AMP & Page Speed - leve sua estratégia para o próximo nível



Rodrigo Bravo

Partner Manager, Google Brasil

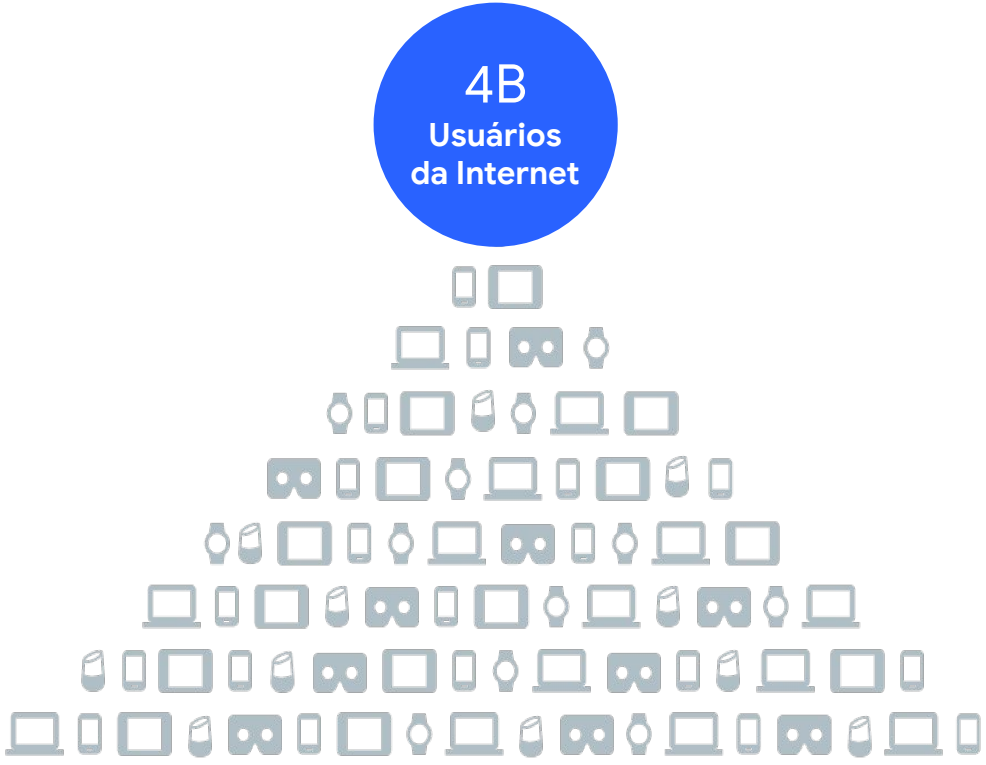
Agenda

- Cenário da Web
- Experiência na Web
- AMP: Uma solução para desenvolvimento web
- Conferência AMP de 2019
- Boas práticas
- Estudos de caso

Construa Experiências, não Páginas

Instantâneas, intuitivas, amigáveis, e úteis

A web é a única plataforma que alcança todos os seus usuários



60% dos brasileiros têm acesso a internet e metade deles acessa via dispositivos móveis



126.4M usuários de internet (60.3% da população)



Metade dos usuários de internet (**49%**) acessam a internet exclusivamente via dispositivos móveis



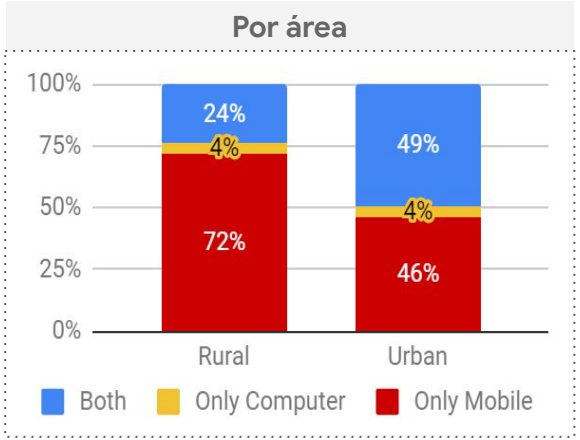
57% utilizam planos pré pagos

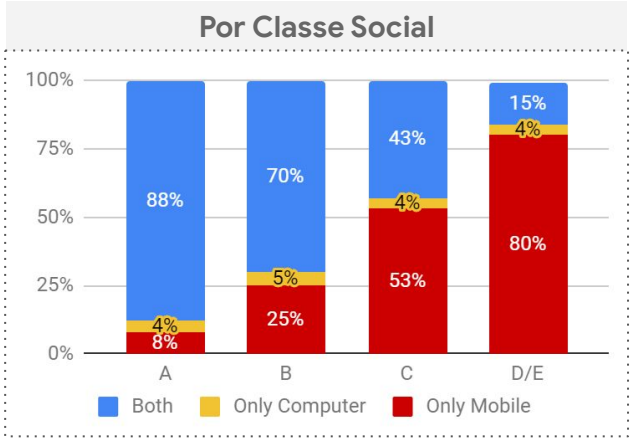


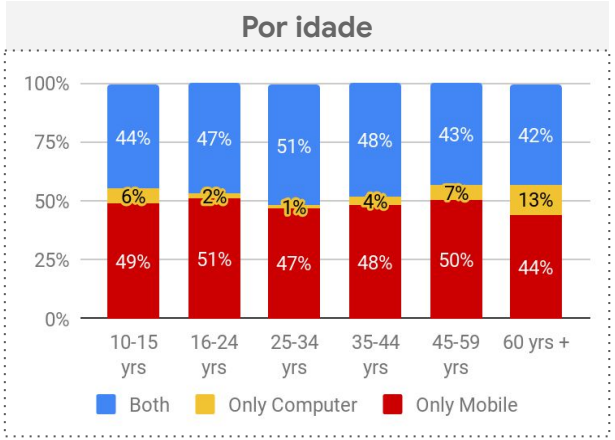
+70% das conexões via 3G + 4G

Fonte: Cetic.Br, Statista, GSMA, Emarketer, GSMA, GSMA2, Anatel

Consumo de internet por dispositivo no Brasil







- Em 2018, aproximadamente 120M de brasileiros acessaram a internet pelo celular
- Crescimento do acesso a internet entre as camadas sociais mais baixas acontece principalmente pelo celular, não computadores

Fonte: eMarketer, ICT Household survey 2017 (page 244)

Penetração de Smartphones no Brasil



2017 **61%**

2013 **36%**

Crescimento impulsionado por dois fatores:

50%[1]

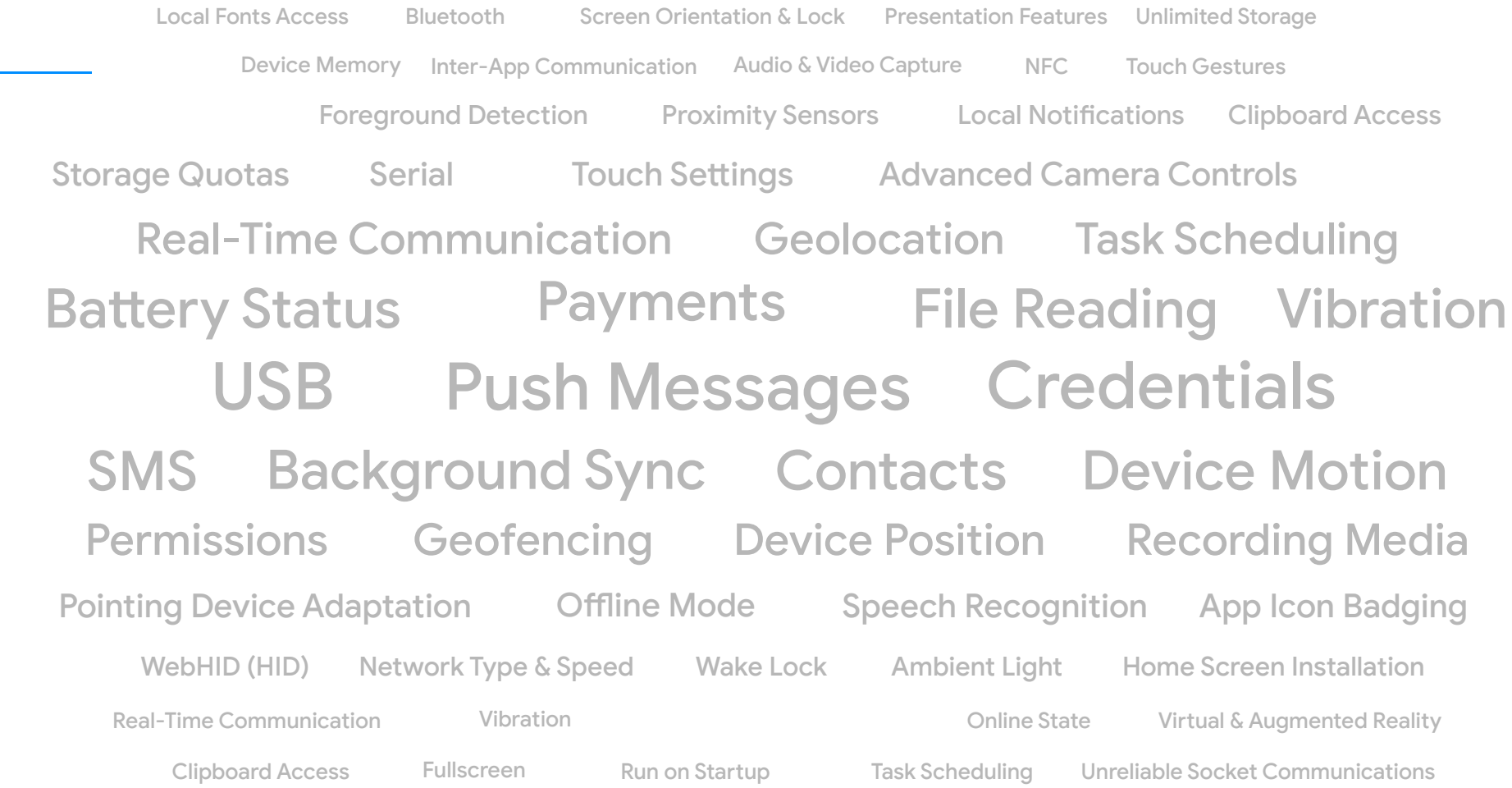
De redução nos custos de smartphones

45%[2]

De redução nos custos de acesso a dados móveis

1. De 2011 a 2016 em USD 2. De 2013 a 2017 em USD
Fonte: BCG Study

...e a Web hoje é mais Capaz do que nunca


Local Fonts Access
Bluetooth
Screen Orientation & Lock
Presentation Features
Unlimited Storage
Device Memory
Inter-App Communication
Audio & Video Capture
NFC
Touch Gestures
Foreground Detection
Proximity Sensors
Local Notifications
Clipboard Access
Storage Quotas
Serial
Touch Settings
Advanced Camera Controls
Real-Time Communication
Geolocation
Task Scheduling
Battery Status
Payments
File Reading
Vibration
USB
Push Messages
Credentials
SMS
Background Sync
Contacts
Device Motion
Permissions
Geofencing
Device Position
Recording Media
Pointing Device Adaptation
Offline Mode
Speech Recognition
App Icon Badging
WebHID (HID)
Network Type & Speed
Wake Lock
Ambient Light
Home Screen Installation
Real-Time Communication
Vibration
Online State
Virtual & Augmented Reality
Clipboard Access
Fullscreen
Run on Startup
Task Scheduling
Unreliable Socket Communications

Existing

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Local Fonts Access Bluetooth Screen Orientation & Lock Presentation Features Unlimited Storage

2019

Device Memory Inter-App Communication Audio & Video Capture NFC Touch Gestures

Foreground Detection Proximity Sensors Local Notifications Clipboard Access

Storage Quotas Serial Touch Settings Advanced Camera Controls

Real-Time Communication Geolocation Task Scheduling

Battery Status Payments File Reading Vibration

USB Push Messages Credentials

SMS Background Sync Contacts Device Motion

Permissions Geofencing Device Position Recording Media

Pointing Device Adaptation Offline Mode Speech Recognition App Icon Badging

WebHID (HID) Network Type & Speed Wake Lock Ambient Light Home Screen Installation

Real-Time Communication Vibration Online State Virtual & Augmented Reality

Clipboard Access Fullscreen Run on Startup Task Scheduling Unreliable Socket Communications

Usuários hoje demandam e premiam performance...

75%

dos sites mobile demoram 10+ segundos para carregar[1]

53%

dos visitantes de sites mobile vão embora depois de 3s de tempo de carregamento[2]

2X

mais receita de anúncios para sites que carregam em 5s vs 19s[3]

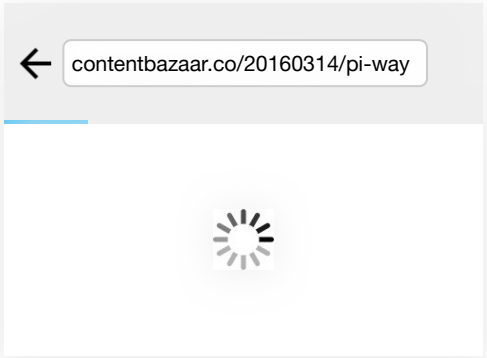
1. Webpagetest.org, Sampled 11.8K global mWeb homepage domains loaded using a fast 3G connection timing first view only (no cached resources), February 2016

2. https://www.doubleclickbygoogle.com/articles/mobile-speed-matters/

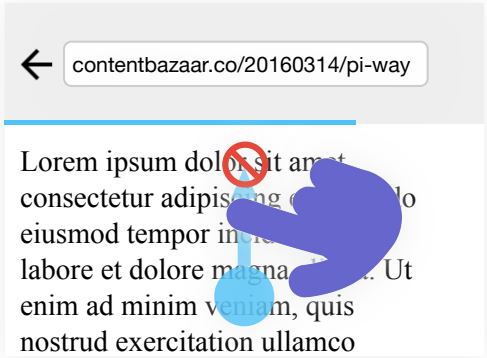
3. Google Data, Aggregated, anonymized Google Analytics and DoubleClick AdExchange data from a sample of mWeb sites opted into sharing benchmark data, n=4.5K, Global, June 2015–May 2016

...mas na maioria das vezes, os sites não cumprem essas demandas

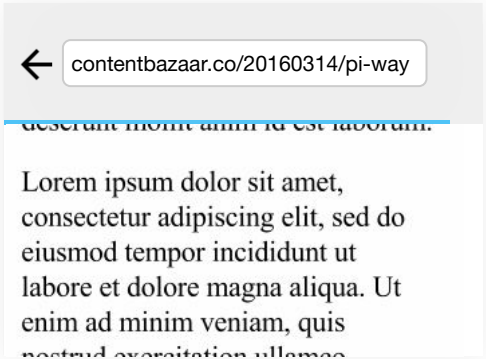
Carregamento lento



Páginas que não respondem



Experiência negativa



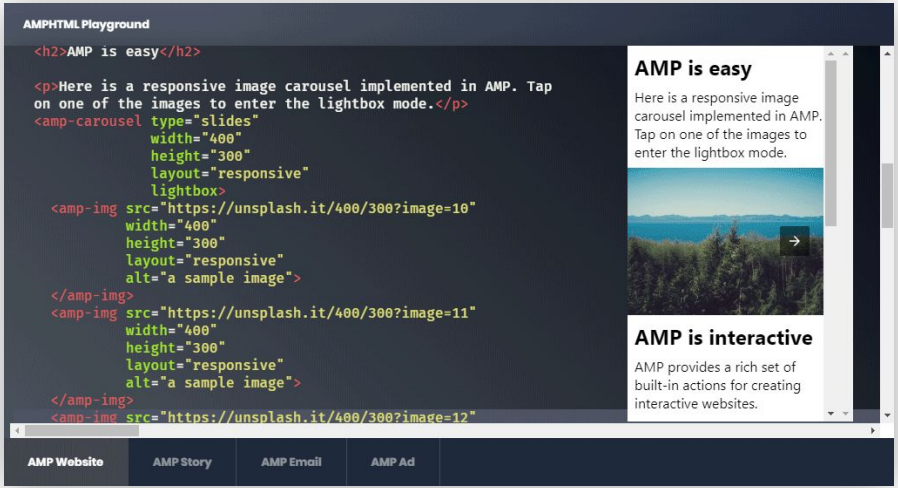




Manter um site rápido pode requerer times especializados e/ou profissionais com skills específicas

AMP traz uma solução

O framework HTML open-source traz um caminho simples e lógico para criar conteúdo web que é rápido, carrega instantaneamente e prioriza a experiência do usuário acima de todas as outras coisas





AMP é um framework de componente web para criar experiências rápidas e user-first nos seus websites

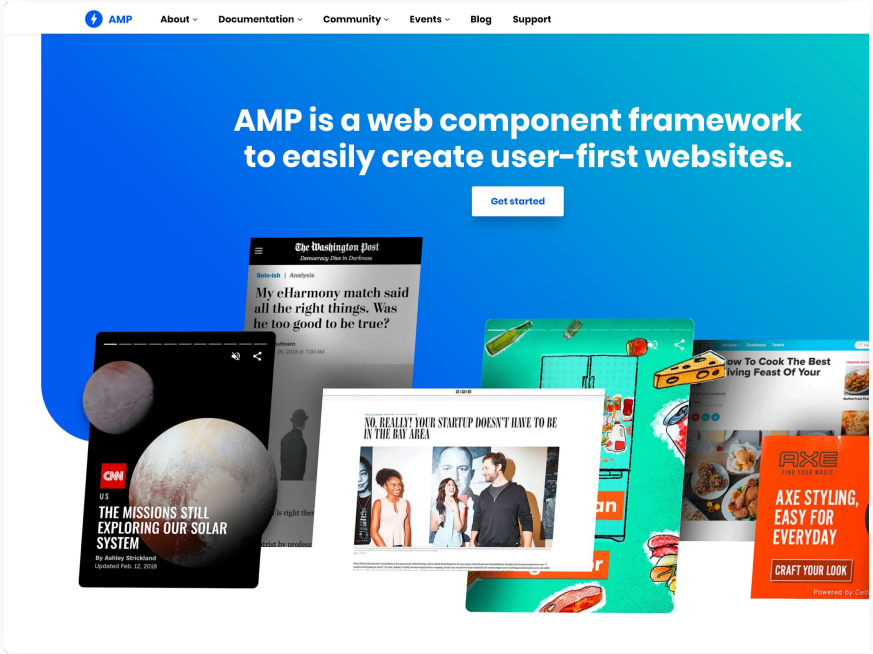
Começar a usar AMP é fácil

Se você usar um CMS popular, é só pedir suporte:

cafe24 shopify

EC-CUBE WordPress AMP Plugin

Documentação completa em amp.dev



Proprietary + Confidential

AMP Conf

April 17 - 18

AMP Conf 2019

ようこそ from Tokyo, Japan

Get livestream updates



AMP Websites

AMPHTML Ads

AMP Stories

AMP Emails

What's next for **AMP Ads**



Coverage



Capabilities



Performance



Adaptive Ads

What's next for **AMP Stories**



Embeds



Animations

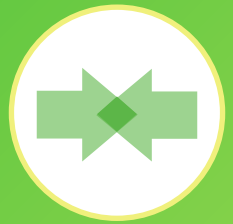


Reactions



Branching

What's next for **AMP Emails**



Compatibility



Video support



More components

What's next for **AMP Websites**



Payments



Adaptive CSS limit



Transitions



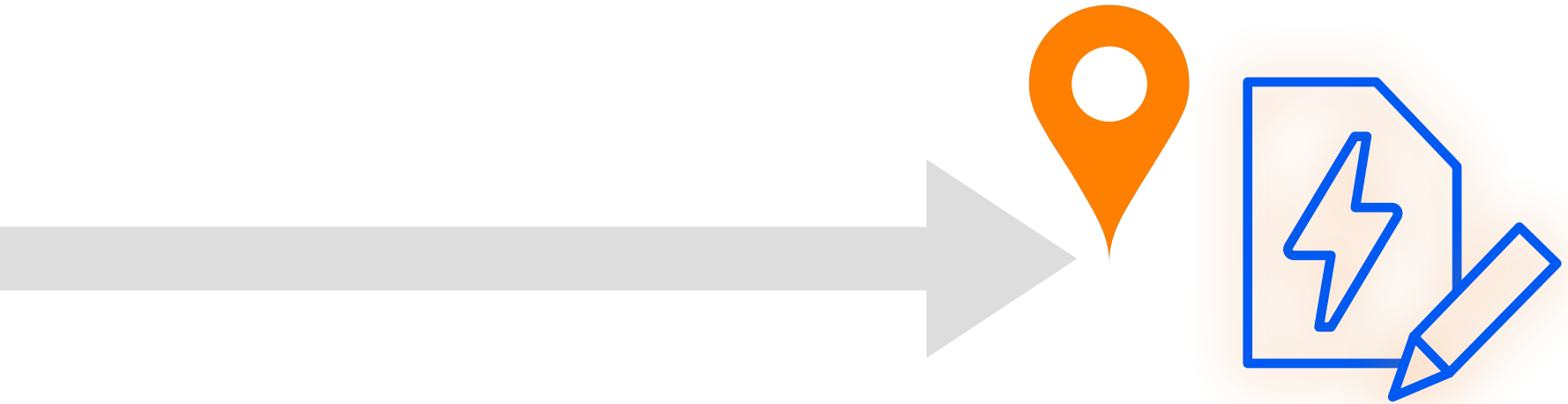
Stateful pages

One-line PWA for AMP

Objetivo: Todo site AMP-first será um PWA.

```
importScripts('https://cdn.ampproject.org/sw/amp-sw.js');
AMP_SW.init();
```

AMP first é o destino



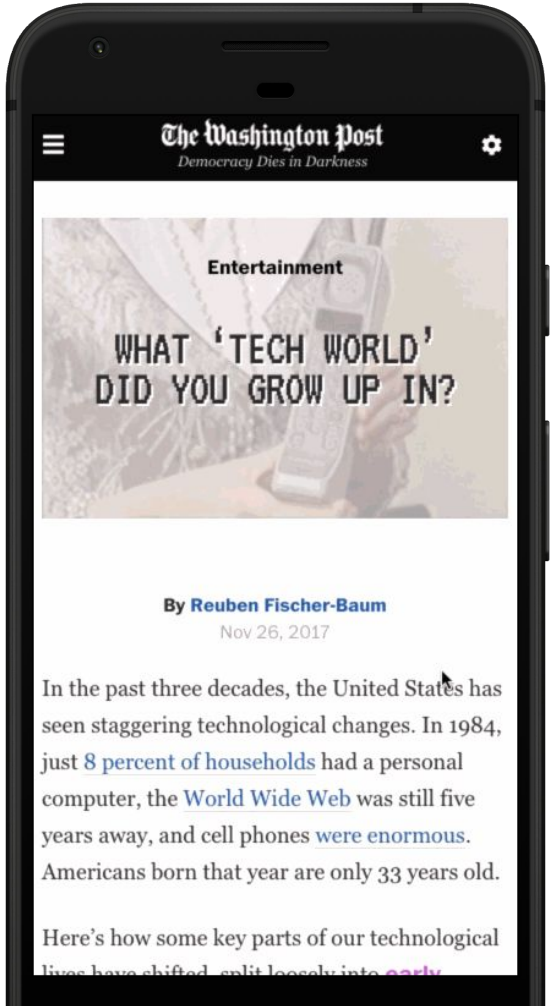
Terminando a última milha com **amp-script**



The Washington Post

amp-script demo

- Experiência interativa de visualização
- Comunicação com vários elementos





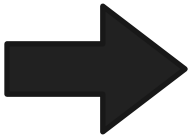
Bento AMP



Bento AMP

Nível de componente -ganhos de usabilidade

Um ponto de partida





AMP webpages

Toda performance e UX garantida

Carregamento instantâneo e embedável

Proprietary + Confidential

AMP Conf - lançamentos

- Support for AMP **signed exchange** linking in Search
- **amp-script** developer preview
- AMP **stories travel block** announcement
- **Story monetization options**
- **Analytics:** AMP Readiness Tool chrome extension, AMP ID Verifier, Data Studio analysis templates
- **amp-experiment 2.0**
- **UI components**: video docking, input masking, amp-list infinite scroll, amp-recaptcha
- **PWA “1-line service worker”**

AMP evoluiu e proporciona boas experiências em diferentes formatos



AMP Websites

Easily build great experiences across the web



AMP Stories

Create visual stories on the web



AMP Ads

Build and serve lightning fast, safe ads



AMP Emails

Send interactive, dynamic emails to your customers

Entretanto, muitos parceiros ainda acreditam que páginas AMP são apenas versões simplificadas das páginas mWeb...

… e oferecem experiências limitadas



	mWeb	AMP
Layout nativo	✓	✗
Menu superior	✓	✗
Galeria	✓	✗
Notificações	✓	✗
Log in	✓	✗
Assinatura	✓	✗
Publicidade	✓	✓



Levando sua estratégia AMP para o próximo nível

1. Forneça a mesma **usabilidade** em páginas AMP e non-AMP

2. Utilize todos os recursos disponíveis para **monetização** e obtenha o máximo de rentabiliade

Forneça a mesma usabilidade em páginas AMP e non-AMP

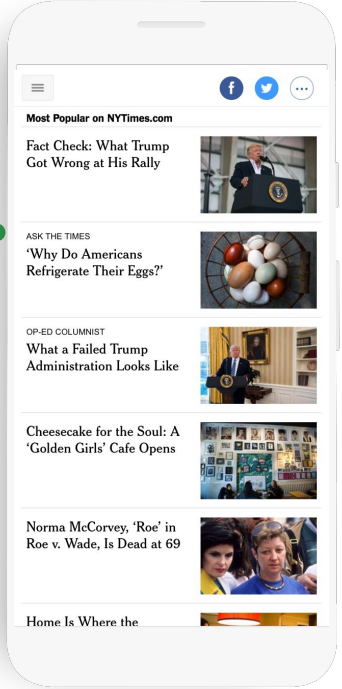


Logo e Layout padrões

Menu de Navegação

Social Sharing

Notícias relacionadas

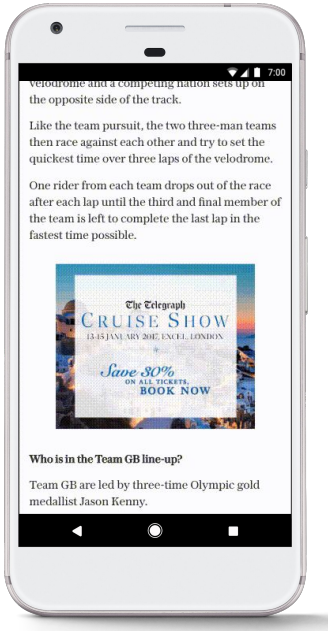


E mais: galerias, vídeos embedados, conteúdo de áudio, "clique para ler mais", auto complete para pesquisas, notificações....
Lista completa em The AMP Component Catalogue

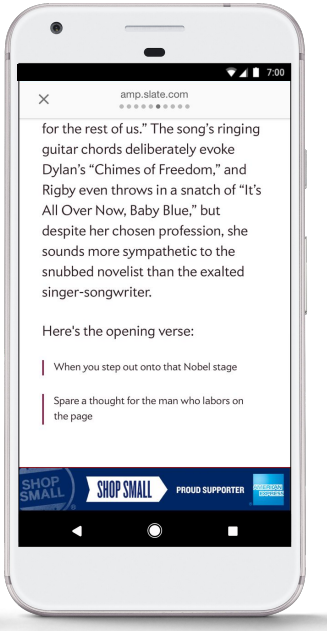
Utilize todos os recursos disponíveis para monetização

Formatos

Banner ads



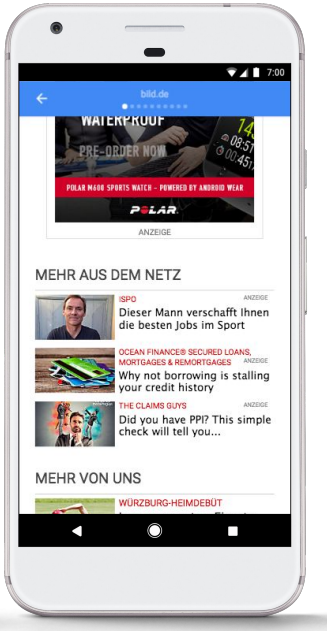
Sticky ads



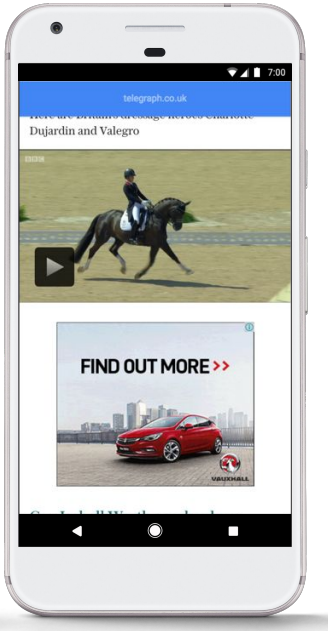
Flying carpet



Promoted content

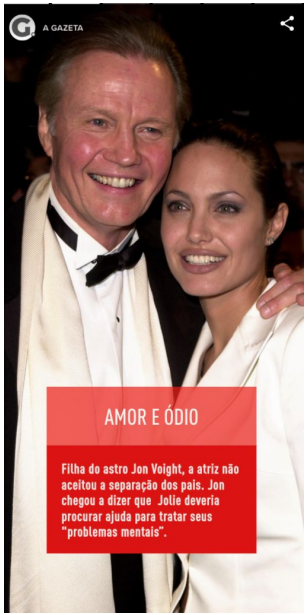


Video ads



AMP Stories - A Gazeta (ES)





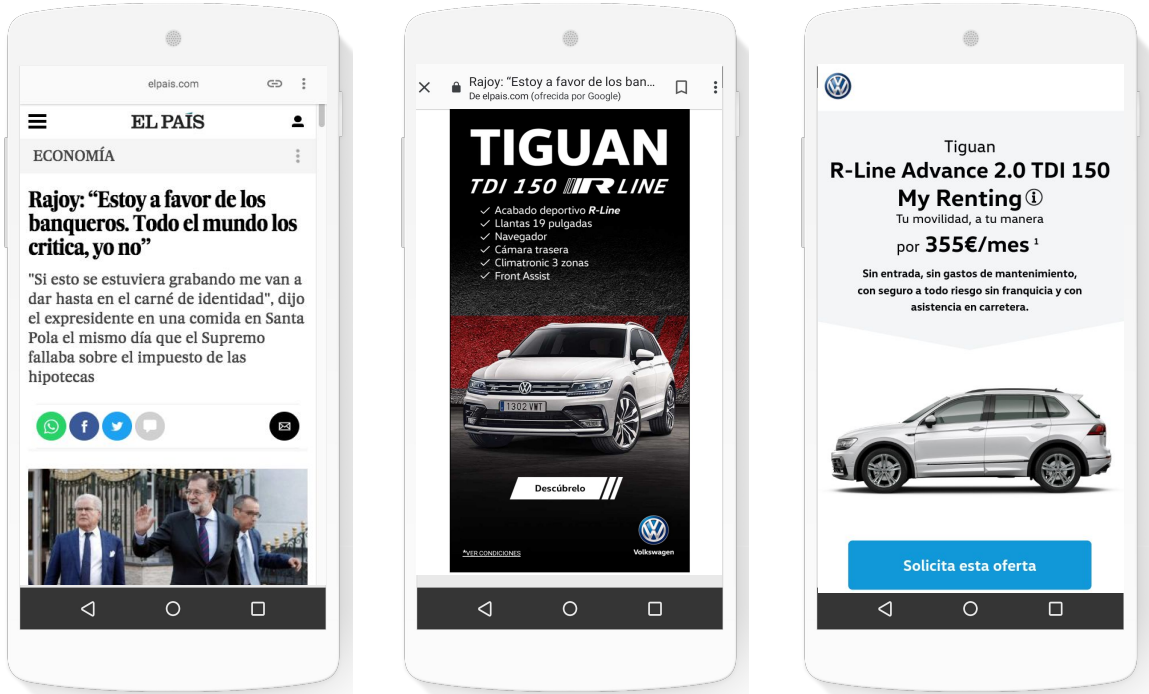




E qual é o próximo passo no universo AMP?

Volkswagen & El País

Primeira campanha end-to-end AMP



Google

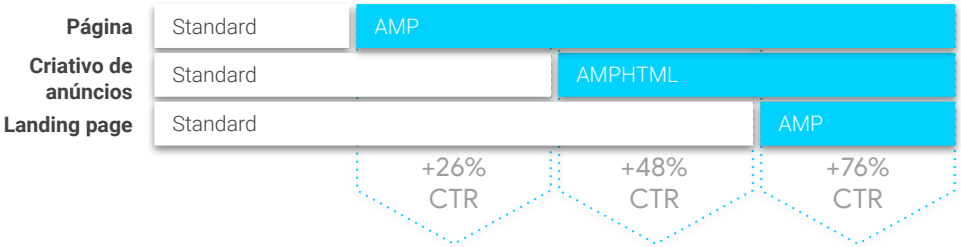
Volkswagen & El País

Primeira campanha end-to-end AMP

+ 87% CTR

- 43% CPA

+ 76% Conversões





Google

AMP Landing Page



Regular Landing Page



Demo Only

Non-A4A



00:00

A4A



00:00

MAY 22, 2017

CNBC sees mobile speed and engagement gains with AMP



22%

Increase in mobile search users returning to CNBC.com in 7 days

4X

Decrease in mobile page load time

OCTOBER 7, 2016

Wired AMP's its 20+ year archive to meet audiences online



25%

Increase in CTR from search results

+63%

In CTR on ads in AMP Stories

100K

Stories AMP'ed from 20+ year archive

OCTOBER 7, 2016

AMP helps the Washington Post increase returning users from mobile search by 23%



23%

Increase in mobile search users who return within 7 days

88%

Improvement in load time for AMP content versus traditional mobile web

1000+

Articles the Washington Post publishes in AMP HTML daily

Recap

- Cada vez mais usuários no Brasil utilizam Web no mobile;
- Precisamos construir experiências mobile-first para esses usuários;
- O AMP se apresenta como uma solução eficaz para o problema;
- Novas funcionalidades surgindo em AMP para diversas verticais (Tokyo Conf);
- Anunciantes, publishers e varejistas alcançando sucesso com AMP.


brigado!