Weeblr

Google Accelerated Mobile Pages

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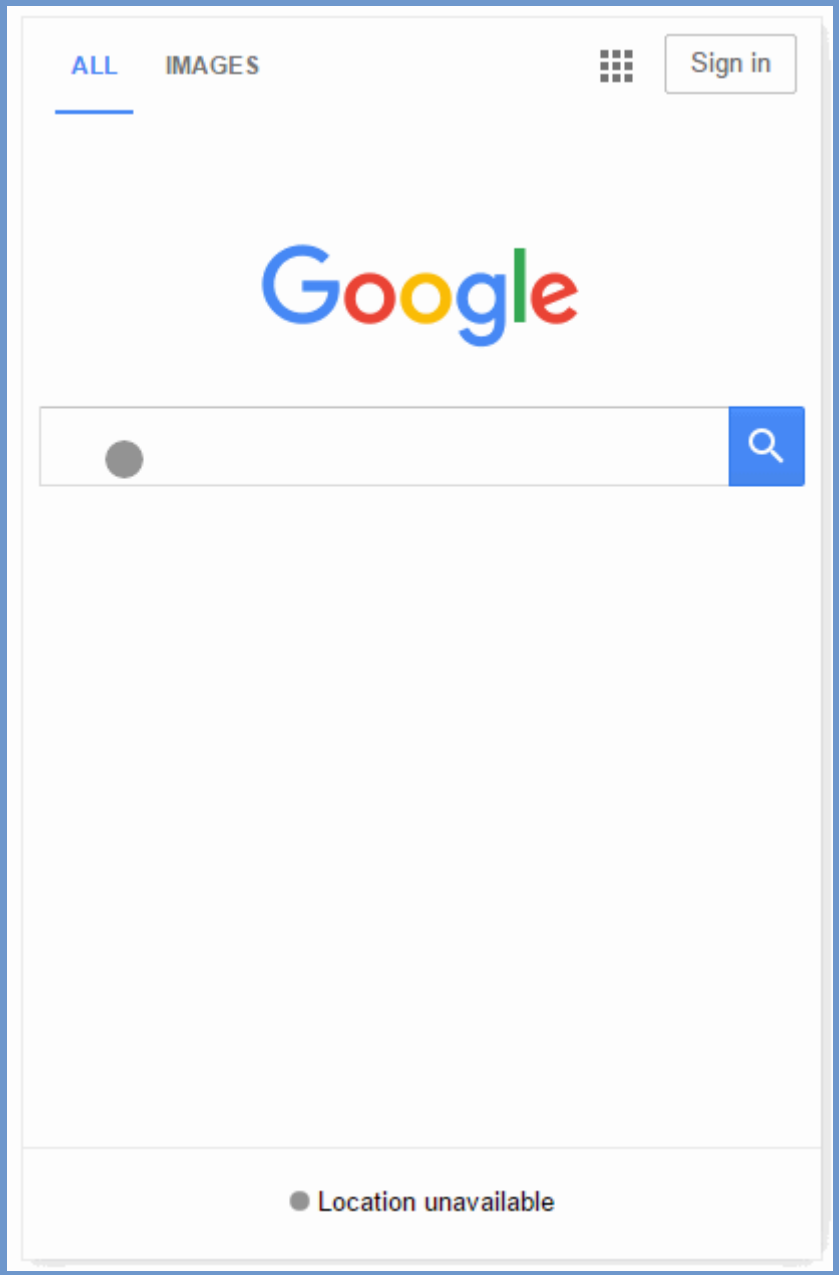
JoomlaDay France – Paris – 30 Avril 2016

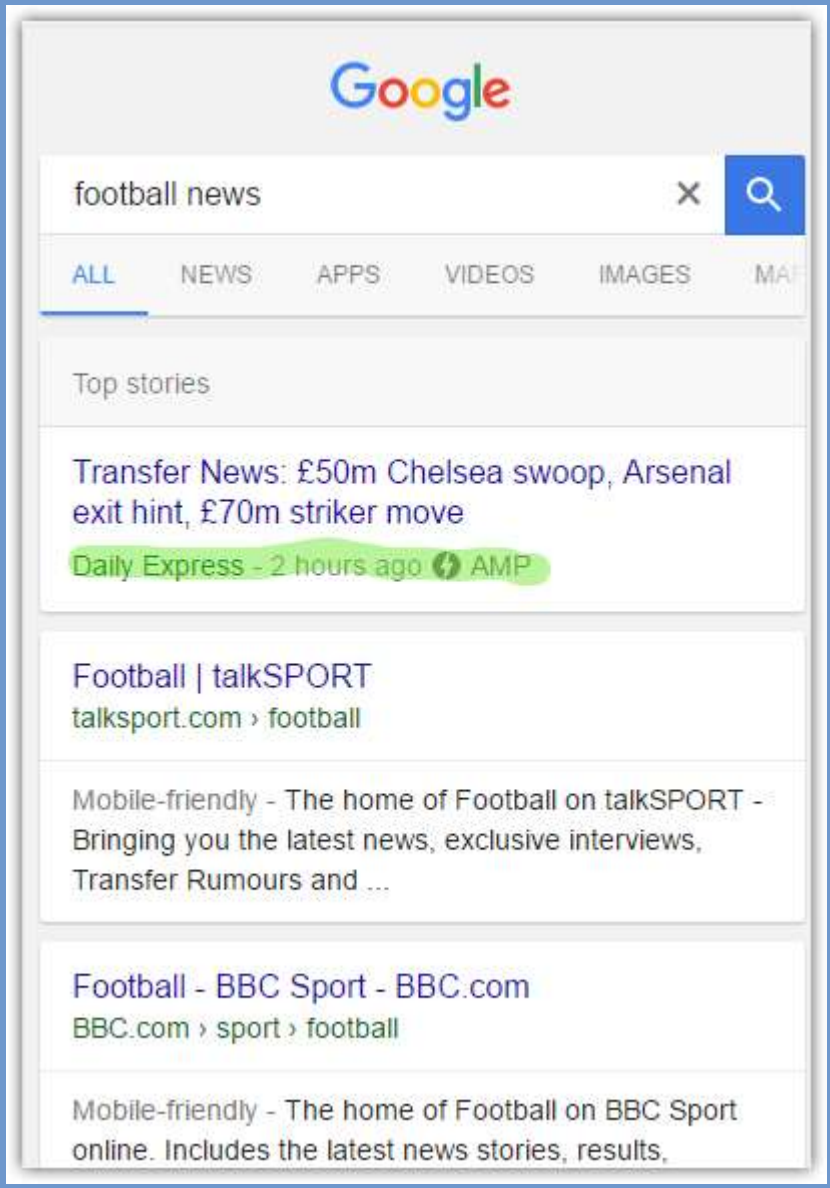
Histoire

- développeur de sh404SEF, wbAMP et Josetta
- début en 2006 (Weeblr depuis 2015)
- sh404SEF: SEO et Analytics pour Joomla
- Josetta : gestion de traduction

Accelerated Mobile Pages

- AMP, c'est quoi?
- Pourquoi?
- Comment?


ALL
IMAGES
Sign in
Google
Location unavailable


Google
football news
ALL
NEWS
APPS
VIDEOS
IMAGES
Top stories
Transfer News: £50m Chelsea swoop, Arsenal exit hint, £70m striker move
Daily Express - 2 hours ago AMP
Football | talkSPORT
talksport.com › football
Mobile-friendly - The home of Football on talkSPORT - Bringing you the latest news, exclusive interviews, Transfer Rumours and ...
Football - BBC Sport - BBC.com
BBC.com › sport › football
Mobile-friendly - The home of Football on BBC Sport online. Includes the latest news stories, results,

AMP, c’est quoi?

- Accès par les résultats de recherche Google
- ou par Twitter
- ou par des applications…

  Feedly

- Rien de visible sur votre site

  sauf cas particuliers

AMP, c'est quoi?

- Tout neuf
  - Annoncé en octobre 2015
  - Activé dans les SERP 24 février
  - Activé dans Google News le 20 avril
- Activé dans 12 pays
  - Brésil, Espagne, Allemagne, France, Inde, Italie, Indonésie, Mexique, Russie, Japon, Royaume-Uni, Etats-Unis

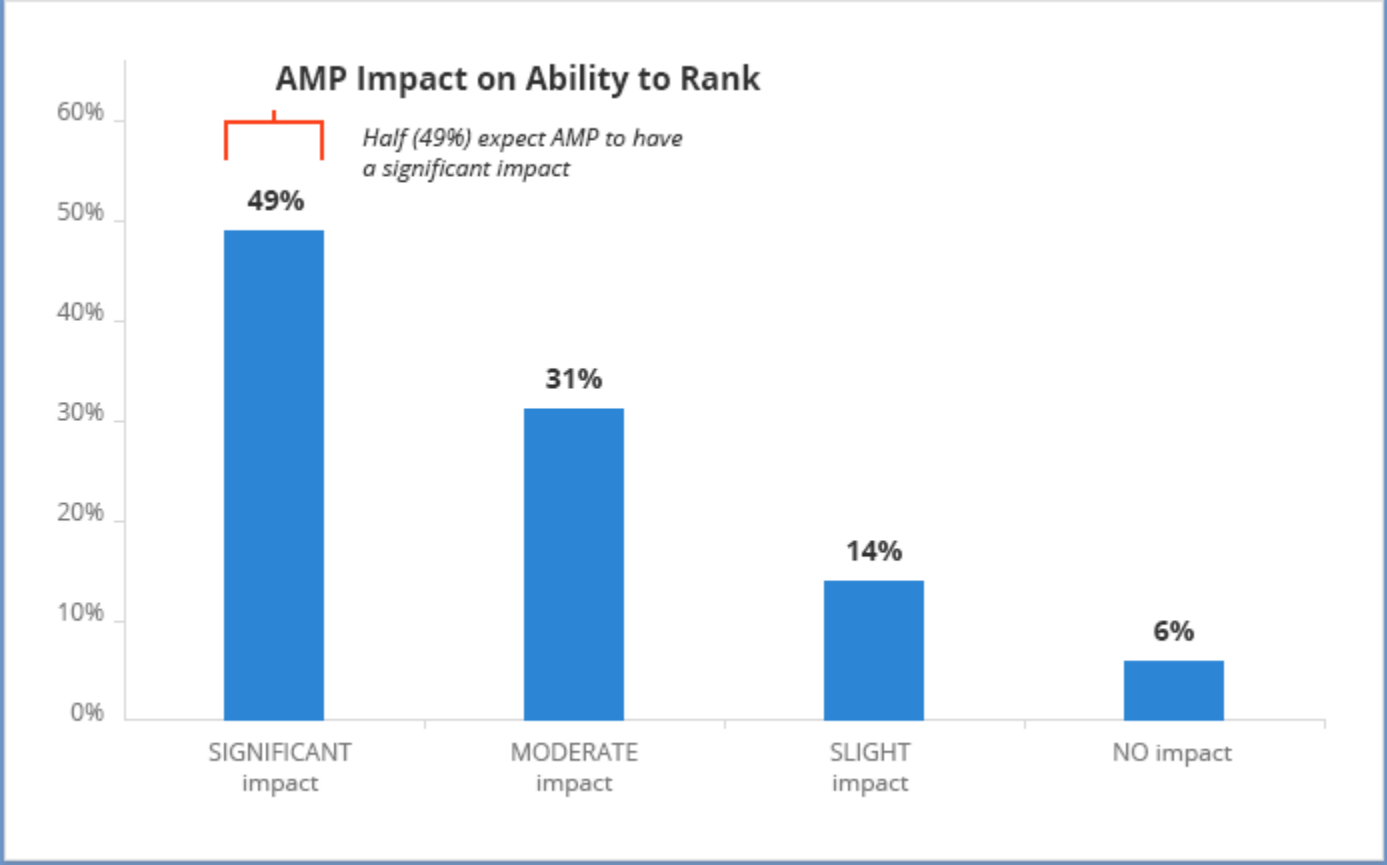
AMP, c’est quoi?

- Spécification open-source, format web ouvert
- Aujourd’hui: news, blogs, chroniques, articles
- Demain: généralisé?

AMP, pourquoi?

- Utilisateurs: affichage ultra-rapide
- SEO:
  - raccourci pour la 1ère page
  - visibilité dans résultats
  - vitesse de chargement

AMP, pourquoi?



Source: SEO Powersuite

AMP, pourquoi?

- Google News est important
- beaucoup de contenu
- beaucoup de trafic mobile
- site mobile peu rapide, pénalisé en SEO

Accelerated Mobile Pages

Comment?

AMP, comment?

- Version AMP d’une page WEB

  sur une autre URL: /information-importante/amp

- Spécification basée sur HTML 5

  avec optimisations & restrictions

  pour vitesse d'affichage maximale

- Mise en cache sur CDN Google

Rel="amphtml" href="https://weeblr.com/blog/getting-started-with-accelerated-mobiles-pages-on-joomla/amp"

Découverte des pages AMP

Rel="canonical" href="https://weeblr.com/blog/getting-started-with-accelerated-mobiles-pages-on-joomla"

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AMP, comment?

- Des éléments HTML spécifiques

  <amp-img>,<amp-video><amp-analytics>,…

- Pas de javascript
- Pas de <form>
- Certaines polices
- Pas de fichiers CSS externes

Metadonnées

```
<script type="application/ld+json">
    {
    "@context": "http:\/\/schema.org",
    "@type": "BlogPosting",
    "mainEntityOfPage": "https:\/\/weeblr.com\/blog\/getting-started-with-accelerated-mobiles-pages-on-joomla",
    "headline": "Getting started with Accelerated Mobiles Pages on Joomla",
    "publisher": {
        "@type": "Organization",
        "name": "Weeblr",
        "logo": {
            "@type": "ImageObject",
            "url": "https:\/\/weeblr.com\/media\/weeblr\/img\/logos\/weeblr-logo-text-w250-h60-with-border_o.png",
            "width": 250,
            "height": 60
        }
    },
    "datePublished": "2016-03-09T13:00:00Z",
    "dateModified": "2016-03-09T14:04:37Z",
    "author": {
        "@type": "Person",
        "name": "Yannick Gaultier"
    },
    "image": {
        "@type": "ImageObject",
        "url": "https:\/\/weeblr.com\/images\/blog\/2016-03-09-amp-indexing-in-google-search-console.png",
        "width": 1250,
        "height": 566
    }
}
</script>
```

Métadonnées Analytics

```
<amp-analytics type="googleanalytics" id="wbamp_analytics_1">
<script type="application/json">
    {
    "vars": {
        "account": "UA-123456-1"
    },
    "triggers": {
        "wbTrackPageview": {
            "on": "visible",
            "request": "pageview"
        },
        "wbTrackSocialEvent_Facebook_share": {
            "on": "click",
            "selector": "wbamp-button_facebook_share_1",
            "request": "social",
            "vars": {
                "socialNetwork": "Facebook",
                "socialAction": "Share",
                "socialTarget": "https:\/\/weeblr.com\/blog\/getting-started-with-accelerated-
mobiles-pages-on-joomla"
            }
        },
        "wbTrackSocialEvent_Twitter_tweet": {
            "on": "click",
            "selector": "wbamp-button_twitter_tweet_1",
            "request": "social",
            "vars": {
                "socialNetwork": "Twitter",
                "socialAction": "Tweet",
                "socialTarget": "https:\/\/weeblr.com\/blog\/getting-started-with-accelerated-
mobiles-pages-on-joomla"
            }
        }
}
</script>
</amp-analytics>
```

HTML Tags

HTML tags can be used unchanged in AMP HTML. Certain tags have equivalent custom tags (such as `<img>` and `<amp-img>`) and other tags are outright prohibited:

Tag	Status in AMP HTML
script	Prohibited unless the type is `application/ld+json`. (Other non-executable values may be added as needed.) Exception is the mandatory script tag to load the AMP runtime and the script tags to load extended components.
base	Prohibited
img	Replaced with amp-img.
video	Replaced with amp-video.
audio	Replaced with amp-audio.
iframe	Replaced with amp-iframe.
frame	Prohibited.
frameset	Prohibited.
object	Prohibited.
param	Prohibited.
applet	Prohibited.
embed	Prohibited.
form	Prohibited. Support coming in the future.
input elements	Prohibited. Includes `input`, `textarea`, `select`, `option`. Notably, the `button` element is allowed.
button	Allowed.
`style`	Required style tags for adjusting opacity. One additional style tag is allowed in head tag for the purpose of custom styling. This style tag must have the attribute `amp-custom`.

Spécification AMP (partielle)

AMP, comment?

- Codage à la main d'une version AMP

- Plugins pour CMS

Joomla!®

AMP, comment?

- wbAMP pour Joomla!
- Conversion automatique
- Balises pour contenus et métadonnées
- Gestion des URLs (et rel=amphtml/canonical)

1. Choisir le contenu

com_content rule

Itemid(s)

*

Enter a comma-separated list of values which should make the rule pass. * means 'any', but the var must have a value. - means any value is ok, whether the query var exists or not. Empty means that the query var must not exist.

View(s)

article,category

Enter a comma-separated list of values which should make the rule pass. * means 'any', but the var must have a value. - means any value is ok, whether the query var exists or not. Empty means that the query var must not exist.

Task

Enter a comma-separated list of values which should make the rule pass. * means 'any', but the var must have a value. - means any value is ok, whether the query var exists or not. Empty means that the query var must not exist.

Com_content category(ies)

- All Categories - ×

Select one or more categories for which AMP versions should be created.

Article id(s)

*

Enter a comma-separated list of values which should make the rule pass. * means 'any', but the var must have a value. - means any value is ok, whether the query var exists or not. Empty means that

Rule set 1

Component: COM_K2

Select the component for which this rule will apply.

Itemid(s): -

Enter a comma-separated list of values which should make the rule pass. * means 'any', but the var must have a value. - means any value is ok, whether the query var exists or not. Empty means that the query var must not exist.

View(s): *

Enter a comma-separated list of values which should make the rule pass. * means 'any', but the var must have a value. - means any value is ok, whether the query var exists or not. Empty means that the query var must not exist.

Task:

Enter a comma-separated list of values which should make the rule pass. * means 'any', but the var must have a value. - means any value is ok, whether the query var exists or not. Empty means that the query var must not exist.

Category(ies) query var:

Enter the query variable to check for this rule. Entering catid will cause the value of the catid query var in the request to be checked against the value in next field.

Value(s):

Enter a comma-separated list of values which should make the rule pass. * means 'any', but the var must have a value. - means any value is ok, whether the query var exists or not. Empty means that the query var must not exist.

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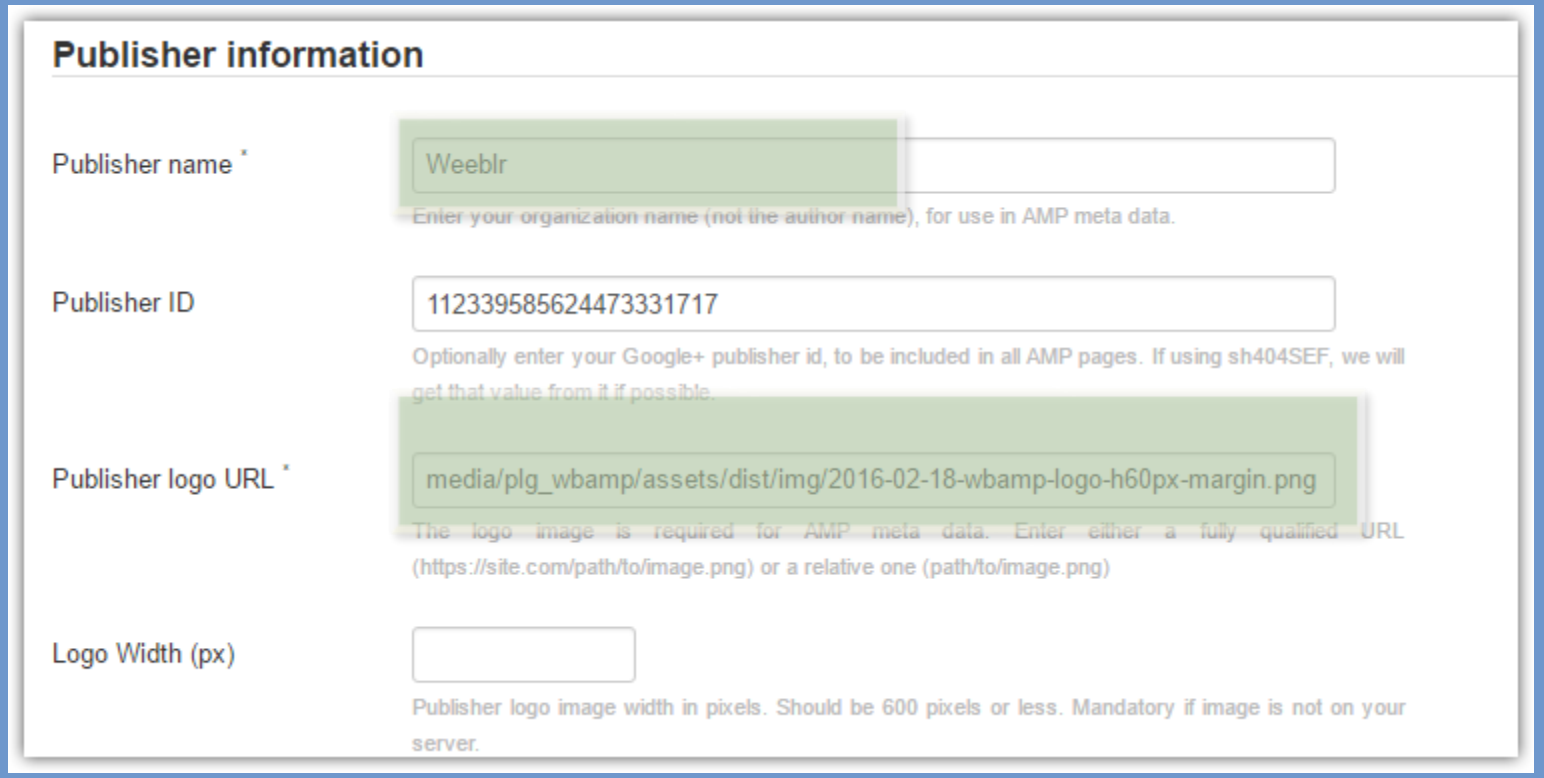
AMP, comment?

- Plugins pour Joomla et K2
- Retrouve les métadonnées
- Identifie les images

2. Métadonnées globales



Logo - 60px de haut

Autres réglages globaux

- Menu?
- Analytics
- Image par défaut!
- Réseaux d’annonce publicitaire

3. Contenu et aspect visuel

Contenu

- Balises HTML transformées automatiquement
- Liens Facebook, Twitter, YouTube, Dailymotion, Instagram,…
- Boutons de partage réseaux sociaux
- Insertion des publicités

Aspect visuel

- Un template dédié
- CSS personnalisé dans wbAMP
- Template overrides pour tout

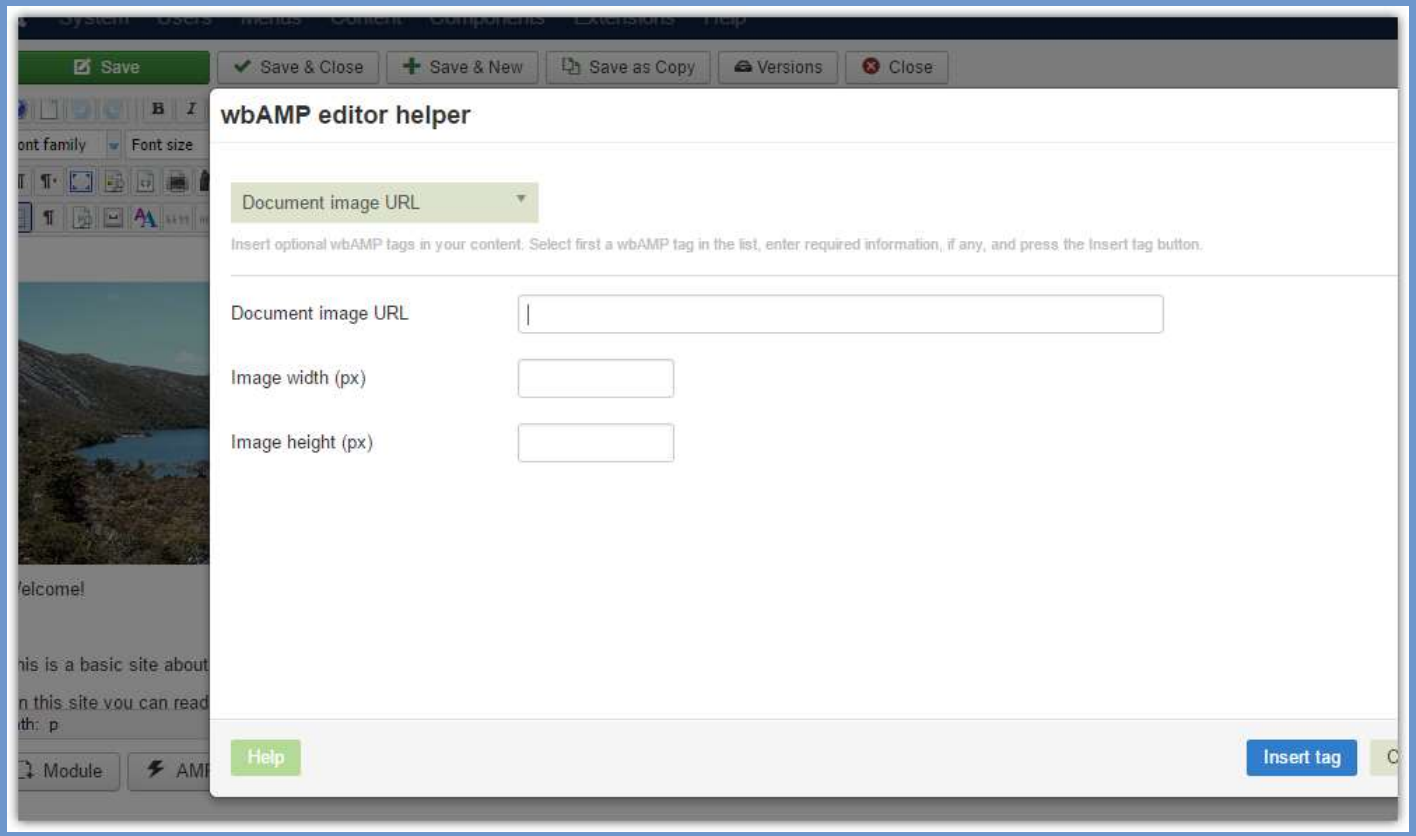
3. Les ajustements

Les ajustements

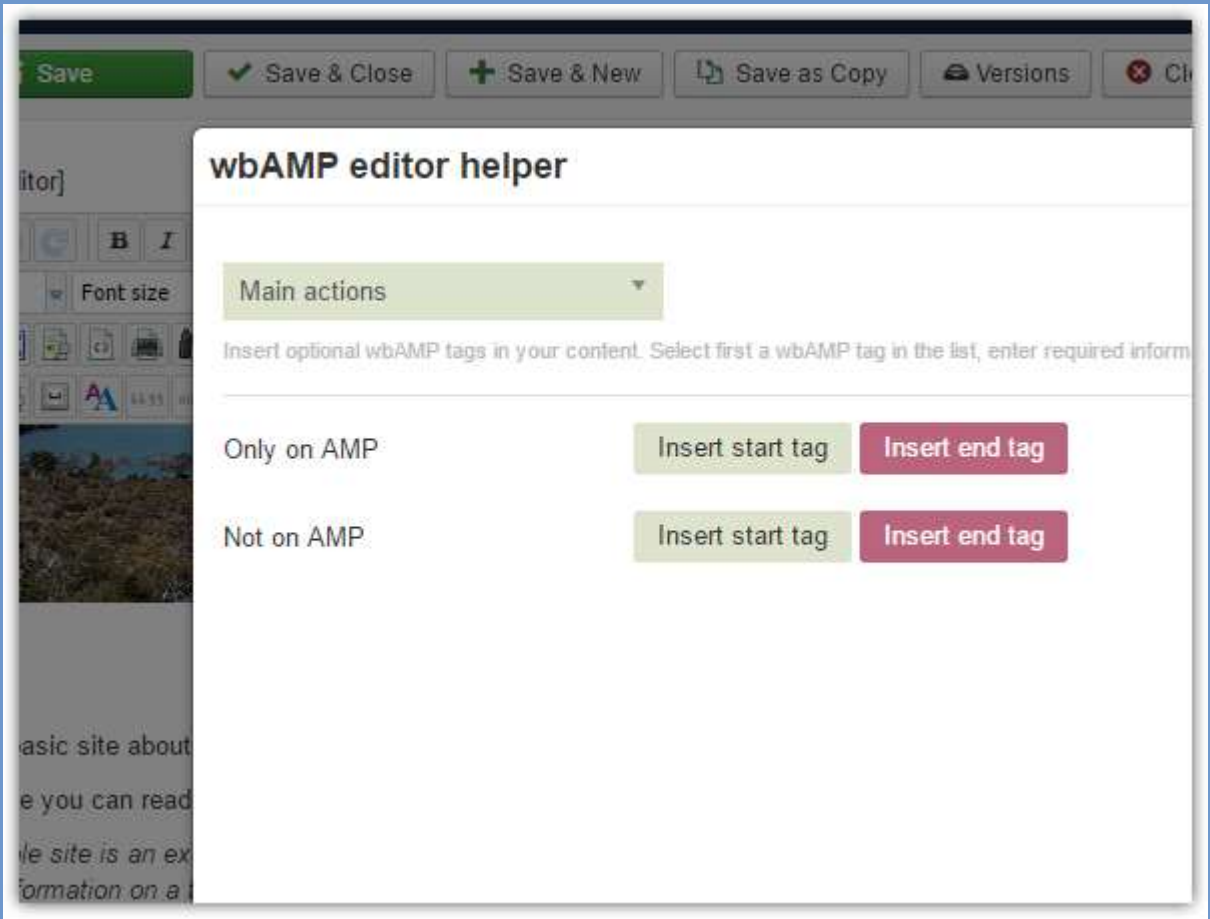
- Insertions de balises dans le contenu
- Balises AMP: carrousel, vidéos, image, tweet,...

```
{wbamp-embed type="dailymotion" videoid="abcdef" width="123"
height="456" layout="responsive"}
```

```
{wbamp-embed type="twitter" tweetid="123456789" width="123"
height="456" theme="dark" cards="hidden" layout="responsive"}
```



Bouton éditeur pour les balises courantes



Balises pour cacher/masque du contenu

4. La validation

Validation

- Google n’accepte que les pages valides!
- Etape 1: dans Chrome
- Etape 2: Structured data tester

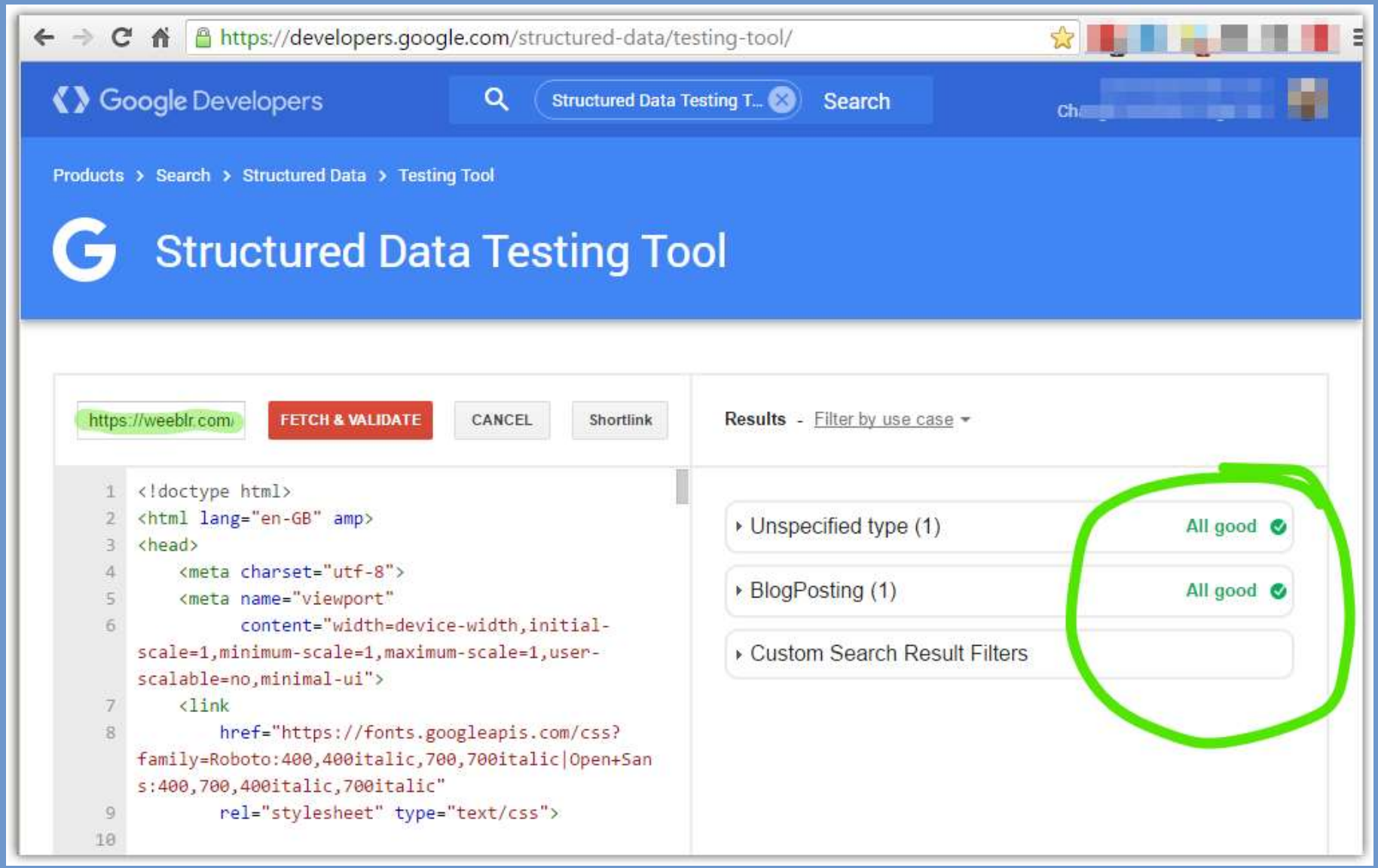
Validateur intégré à Chrome

Validateur en ligne

- Validation en ligne des métadonnées

  https://developers.google.com/structured-data/testing-tool/

- Validez toutes vos pages
- Grosse perte de temps si vos pages sont invalides



Validateur en ligne pour les métadonnées

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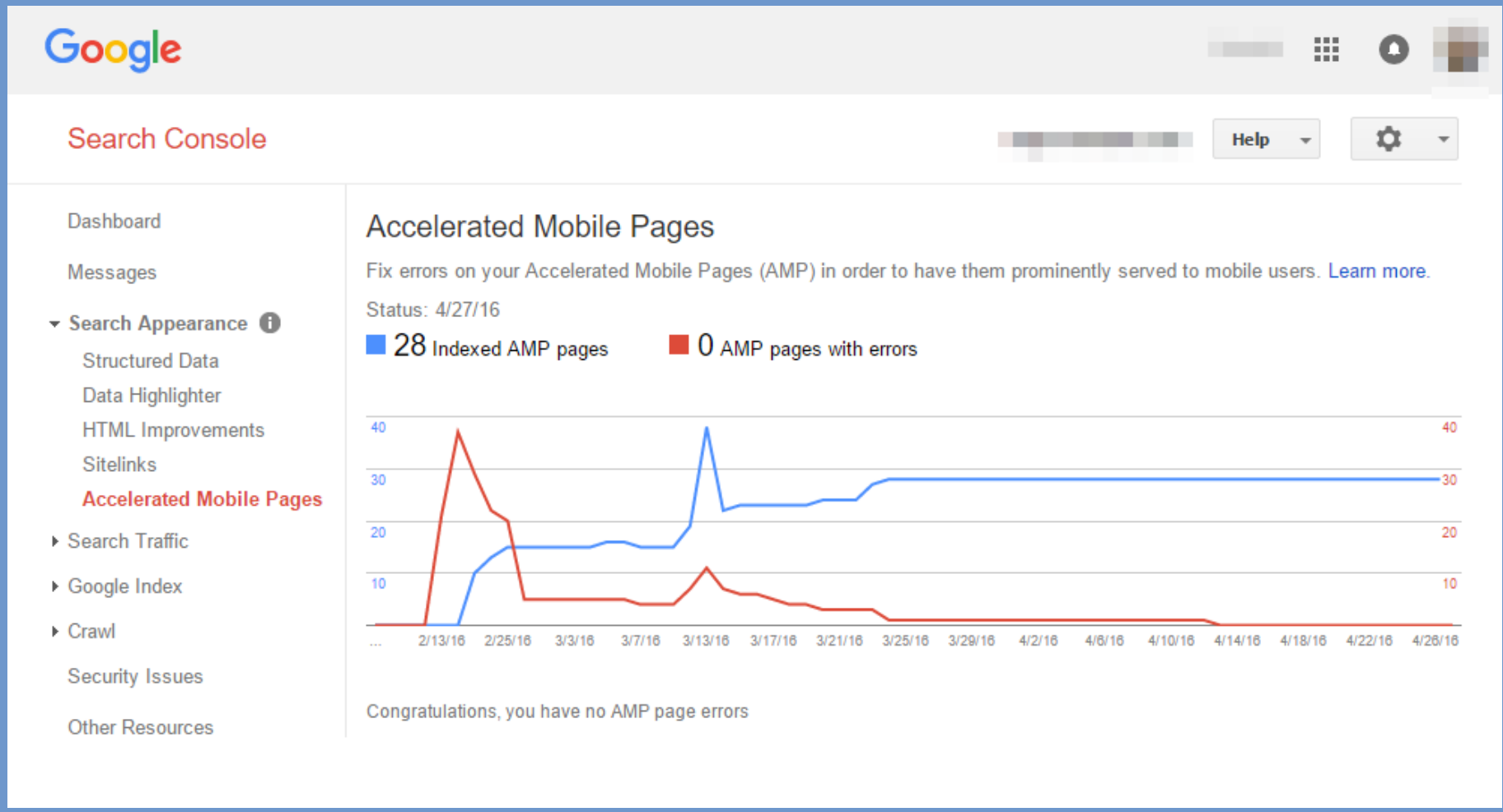

Google Search console

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Merci ☺

- AMP

https://www.ampproject.org

- wbAMP

https://weeblr.com/wbamp

Documentation:
https://weeblr.com/rxq