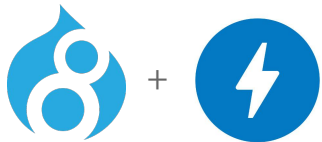
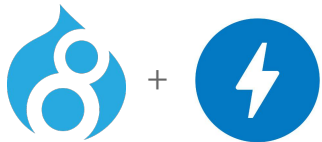


Drupal in a Google AMP world

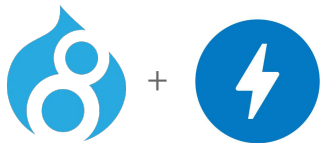
@bighappyface - DrupalCon Vienna



Thank you DrupalCon

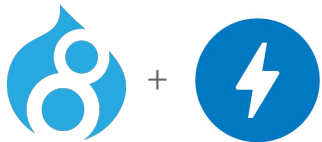


Overview



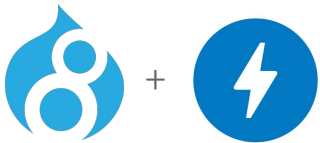
What is AMP?

How will AMP make things better for me?

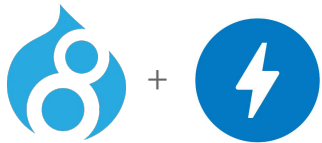


What is involved with making my Drupal instance
AMP ready?

Questions/Discussion



What is AMP?



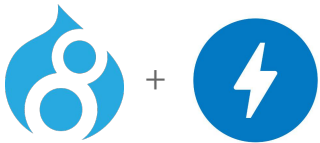
What is AMP?

Principles

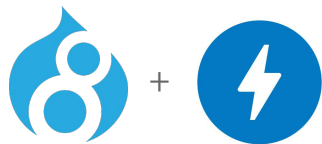
AMP HTML

AMP JS

AMP CACHE



Learn all of the AMP things!
ampproject.org

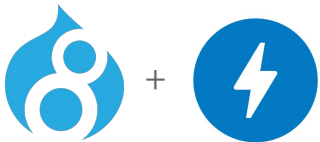


Principles

User Experience > Developer Experience > Ease of Implementation

Only do things if they can be made fast

Prioritise things that improve the user experience – but compromise when needed



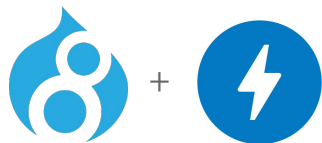
AMP HTML

HTML with some restrictions

Custom document attribute - `<html ⚡>`

No external CSS - `<style amp-custom></style>`

Full tag substitutes - `<amp-img>`



```
1 <!doctype html>
2 <html amp lang="en">
3   <head>
4     <meta charset="utf-8">
5     <script async src="https://cdn.ampproject.org/v0.js"></script>
6     <title>Hello, AMPs</title>
7     <link rel="canonical" href="http://example.ampproject.org/article-metadata.html">
8     <meta name="viewport" content="width=device-width,minimum-scale=1,initial-scale=1">
9     <script type="application/ld+json">
10      {
11        "@context": "http://schema.org",
12        "@type": "NewsArticle",
13        "headline": "Open-source framework for publishing content",
14        "datePublished": "2015-10-07T12:02:41Z",
15        "image": [
16          "logo.jpg"
17        ]
18      }
19    </script>
20    <style amp-boilerplate>body{-webkit-animation:-amp-start 8s steps(1,end) 0s 1 normal both;-moz-animation:-amp-start 8s steps(1,end) 0s 1 normal both;-ms-animation:-amp-start 8s steps(1,end) 0s 1 normal both;animation:-amp-start 8s steps(1,end) 0s 1 normal both}@-webkit-keyframes -amp-start{from{visibility:hidden}to{visibility:visible}}@-moz-keyframes -amp-start{from{visibility:hidden}to{visibility:visible}}@-ms-keyframes -amp-start{from{visibility:hidden}to{visibility:visible}}@-o-keyframes -amp-start{from{visibility:hidden}to{visibility:visible}}@keyframes -amp-start{from{visibility:hidden}to{visibility:visible}}</style><noscript><style amp-boilerplate>body{-webkit-animation:none;-moz-animation:none;-ms-animation:none;animation:none}</style></noscript>
21  </head>
22  <body>
23    <h1>Welcome to the mobile web</h1>
24  </body>
25 </html>
```

AMP JS

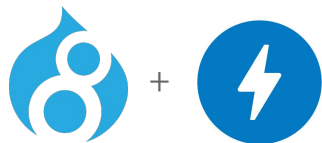
A part of AMP - Not a custom dev framework

Ensures the fast rendering of AMP HTML pages

Loads resources asynchronously

Defines AMP HTML elements

Implements conventions and validation



```
1 <!doctype html>
2 <html amp lang="en">
3   <head>
4     <meta charset="utf-8">
5     <script async src="https://cdn.ampproject.org/v0.js"></script>
6     <title>Hello, AMPs</title>
7     <link rel="canonical" href="http://example.ampproject.org/article-
8 metadata.html">
9     <meta name="viewport" content="width=device-width,minimum-
10 scale=1,initial-scale=1">
11     <script type="application/ld+json">
12       {
13         "@context": "http://schema.org",
14         "@type": "NewsArticle",
15         "headline": "Open-source framework for publishing content",
16         "datePublished": "2015-10-07T12:02:41Z",
17         "image": [
18           "logo.jpg"
19         ]
20       }
21     </script>
22     <style amp-boilerplate>body{-webkit-animation:-amp-start 8s steps(1,end)
23 0s 1 normal both;-moz-animation:-amp-start 8s steps(1,end) 0s 1 normal
24 both;-ms-animation:-amp-start 8s steps(1,end) 0s 1 normal both;animation:-
```

AMP Cache

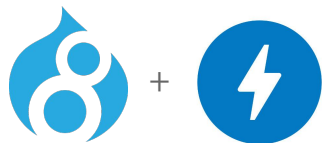
CDN for delivering all valid AMP documents

Guarantees performance

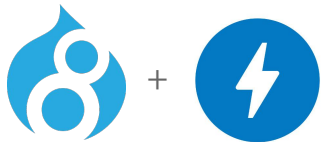
AMP document validation

HTTP/2

FREE!



How will AMP make things
better for me?

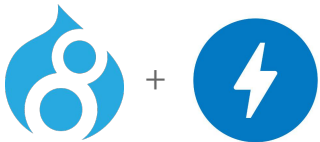


How will AMP make things better for me?

Better user experience

Reduced complexity

More consistency

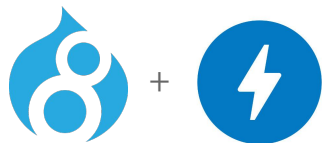


Better user experience

Fast loads with mobile-first profile

Validation improves reliability of pages

Better interactions with AMP components

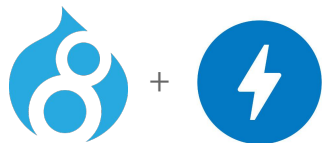


Reduced complexity

Limits on CSS (50KB, prevents use of slow styles)

Only AMP elements are supported, guaranteed performance

Principles and docs provide guidance and context

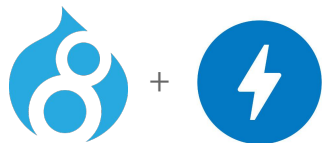


More consistency

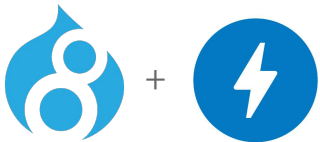
CDN improves global/device consistency

Validation enforces consistent profile

Principles and docs help consistent development



What is involved with making my
Drupal instance AMP ready?

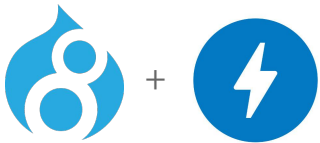


What is involved with making my Drupal instance AMP ready?

AMP contrib module

AMP contrib theme

Analytics



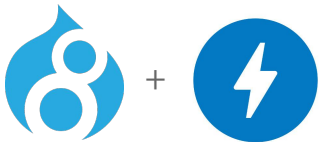
AMP contrib module

<https://www.drupal.org/project/amp>

Requires Lullabot AMP library

Configurations, display modes and text formats

Handles lots of AMP elements (e.g. `<amp-analytics>`)

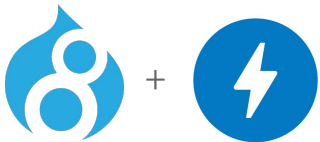


AMP contrib module

?amp query parameter for AMP version

AMP URLs go to AMP view mode for content type

AMP library can rewrite HTML from content fields via field format

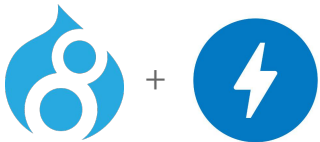


AMP contrib theme

<https://www.drupal.org/project/amptheme>

Base theme can not be set default

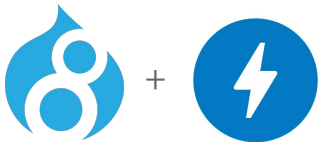
Base theme can not be default for AMP configs



AMP contrib theme

Custom Subtheme recommended

ExAMPLE Subtheme provides guidance

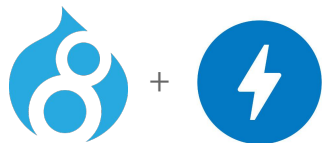


Analytics

AMP-specific analytics and ad tags

`<amp-pixel>` or `<amp-analytics>`

AMP-managed Client ID

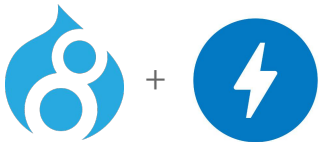


Analytics

Impact on URLs (e.g. ?amp)

AMP Cache URLs vs domain URLs

<https://www.google.com/amp/s/amp.cnn.com/cnn/2017...>



Thank you!

@bighappyface

