

Accelerated Mobile Pages v3.0.1

The Accelerated Mobile Pages (AMP) is a way by which developers can create mobile optimized content once and have it load instantly everywhere. In today's era smartphones and tablets have revolutionized the way we access information over the internet.

Web store owners are trying every bit to reach to maximum users but every time a web page takes too long to load, they lose a user and with it the opportunity to generate more revenue.

Accelerated Mobile Pages aims to dramatically improve the performance of the mobile web by decreasing the web page loading time and hence keeping the user intact to the web store.

Using AMP, the web pages loads instantaneously across multiple platforms and devices so that content can appear everywhere in an instant, no matter what type of phone, tablet or mobile device user is using.

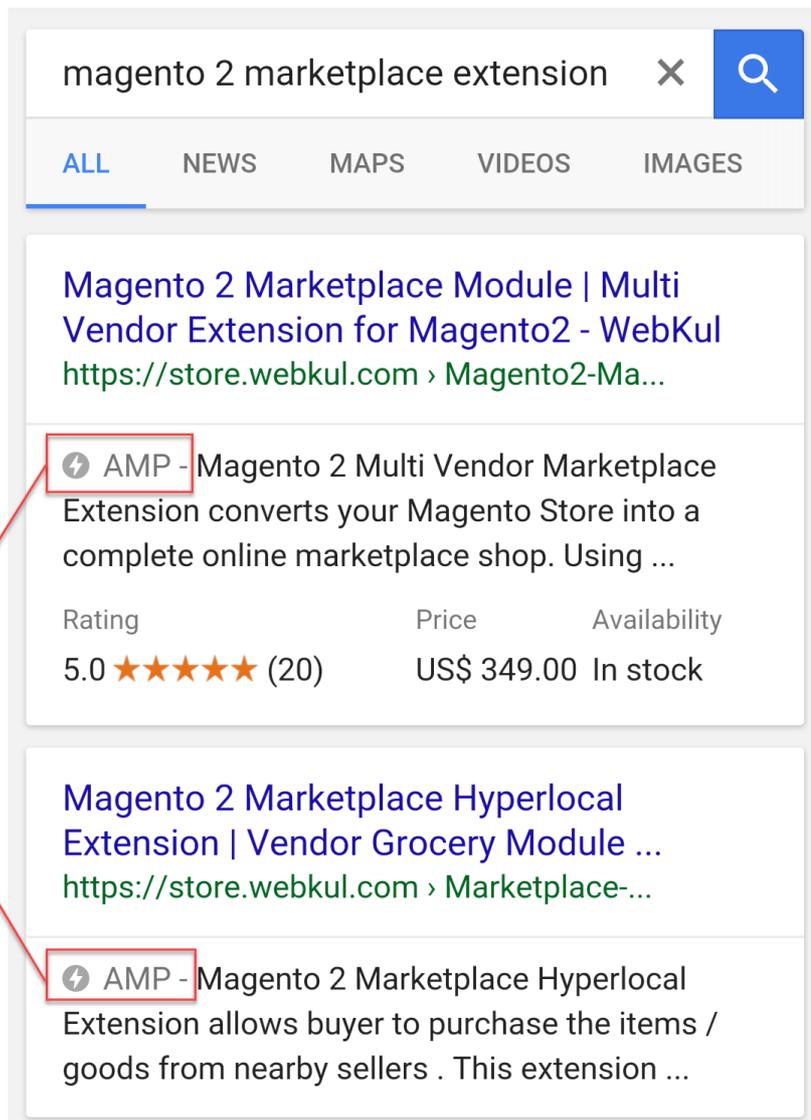
AMP relies on AMP HTML, a new open framework built entirely out of existing web technologies, which allows websites to build light-weight web pages.

Using AMP for the web pages will not only load that web page faster but it will also give a higher ranking to that web page in the Google result list.

All the pages that are accelerated mobile pages will have a small thunder icon in the google list, as shown in the screenshot below.

Another great benefit of using AMP for your web store is that, even when the data connection of user is slow, the AMP web pages will load faster irrespective of the connection speed.

An amp page that is shown on the SERP page has an amp icon associated with it.



In the Accelerated Mobile Pages (AMP) Template module, we have implemented Accelerated Mobile Pages for the Category page and on the most important, the Product page.

For any web store, these two are the most visited and most navigated pages.

So if these pages load up instantly without any delay then surely it will keep the user interested in the web store.

And this will be super beneficial to store owner, as the more time a user spends on your web store, the more will be the chances of a user to purchase some goods.

Features Of Accelerated Mobile Pages

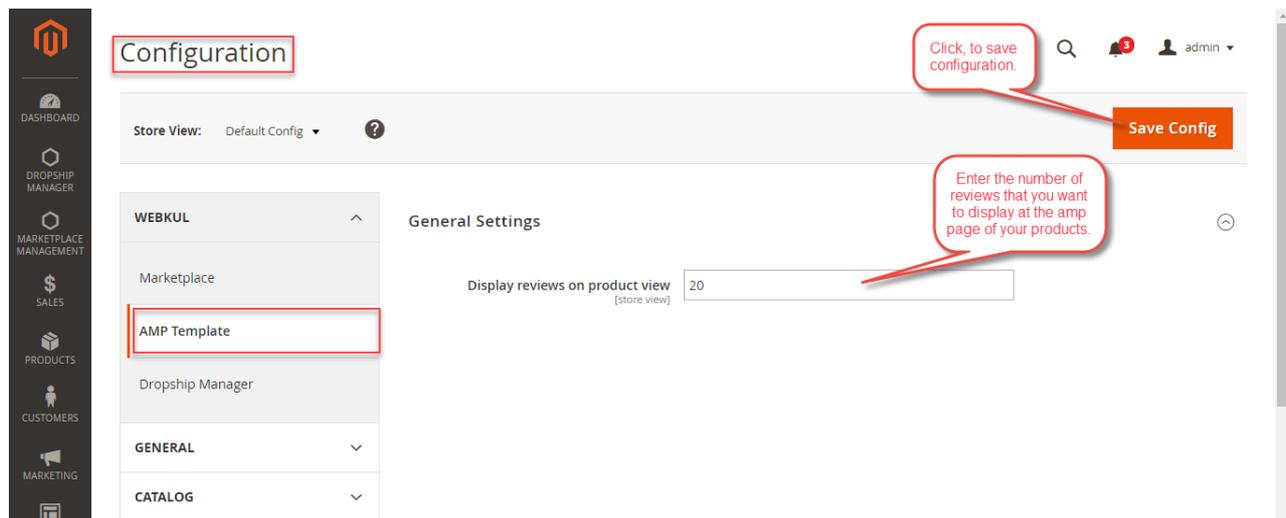
- Set the number of reviews that will be visible on the product AMP page.
- Faster loading page for mobile users.
- Improved search engine ranking.
- Increase visibility.
- Better user experience.
- Less bounce rate.

- An increase in sales conversions.

Admin Configuration

After the successful installation of the extension, admin can configure module setting. The admin will navigate through **Stores-> Configuration-> Amp Template**.

Here, the admin can set the number of reviews that will be visible at the amp product pages.



Accelerated Mobile Pages Template

An e-commerce store allows its customers to surf through the home page of the store, navigate through the various categories present in the store.

Go to any product page either from home page, or by navigating through categories or simply by searching on the website, and various other features.

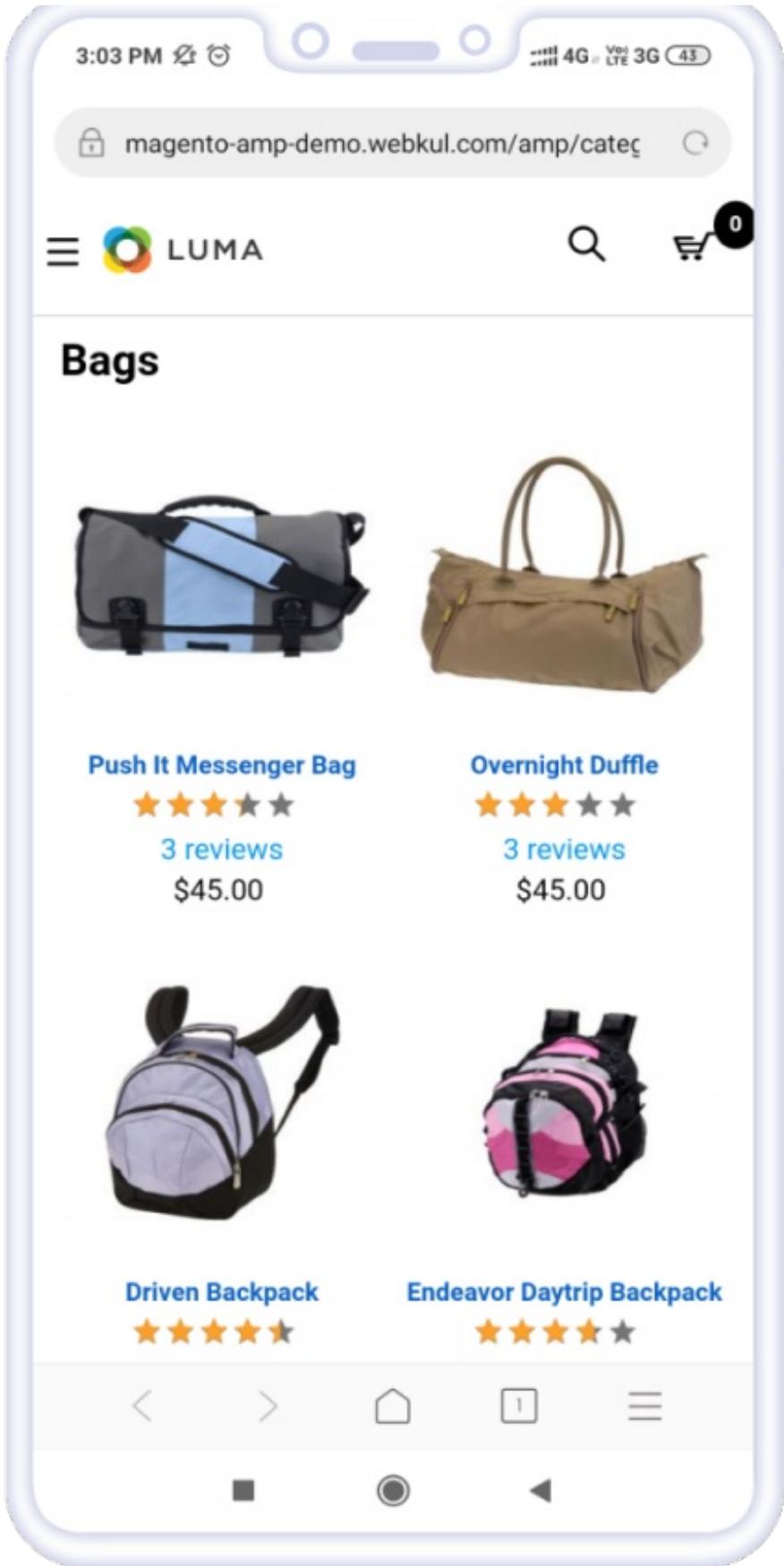
But the most important thing or feature for any website is that whether it is user-friendly & mobile-friendly or not.

If a web store takes the time to load up then it's sure that the users will abandon the page.

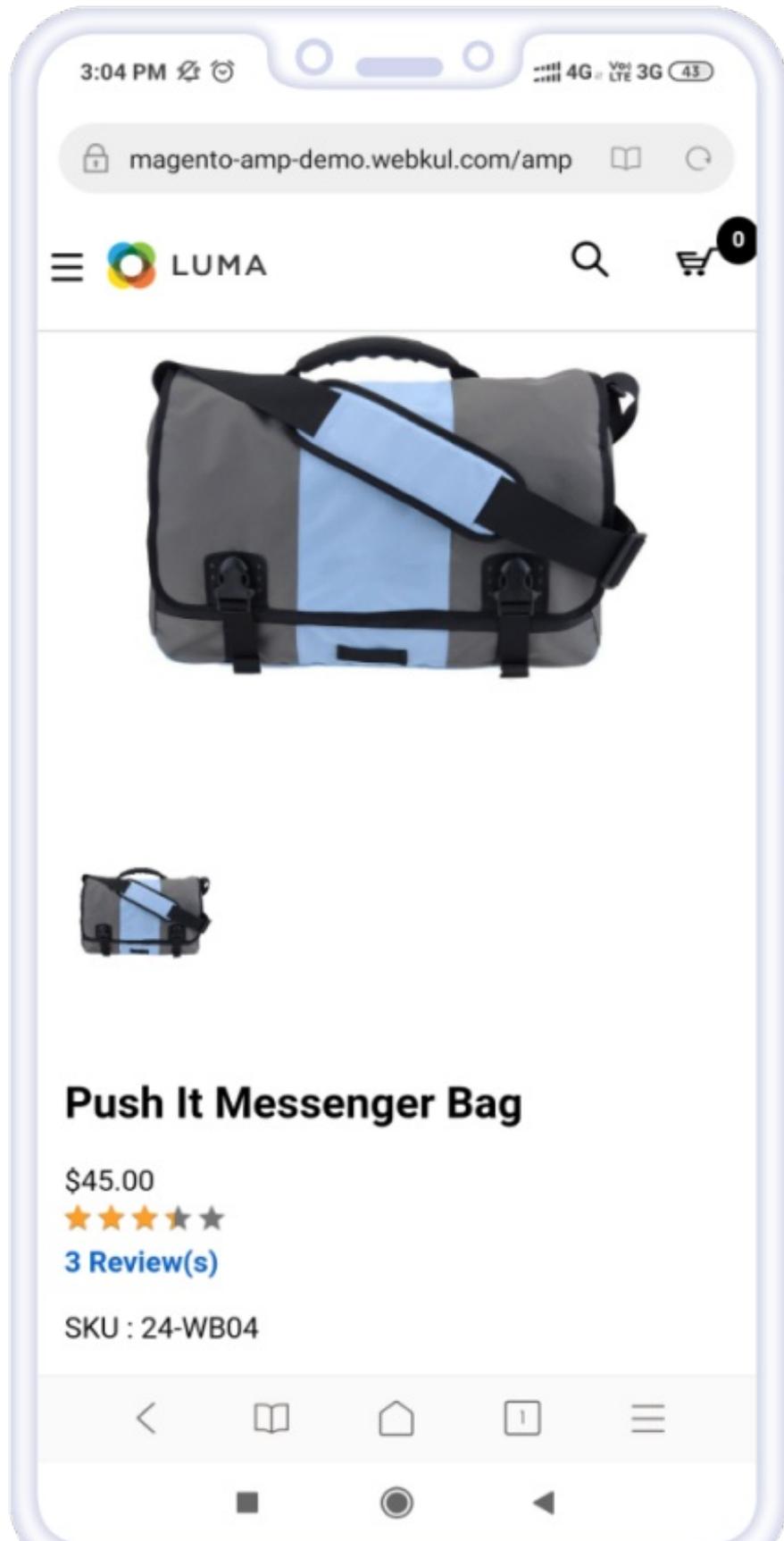
So implementing AMP Template for the most visited pages will attract more users to your website and provides the store owner with the opportunity to earn revenue.

Category Page

A user generally goes to the categories present in the store and implementing AMP Template in category page allows the users to quickly navigate through the categories.



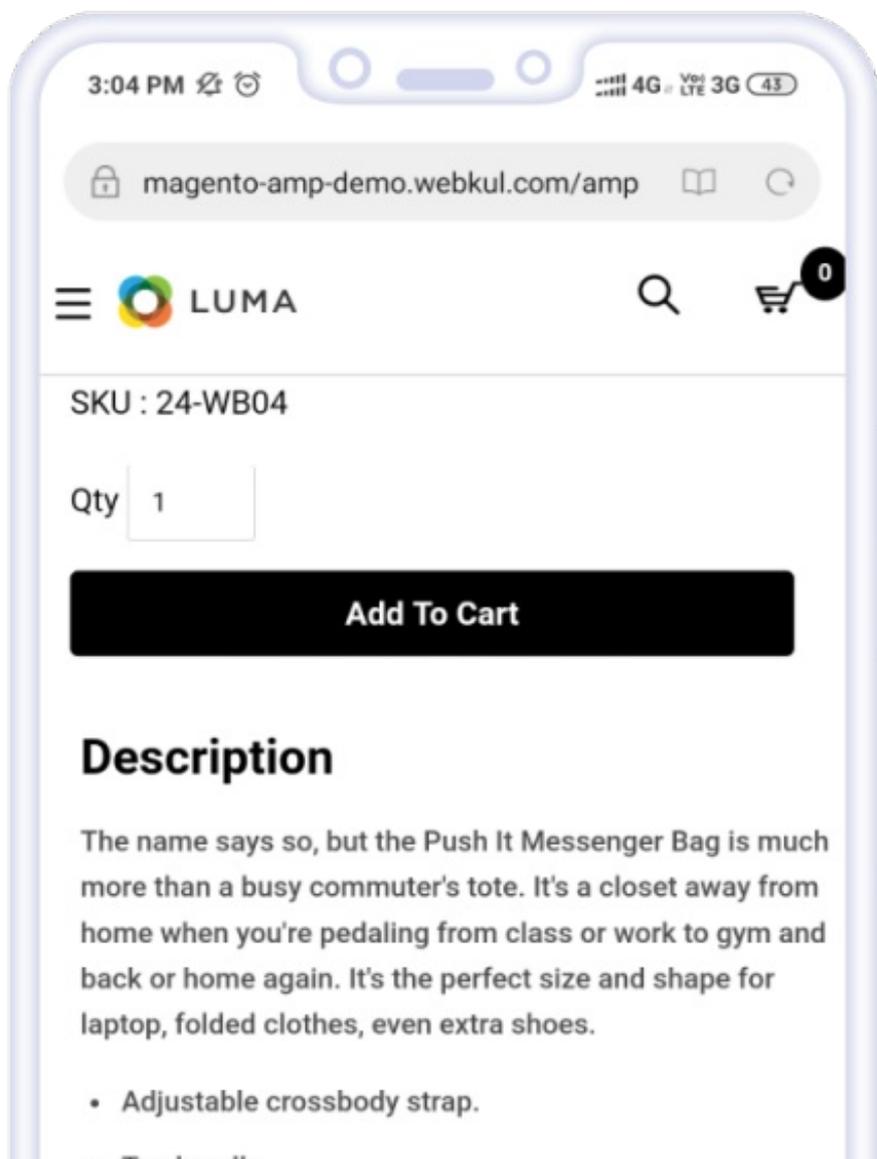
The most important thing for any e-commerce store is the products that are present in it.

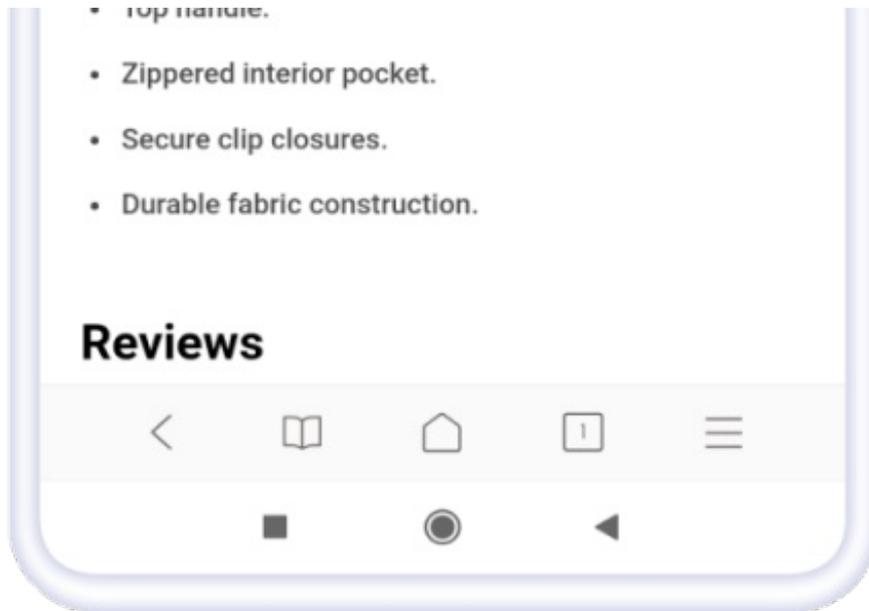


If everything is fast and works great on the website but the product page is slow in loading up the product image, description, other information or is glitchy frustrates the user.

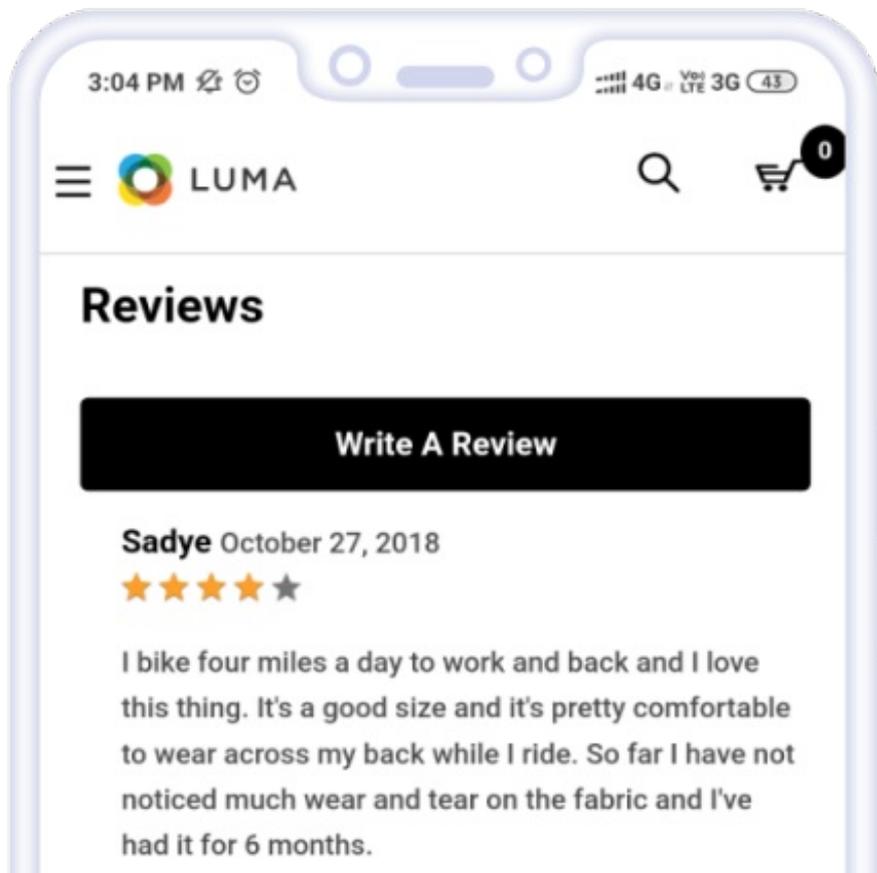
The user might leave the page or won't make the purchase if it is glitchy and slow and it can affect the store sale also.

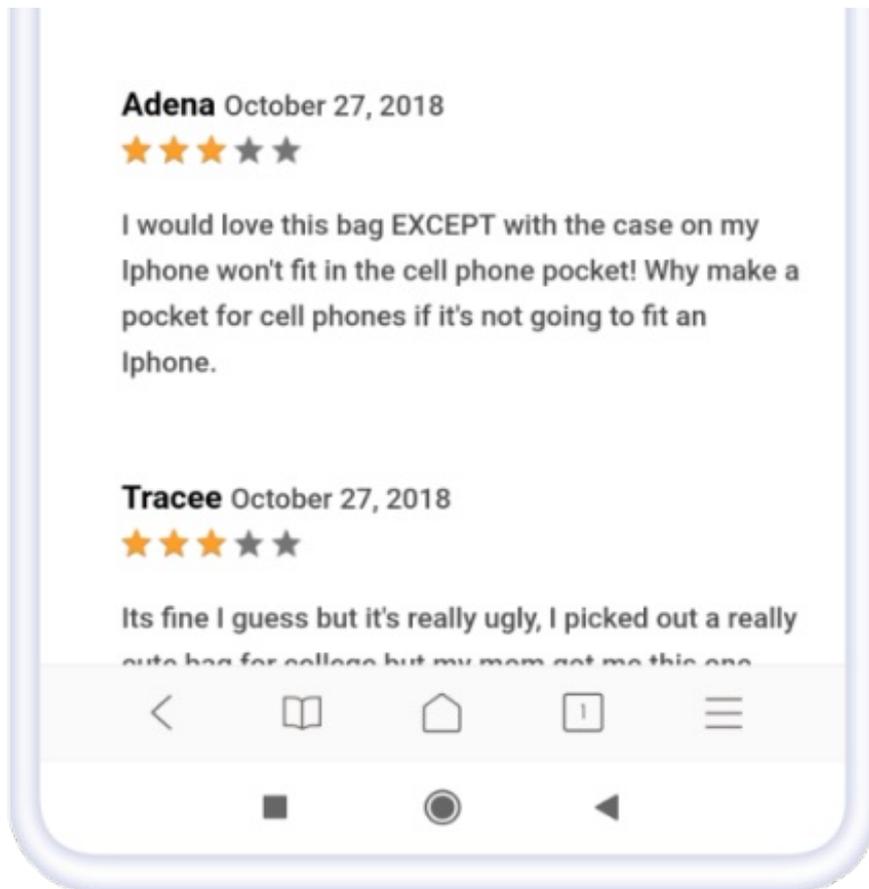
So implementing AMP template on a product page is super useful, as the user can go to a product page from anywhere, from the home page, category page, or even from the google or any other search engine's results page.



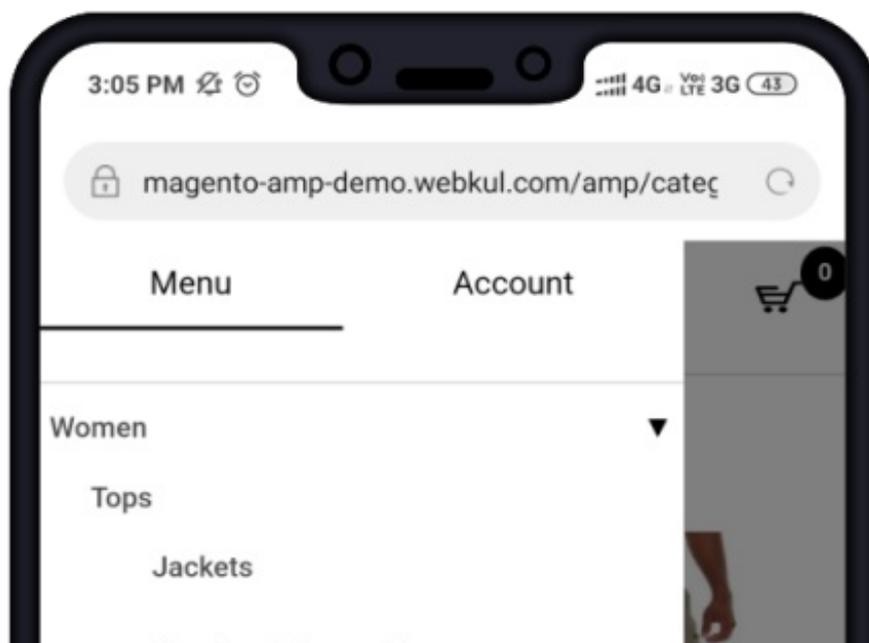


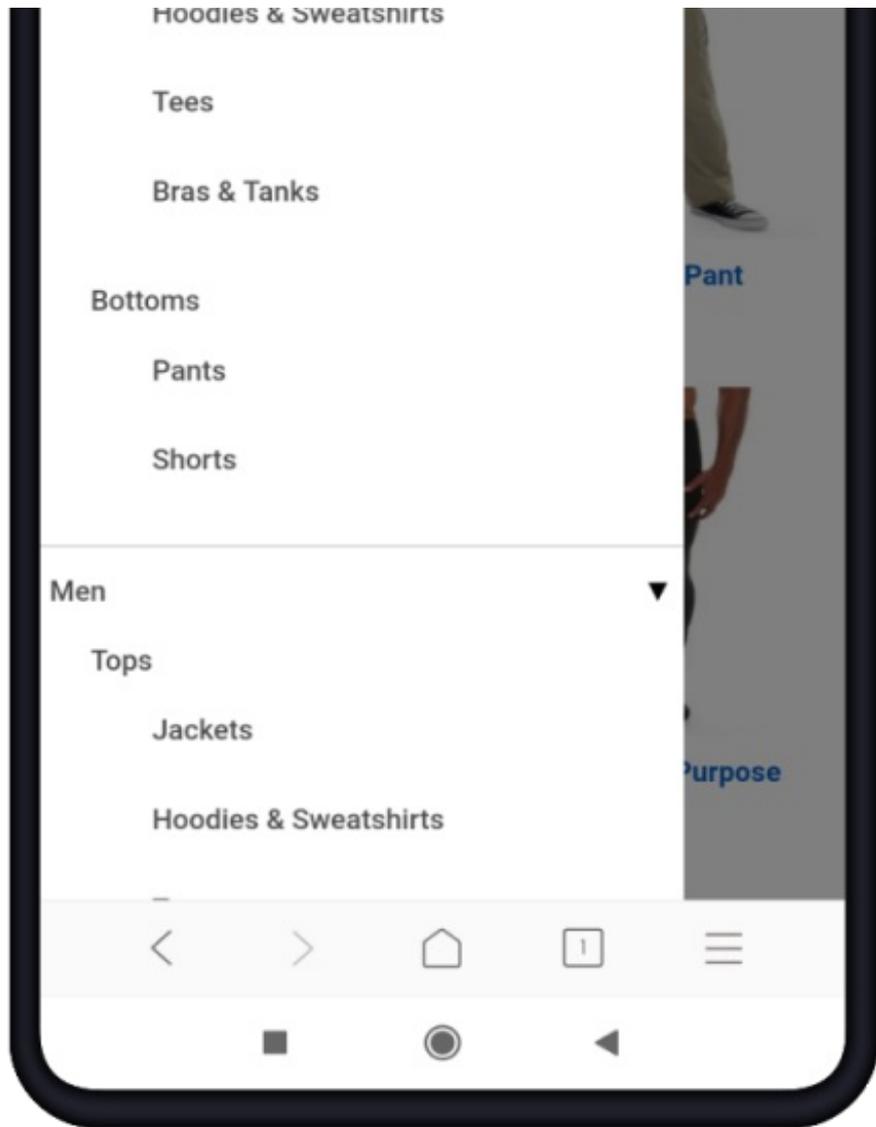
A faster loading and mobile optimized web pages for the products of the website will attract and engage more users and henceforth it will generate more purchases from the users.





You can also check the **side panel** for the available categories to browse and finalise the products.





****Note:** It totally depends upon the Google crawlers for getting your website AMP pages to be displayed on the SERP page. Usually, it takes to around 12 to 24 hrs or more for the crawlers to crawl/index your pages.

That's all for the **AMP Template** module still have any issue feel free to add a ticket and let us know your views to make the module better <http://webkul.uvdesk.com/>.