

The background of the slide is a close-up photograph of colorful tinsel or garlands in shades of red, blue, green, and white, creating a bokeh effect with out-of-focus lights.

# Google Accelerated Mobile Pages

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# 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

A search input field with a dark grey dot on the left side and a blue search button with a magnifying glass icon on the right side.

● Location unavailable



football news



ALL

NEWS

APPS

VIDEOS

IMAGES

MAPS

Top stories

Transfer News: £50m Chelsea swoop, Arsenal exit hint, £70m striker move

Daily Express - 2 hours ago AMP

Football | talkSPORT

[talksport.com](https://www.talksport.com/football) › [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](https://www.bbc.com/sport/football) › [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?

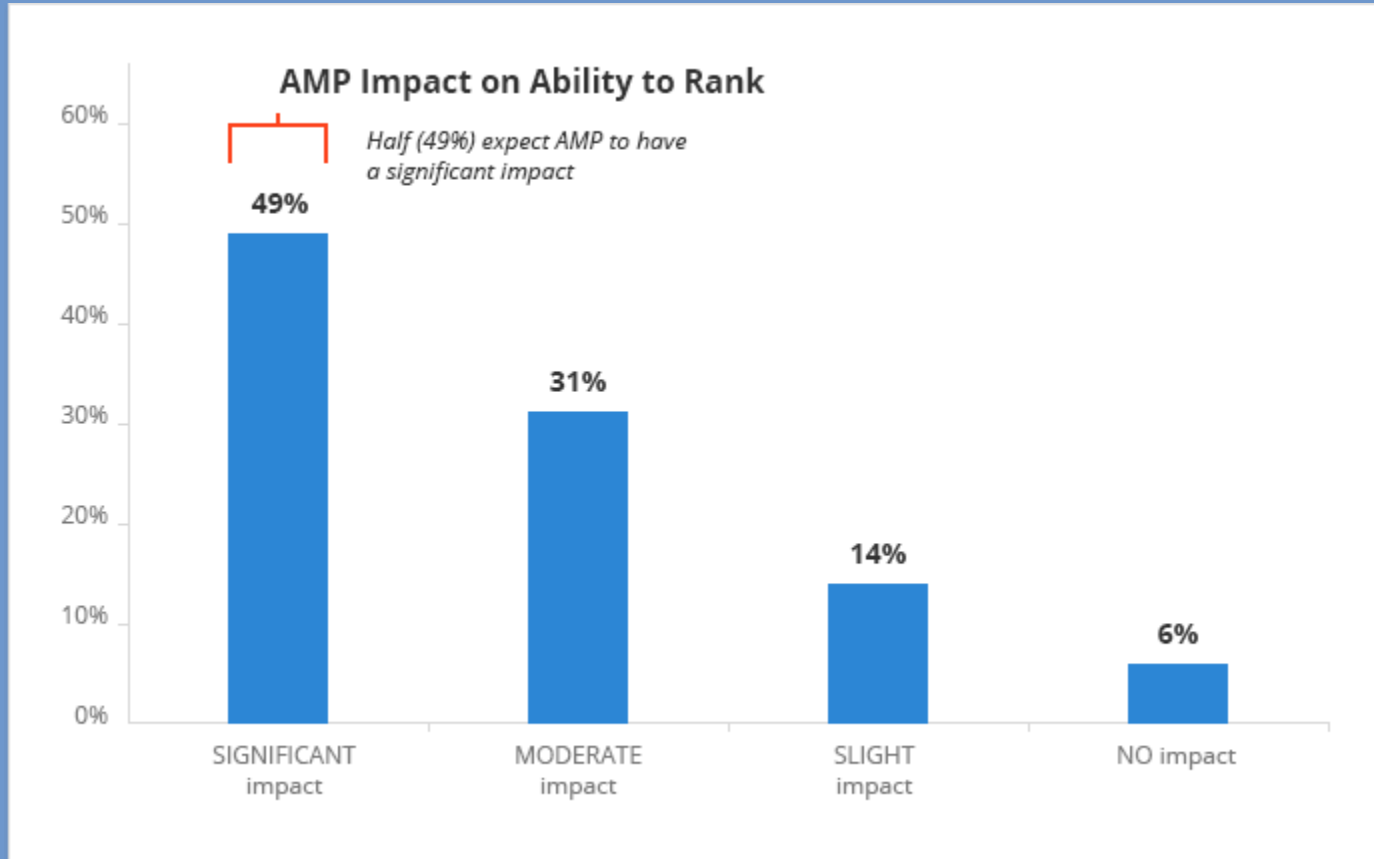
- Spécification open-source, format web ouvert
- Aujourd'hui: news, blogs, chroniques, articles
- Demain: généralisé?



# AMP, pourquoi?

- Utilisateurs: affichage ultra-rapide
- SEO:
  - raccourci pour la 1<sup>ère</sup> 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"

# 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
<code>script</code>	Prohibited unless the type is <code>application/javascript</code> . (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.
<code>base</code>	Prohibited
<code>img</code>	Replaced with <code>amp-img</code> .
<code>video</code>	Replaced with <code>amp-video</code> .
<code>audio</code>	Replaced with <code>amp-audio</code> .
<code>iframe</code>	Replaced with <code>amp-iframe</code> .
<code>frame</code>	Prohibited.
<code>frameset</code>	Prohibited.
<code>object</code>	Prohibited.
<code>param</code>	Prohibited.
<code>applet</code>	Prohibited.
<code>embed</code>	Prohibited.
<code>form</code>	Prohibited. Support coming in the future.
<code>input elements</code>	Prohibited. Includes <code>input</code> , <code>textarea</code> , <code>select</code> , <code>option</code> . Notably, the <code>button</code> element is allowed.
<code>button</code>	Allowed.
<code>style</code>	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 <code>amp-custom</code> .

# Spécification AMP (partielle)

# AMP, comment?

- Codage à la main d'une version AMP
- Plugins pour CMS



# 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)

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)

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.

# AMP, comment?

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



## 2. Métadonnées globales

## Publisher information

Publisher name \*

Weeblr

Enter your organization name (not the author name), for use in AMP meta data.

Publisher ID

112339585624473331717

Optionally enter your Google+ publisher id, to be included in all AMP pages. If using sh404SEF, we will get that value from it if possible.

Publisher logo URL \*

media/plg\_wbamp/assets/dist/img/2016-02-18-wbamp-logo-h60px-margin.png

The logo image is required for AMP meta data. Enter either a fully qualified URL (<https://site.com/path/to/image.png>) or a relative one (<path/to/image.png>)

Logo Width (px)

Publisher logo image width in pixels. Should be 600 pixels or less. Mandatory if image is not on your server.

# 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

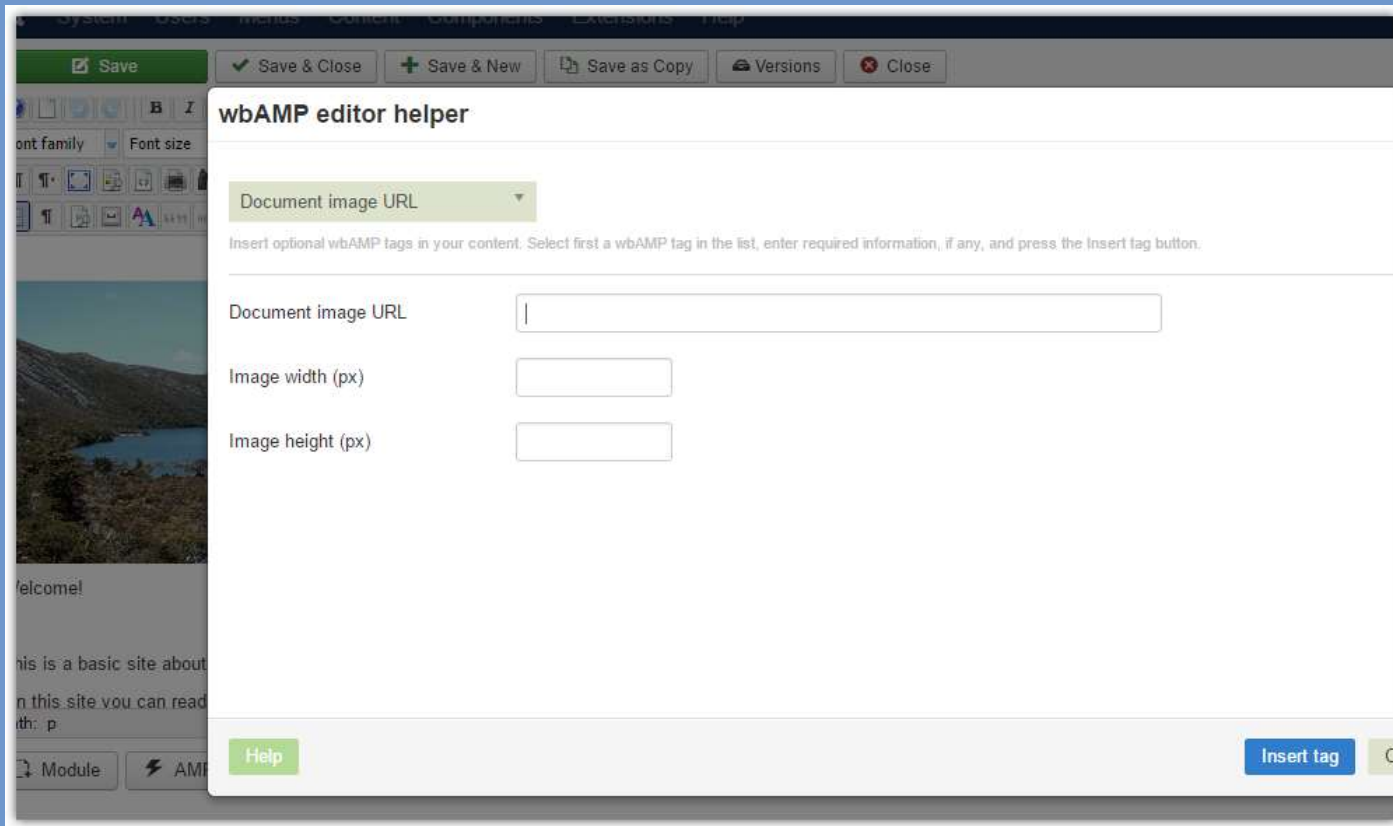
# Les ajustements

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

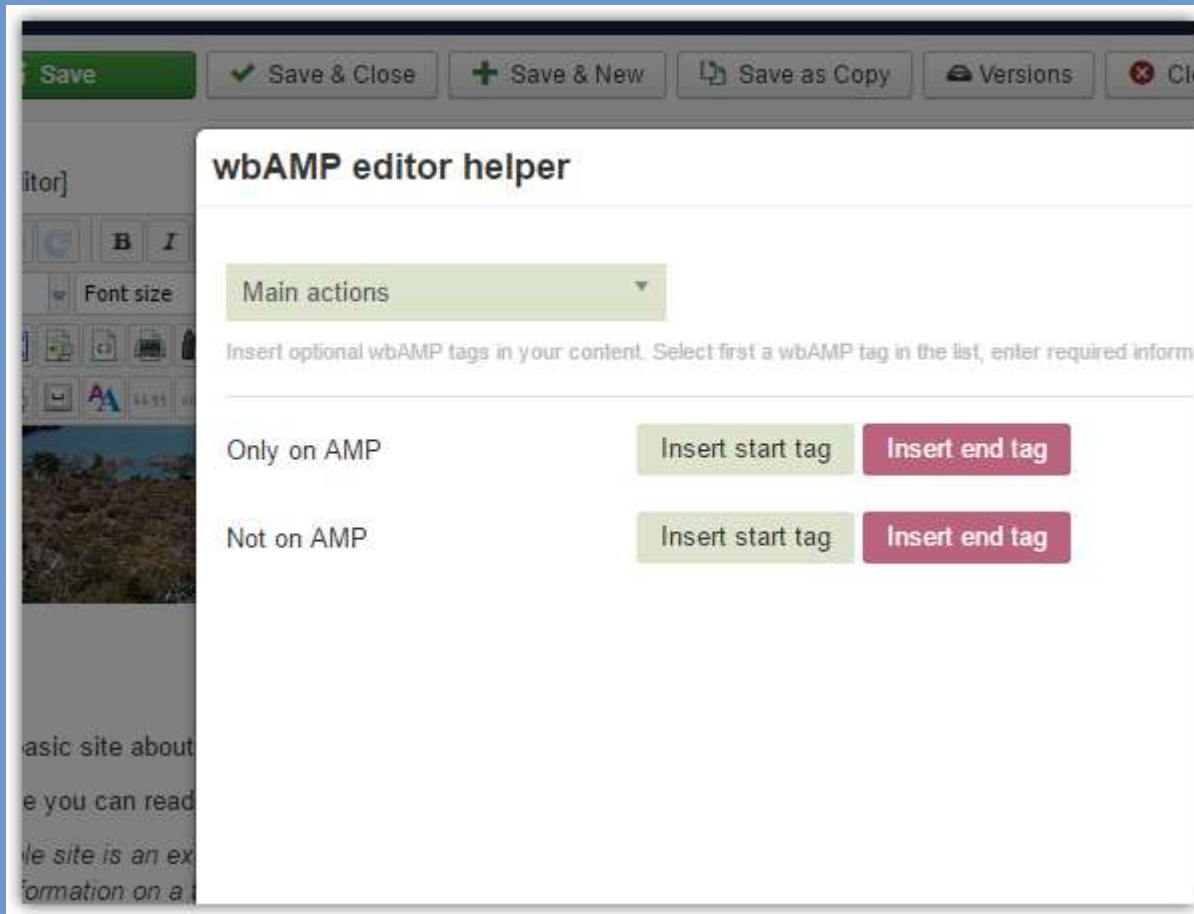
```
{wbamp-embed type="dailymotion" videoid="abcdef" width="123"  
height="456" layout="responsive"}
```

```
{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

← → ↻ 🏠 🔒 <https://weeblr.com/blog/accelerated-mobile-page-for-joomla/amp#development=1> ☆

Weeblr

## Accelerated Mobile Pages for Joomla

Written by Yannick Gaultier on 23 February 2016

Elements Console Sources Network Timeline Profiles Resources Security Audits Adblock Plus

🚫 🔍 top ▼ 📄 Preserve log

📘 Powered by AMP < HTML - Version 1460655576651 amp.js:85

🟢 AMP validation successful. validator.js:397

>

# 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

← → ↻ 🏠 <https://developers.google.com/structured-data/testing-tool/> ☆ [Colorful icons]

Google Developers 🔍 Structured Data Testing T... Search Ch...

Products > Search > Structured Data > Testing Tool

# G Structured Data Testing Tool

<https://weeblr.com> **FETCH & VALIDATE** CANCEL Shortlink

```
1 <!doctype html>
2 <html lang="en-GB" amp>
3 <head>
4   <meta charset="utf-8">
5   <meta name="viewport"
6     content="width=device-width,initial-
7     scale=1,minimum-scale=1,maximum-scale=1,user-
8     scalable=no,minimal-ui">
9   <link
10    href="https://fonts.googleapis.com/css?
    family=Roboto:400,400italic,700,700italic|Open+Sans:400,700,400italic,700italic"
    rel="stylesheet" type="text/css">
```

Results - Filter by use case ▾

- ▶ Unspecified type (1) All good ✓
- ▶ BlogPosting (1) All good ✓
- ▶ Custom Search Result Filters

Valdateur en ligne pour les métadonnées

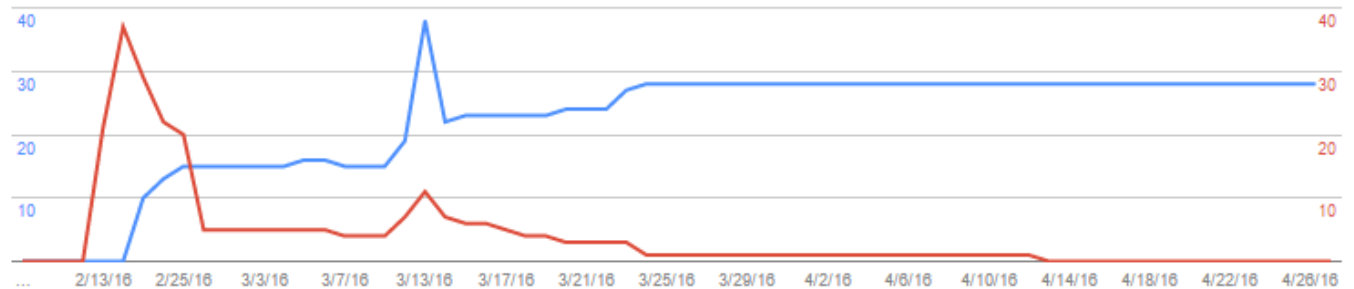
- Dashboard
- Messages
- ▼ Search Appearance ⓘ
  - Structured Data
  - Data Highlighter
  - HTML Improvements
  - Sitelinks
  - Accelerated Mobile Pages**
- ▶ Search Traffic
- ▶ Google Index
- ▶ Crawl
- Security Issues
- Other Resources

## Accelerated Mobile Pages

Fix errors on your Accelerated Mobile Pages (AMP) in order to have them prominently served to mobile users. [Learn more.](#)

Status: 4/27/16

■ 28 Indexed AMP pages   ■ 0 AMP pages with errors



Congratulations, you have no AMP page errors

# Google Search console



Merci 😊

- AMP

<https://www.ampproject.org>

- **wbAMP**

<https://weeblr.com/wbamp>

Documentation:

<https://weeblr.com/rxq>