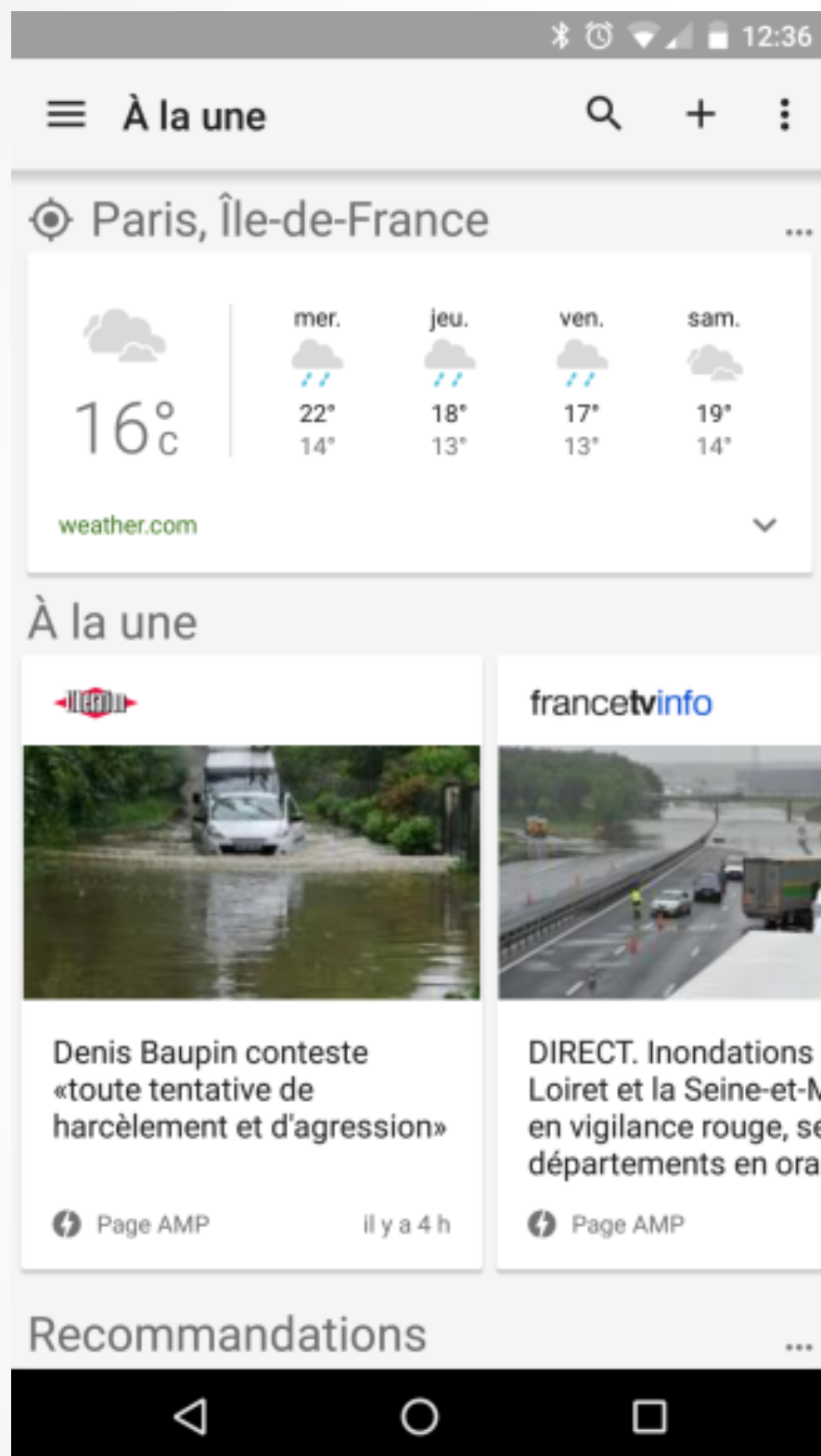




Accelerated Mobile Pages

@MichalVojak

Jak to vypadá



bbc.co.uk

```
Chinese jets intercept US s x view-source:www.bbc.com x Chinese jets intercept US s x GitHub - ampproject/ampproject x Martin
view-source:www.bbc.com/news/world-asia-36328464
<meta name="twitter:creator" content="@BBCWorld">
<meta name="twitter:image:src" content="http://ichef.bbci.co.uk/news/560/cpsprodpb/2D51/production/_88010611_88010607.jpg">
<meta name="twitter:image:alt" content="US aircraft on board the Nimitz aircraft carrier, as it patrols the South China Sea" />
<meta name="twitter:domain" content="www.bbc.com">

<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Article",

  "url": "http://www.bbc.com/news/world-asia-36328464",
  "publisher": {
    "@type": "Organization",
    "name": "BBC News",
    "logo": "http://www.bbc.co.uk/news/special/2015/newsspec_10857/bbc_news_logo.png?cb=1"
  },

  "headline": "Chinese jets intercept US spy plane over South China Sea, Pentagon says",

  "mainEntityOfPage": "http://www.bbc.com/news/world-asia-36328464",
  "articleBody": "Two Chinese fighters have carried out an \"unsafe\" intercept of a US military aircraft over the South China Sea, the Pentagon says.",

  "image": {
    "@list": [
      "http://ichef.bbci.co.uk/news/560/cpsprodpb/2D51/production/_88010611_88010607.jpg",
      "http://ichef.bbci.co.uk/news/560/media/images/66239000/gif/_66239292_line2.gif",
      "http://ichef.bbci.co.uk/news/560/cpsprodpb/1061/production/_88439140_south_china_sea_missile_base_624map.png"
    ]
  }
}

<link rel="amphtml" href="http://www.bbc.co.uk/news/amp/36328464">

<meta name="apple-mobile-web-app-title" content="BBC News">
<link rel="apple-touch-icon-precomposed" sizes="57x57" href="http://static.bbci.co.uk/news/1.126.042/apple-touch-icon-57x57-precomposed.png">
<link rel="apple-touch-icon-precomposed" sizes="72x72" href="http://static.bbci.co.uk/news/1.126.042/apple-touch-icon-72x72-precomposed.png">
<link rel="apple-touch-icon-precomposed" sizes="114x114" href="http://static.bbci.co.uk/news/1.126.042/apple-touch-icon-114x114-precomposed.png">
<link rel="apple-touch-icon-precomposed" sizes="144x144" href="http://static.bbci.co.uk/news/1.126.042/apple-touch-icon.png">
<link rel="apple-touch-icon" href="http://static.bbci.co.uk/news/1.126.042/apple-touch-icon.png">
<meta name="application-name" content="BBC News">
<meta name="msapplication-TileImage" content="http://static.bbci.co.uk/news/1.126.042/windows-eight-icon-144x144.png">
<meta name="msapplication-TileColor" content="#bb1919">
<meta http-equiv="cleartype" content="on">
<meta name="mobile-web-app-capable" content="yes">
<meta name="robots" content="NOODP,NOYDIR" />
<meta name="theme-color" content="#bb1919">
<script type="text/javascript">
var _sf_async_config = _sf_async_config || {};
var _sf_startpt=(new Date()).getTime();
_sf_async_config.domain = "www.bbc.co.uk";
_sf_async_config.uid = "50924";
_sf_async_config.path = "bbc.co.uk/news/world-asia-36328464";
</script>
```

bbc.co.uk

Chinese jets intercept US s x view-source:www.bbc.com x Chinese jets intercept US s x GitHub - ampproject/amp x Martin

www.bbc.co.uk/news/amp/36328464

BBC NEWS

Chinese jets intercept US spy plane over South China Sea, Pentagon

www.bbc.co.uk/news/amp/36328464



China has criticised US military activity in the region (file picture)

Two Chinese fighters have carried out an "unsafe" intercept of a US military aircraft over the South China Sea, the Pentagon says.

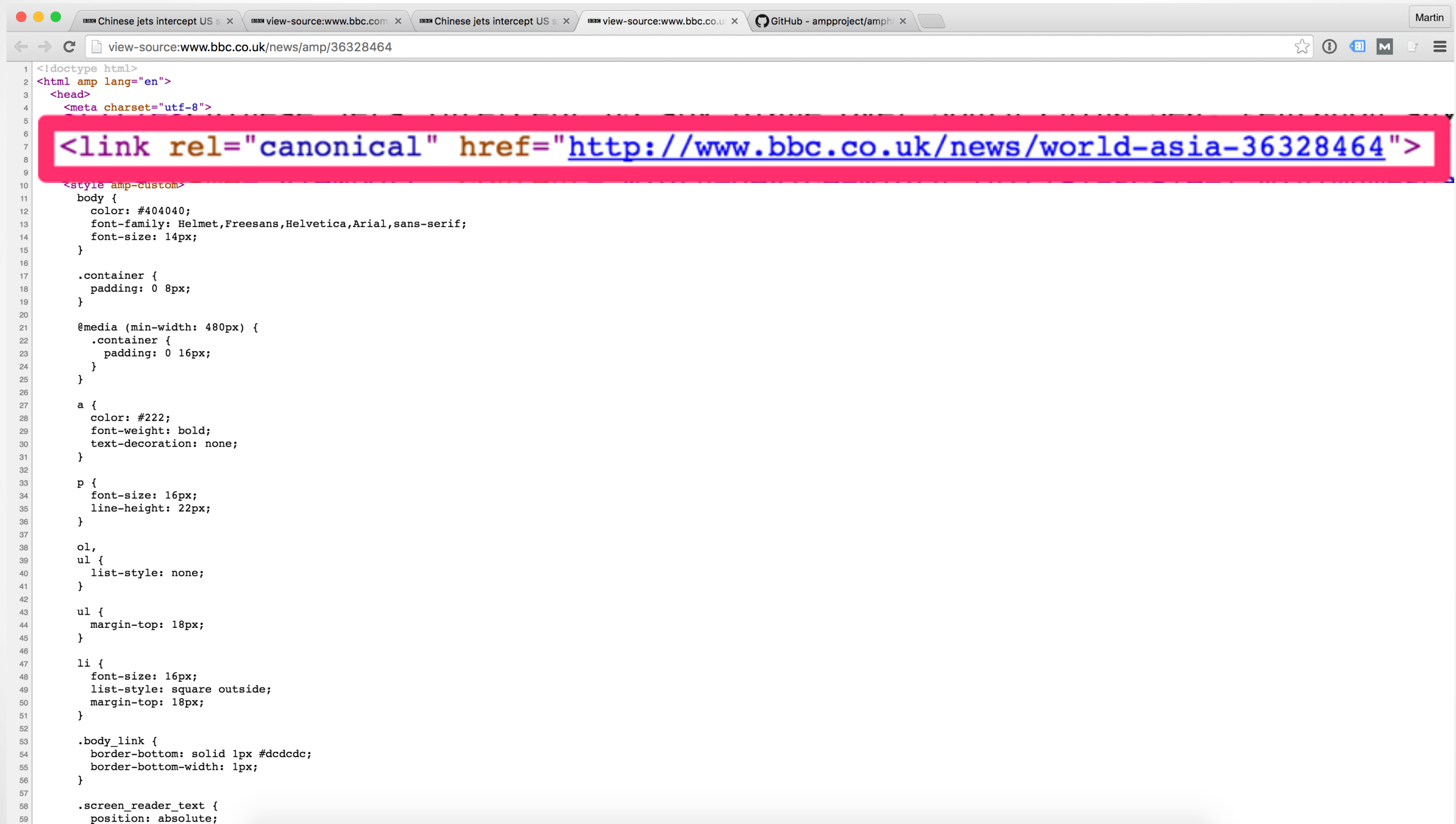
The incident happened in international airspace on 17 May as the US maritime reconnaissance aircraft carried out a routine patrol in the area, it added.

Tensions in the region have increased recently, with China and the US trading accusations over military activity.

Several nations claim territory in the resource-rich South China Sea.

A military official quoted by the Associated Press news agency said the US pilot was forced to descend about 200ft (60m) to avoid a collision.

bbc.co.uk



```
1 <!doctype html>
2 <html amp lang="en">
3 <head>
4 <meta charset="utf-8">
5
6 <link rel="canonical" href="http://www.bbc.co.uk/news/world-asia-36328464">
7
8
9
10 <style amp-custom>
11   body {
12     color: #404040;
13     font-family: Helmet,Freesans,Helvetica,Arial,sans-serif;
14     font-size: 14px;
15   }
16
17   .container {
18     padding: 0 8px;
19   }
20
21   @media (min-width: 480px) {
22     .container {
23       padding: 0 16px;
24     }
25   }
26
27   a {
28     color: #222;
29     font-weight: bold;
30     text-decoration: none;
31   }
32
33   p {
34     font-size: 16px;
35     line-height: 22px;
36   }
37
38   ol,
39   ul {
40     list-style: none;
41   }
42
43   ul {
44     margin-top: 18px;
45   }
46
47   li {
48     font-size: 16px;
49     list-style: square outside;
50     margin-top: 18px;
51   }
52
53   .body_link {
54     border-bottom: solid 1px #dcdcdc;
55     border-bottom-width: 1px;
56   }
57
58   .screen_reader_text {
59     position: absolute;
```

Co je AMP



HTML5
(AMP-HTML)



JavaScript
(AMP JS Library)



CSS3
(Custom styling)



Caching
(AMP Cache)

Zdroj: <https://youtu.be/xeGzQhAU2XI>

Na rychlosti záleží

Bing

	Distinct Queries/User	Query Refinement	Revenue/User	Any Clicks	Satisfaction	Time to Click (increase in ms)
50m s	-	-	-	-	-	-
200m s	-	-	-	-0.3%	-0.4%	500
500m s	-	-0.6%	-1.2%	-1.0%	-0.9%	1200
1000m s	-0.7%	-0.9%	-2.8%	-1.9%	-1.6%	1900
2000m s	-1.8%	-2.1%	-4.3%	-4.4%	-3.8%	3100

Zdroj: <http://www.bookofspeed.com/chapter1.html>

Rychlost mobilního připojení

Připojení	Max. rychlost Mbit/s	Latence ms
2G/EDGE	0,1 - 0,4	300 - 1000
3G	0,5 - 5	100 - 500
4G/LTE	1 - 50	< 100

Zdroj: Martin Michálek, Seologer, 26.1.2016



4x

FASTER

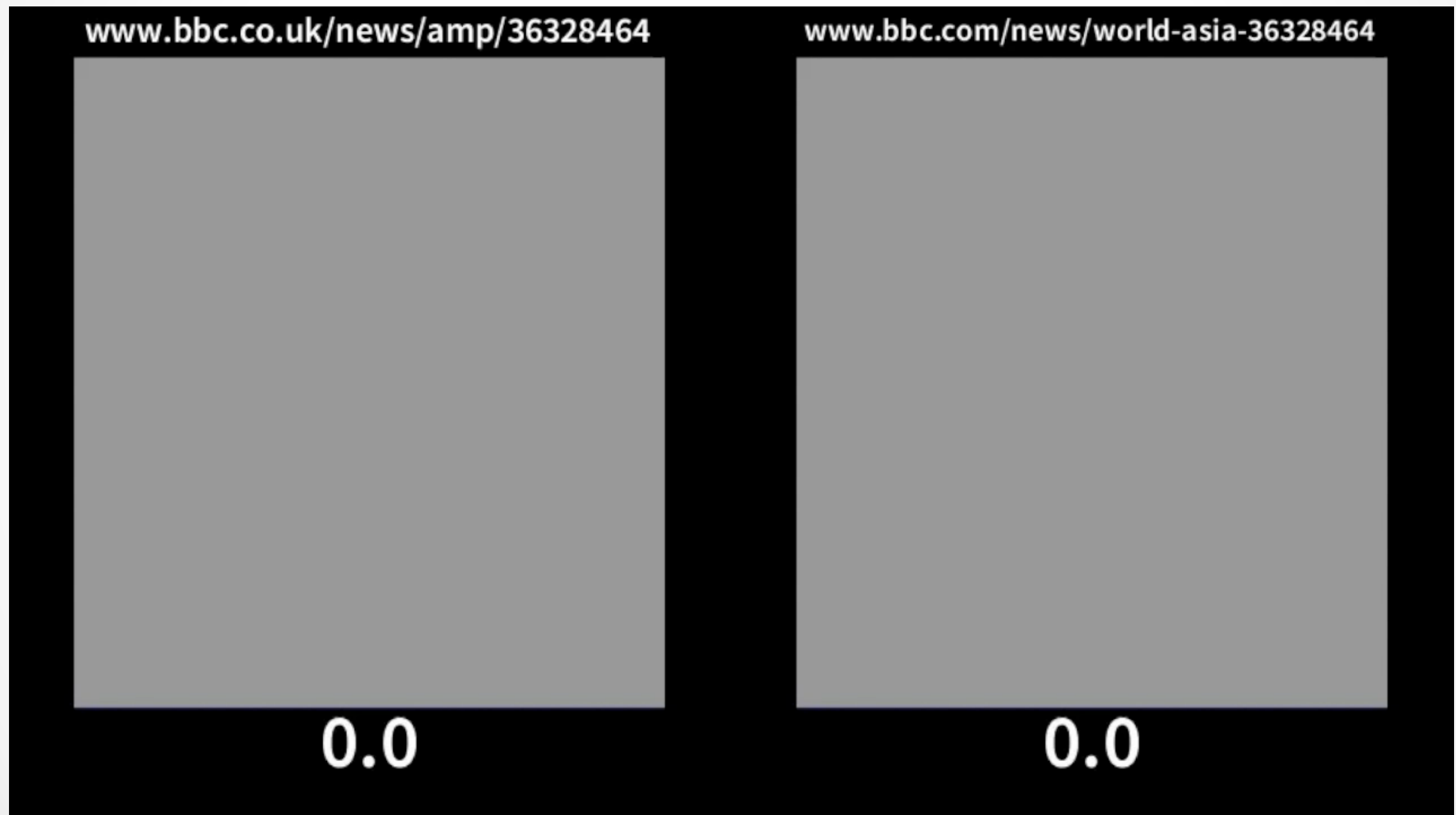


10x

LESS DATA

Zdroj: <https://youtu.be/xeGzQhAU2XI>

AMP vs. Responzivní verze



Pro koho?

“Zpravodajské servery,
magazíny, blogy,
informační weby ...”

Monetizace

<amp;ad>



Google AdSense ✓
@AdSense



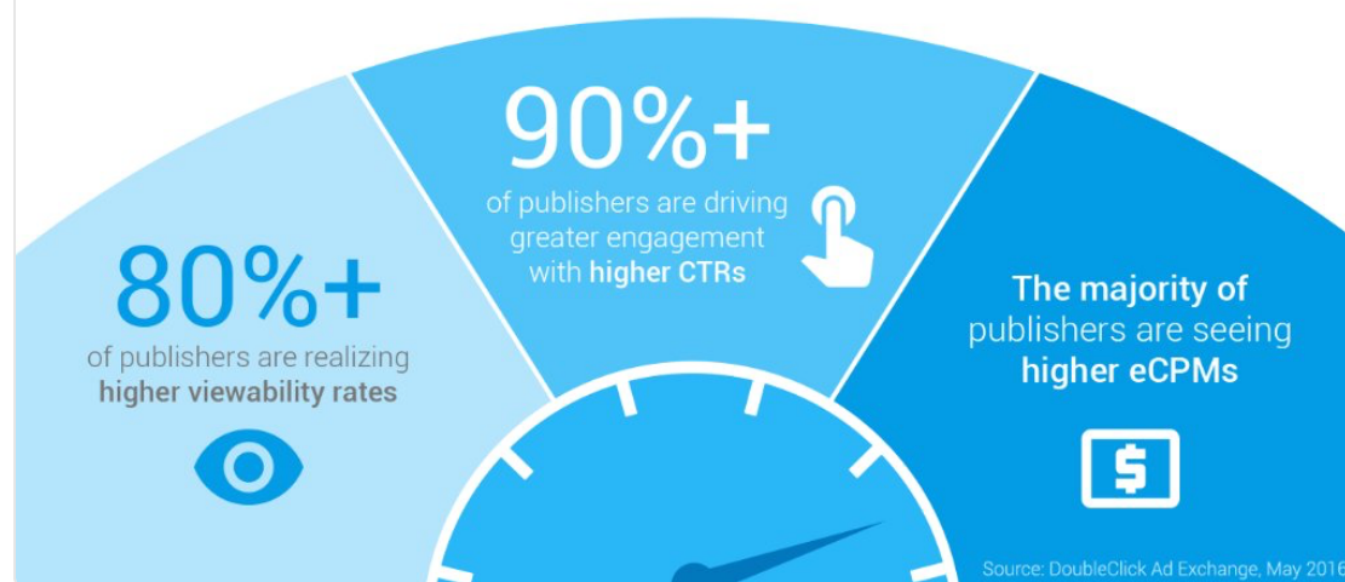
Sledovat

90% of publishers saw greater engagement with higher CTRs with #AMP pages. Read more here: goo.gl/izLHTF

Zobrazit překlad

Faster is better

Speed matters. Especially on the mobile web.
Early results indicate better ad performance on AMP pages.



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RETWEETŮ

35

LAJKŮ

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Analytika

<amp-pixel>

<amp-analytics>

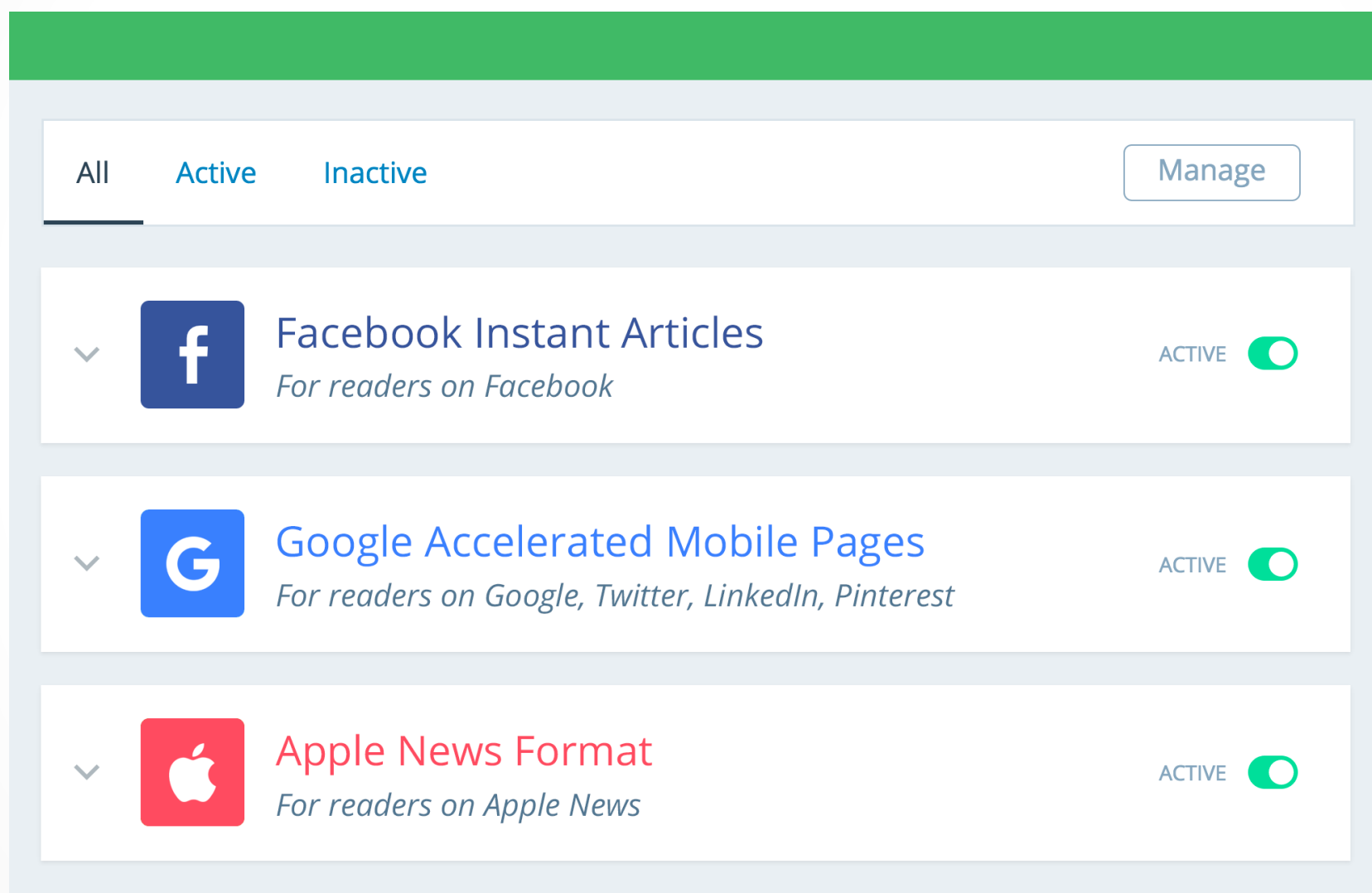
Konkurence?

Facebook Instant Articles

Apple News Format

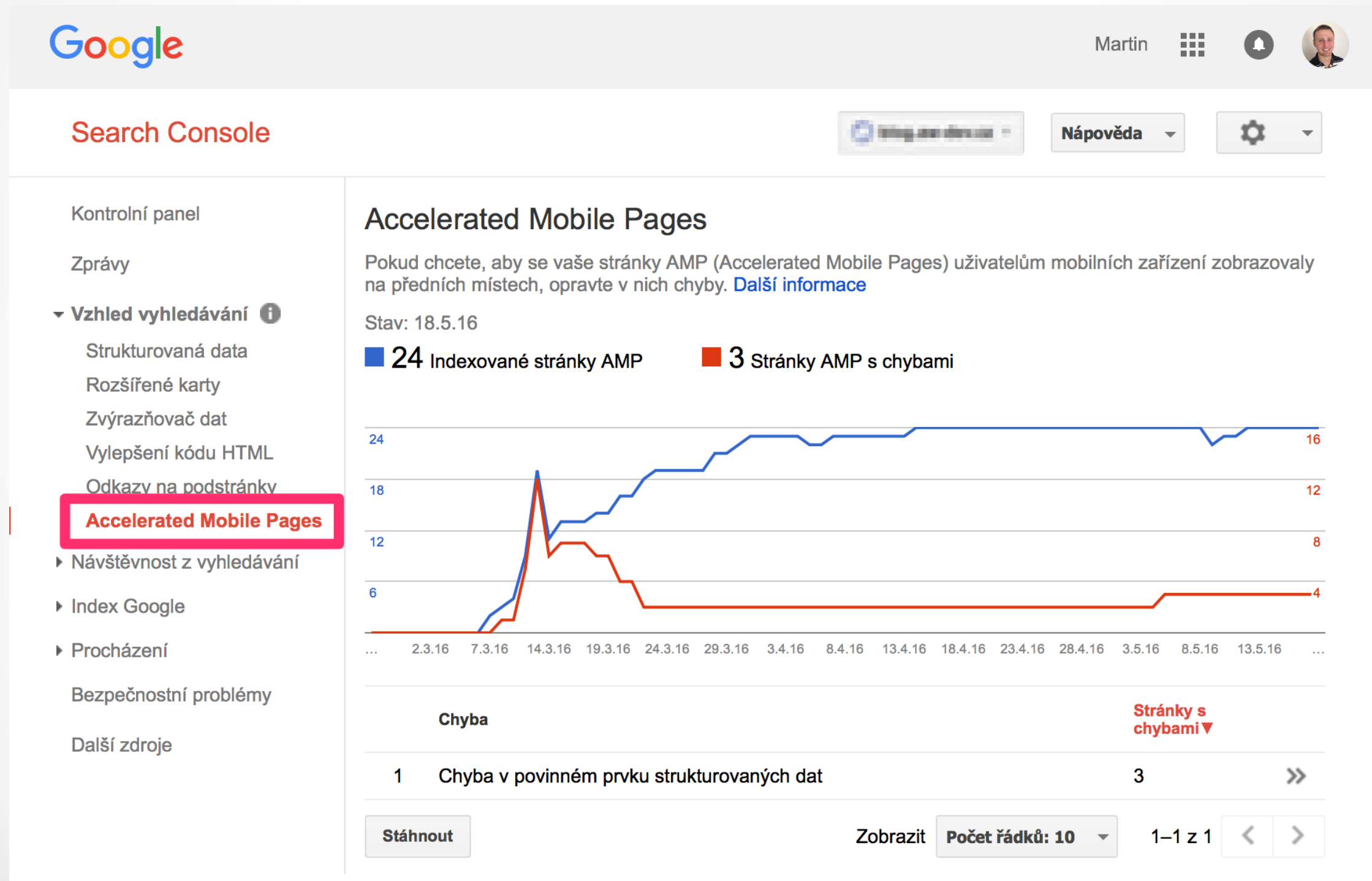
Jak dostat AMP?

Facebook Instant Articles & Google AMP Pages by PageFrog



Zdroj: <https://wordpress.org/plugins/pagefrog/screenshots/>

Search Console



Kde Google zobrazuje AMP ve výsledcích hledání

- United States
- Brazil
- Germany
- Spain
- France
- United Kingdom
- India
- Indonesia
- Italy
- Mexico
- Japan
- Russia

Zdroj: <http://searchengineland.com/google-amp-listings-feature-live-12-countries-246328>

Kdo má AMP v Evropě

20 Minutes
20 Minutos
ABC
AS

BBC

Abendzeitung
ANSA
Bento
Berliner Morgenpost
BILD
Blasting News
Blogo.it
CCM Benchmark
Charente Libre.fr
Condé Nast Corriere della
Sera
DailyMail.com / MailOnline
Daily Star
The Week
El Confidencial
El Español
El Mundo
El Mundo Deportivo
EL PAÍS
El Periódico
El Economista

Europa Press
Evening Standard
Expansión
Daily Express
Frankfurter Allgemeine Zeitung
FOCUS Online

France 24

Francetvinfo
Golem.de
Gruner + Jahr
Guardian News & Media
HNA.de
IBT UK
Il Fatto Quotidiano
ISole24Ore
ISussidiario.net
Ippen Digital Plattform
kicker
La République des Pyrénées
La Stampa
La Vanguardia
Lagardère Active
Le Parisien
Les Echos
L'Express
Mail.Ru Group

Marca
Meduza
merkur.de
Metro UK

Metronews

The Next Web
OK!
Ouest France
Promiflash
Público
Repubblica
RP Online
RT
RTL
Russmedia Digital
Sorrisi e Canzoni
SPIEGEL ONLINE

Sport

SPORT1
Stuttgarter Nachrichten
Stuttgarter Zeitung
SudOuest.fr
Süddeutsche Zeitung
t-online.de
tagesschau

TF1
The Financial Times
The Independent
Trinity Mirror
tz.de
Vocento
Welt.de
ZEIT ONLINE
Вести.Ru
Информационное агентство
России ТАСС
Лента.ру
Московский Комсомолец
Телекомпания НТВ

125+ Miliónů

indexovaných stránek z

640K domén

Zdroj: <https://youtu.be/xeGzQhAU2XI>

Budoucnost?



AMP Project

@AMPhtml



Sledovat

#AMP is now available in the Google app for iOS
search.googleblog.com/2016/05/speedi...

 Zobrazit překlad

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RETWEETŮ

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LAJKŮ



23:07 - 27. 5. 2016



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