



# DRUPAL CON VIENNA



## Instant Speed

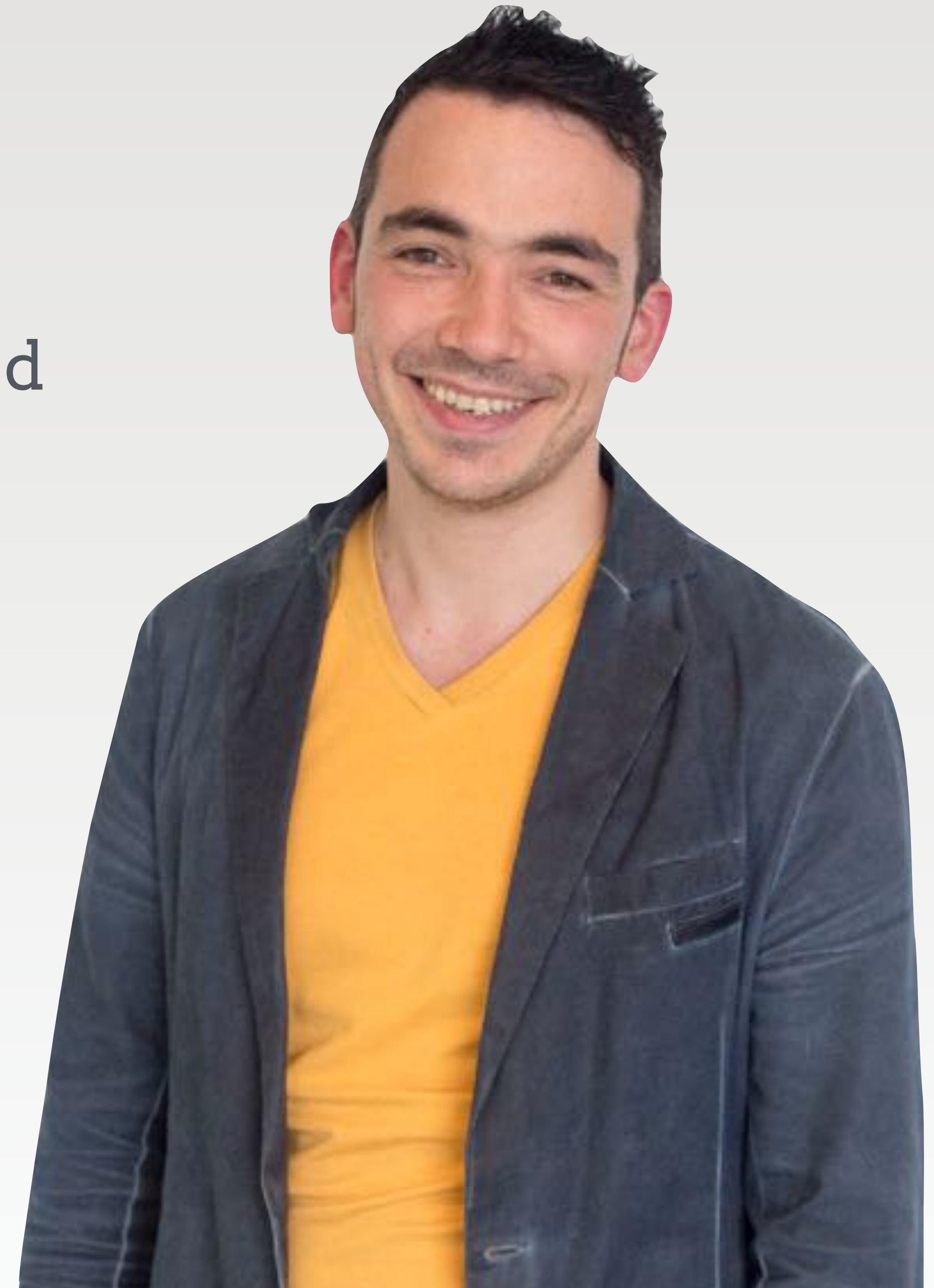
with Google AMP and Facebook Instant Articles

Baris Wanschers



# Baris Wanschers

- ⚡ Front-end developer & accessibility-nerd
- ⚡ Chair of the Dutch Drupal Foundation
- ⚡ Founder & partner at LimoenGroen
- ⚡ Maintain 15 modules & wrote some patches for Drupal core





**LimoenGroen**  
sustainable websites



Accessibility as a business proposition  
Thursday, 13:35, Schubert 3



# Eva Jinek online

vandaag dinsdag 23 mei   eva's nieuws   onderwerpen   uitzendingen   chatbot   kro ncrv   npo

# eva JINEK

Hoe Instagram het strijdtoneel werd van de Iraanse verkiezingen

Lees je hier

VOLGEN  

See: <https://evajinek.kro-ncrv.nl/>



**DIA**

DUTCH  
INTERACTIVE  
AWARDS

# FBIA & AMP

- ⚡ **Facebook Instant Articles** is a technique to display Facebook articles to mobile visitors rapidly.
- ⚡ **Accelerated Mobile Pages** is comparable, but only for search results in Google Chrome mobile. Google will display AMP-articles higher in the search results.



Google Developers

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Presents:

Intro to AMP





# Speed is key

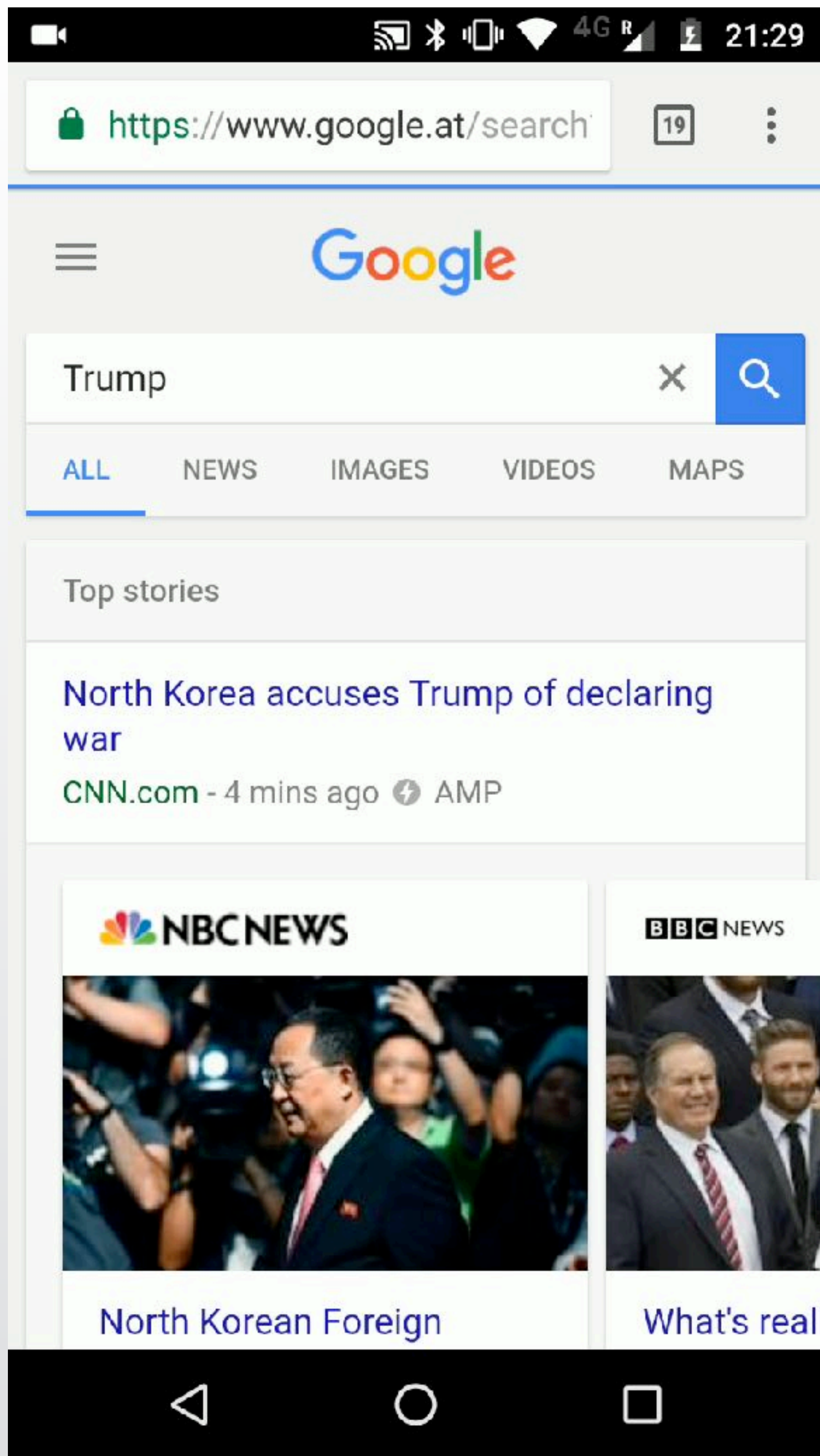
- ⚡ Research shows that 40% of websites visitors leave when a page is not being displayed **within 3 seconds.** \*
- ⚡ Slow loading times are often caused by an overload of plugins / ads and tracking software.

# 2015 according to pingdom.com

- ⚡ Average number of http requests: 89
- ⚡ Average images: 42
- ⚡ Average JavaScripts: 21
- ⚡ Average page size: 3Mb
- ⚡ Average load time: 5 seconds

# How does it work?

- ⚡ Both techniques work by pre-fetching content on their own servers.
- ⚡ By only allowing a limited, specific set of HTML-elements they gain full control over the page build process.
- ⚡ Both techniques require a specific page-variant.



# Google AMP

- ⚡ Icon indicates that it is an AMP page
- ⚡ Slider with relevant AMP items
- ⚡ Slide to other sites from the detail page
- ⚡ Share like you are used to (to social platforms, WhatsApp, etc)



# Facebook IA

- ⚡ Identical icon as AMP
- ⚡ The bottom of the detail page lists multiple Instant Articles from the same website
- ⚡ Slide to other articles from the same site
- ⚡ Sharing only within Facebook

# Why would you use it?

- ⚡ Speed! Load times of less than 1 sec.
- ⚡ According to Facebook: 10x faster, 20x more reads and 70% less chance of people abandoning the website
- ⚡ According to Google: 4x faster while using 10x less data
- ⚡ More control over the display due to a limited set of elements.



 NATIONAL GEOGRAPHIC

 LIKE

## Quest for a Superbee

Can the world's most important pollinators be saved? How scientists and breeders are trying to create a hardier honeybee.

BY CHARLES C. MANN  
PHOTOGRAPHS BY ANAND VARMA  
MAY 12, 2015, 5:00 AM

Brother Adam must have known he had become a beekeeper at an unlucky time. It was 1915, and he was a 16-year-old novice at

was 1915, and he was a 16-year-old novice at  
become a beekeeper at an unlucky time. If  
Brother Adam must have known he had

# FB Instant Articles

 Autoplay video

By the 1980s Buckfast bees were sold across the world. Bee breeders are rare. Brother Adam had become something even rarer: an apiculture celebrity.



### Honeybee Metamorphosis

From tiny hatching eggs to quivering pupae to hair-sprouting adults, worker honeybees develop at lightning speed thanks to a time-lapse video of 2,500 images.

👍 LIKE 17    💬 COMMENT 2    ➦ SHARE

But honeybees were again under assault. An Asian mite with the evocative name of *Varroa destructor* had invaded Europe and America. “Only a fully resistant, genetically

America. “Only a fully resistant, genetically  
*Varroa destructor* had invaded Europe and  
Asian mite with the evocative name of  
the honeybees were again under assault.

# FB Instant Articles

- ⚡ Autoplay video
- ⚡ Tap to zoom photos

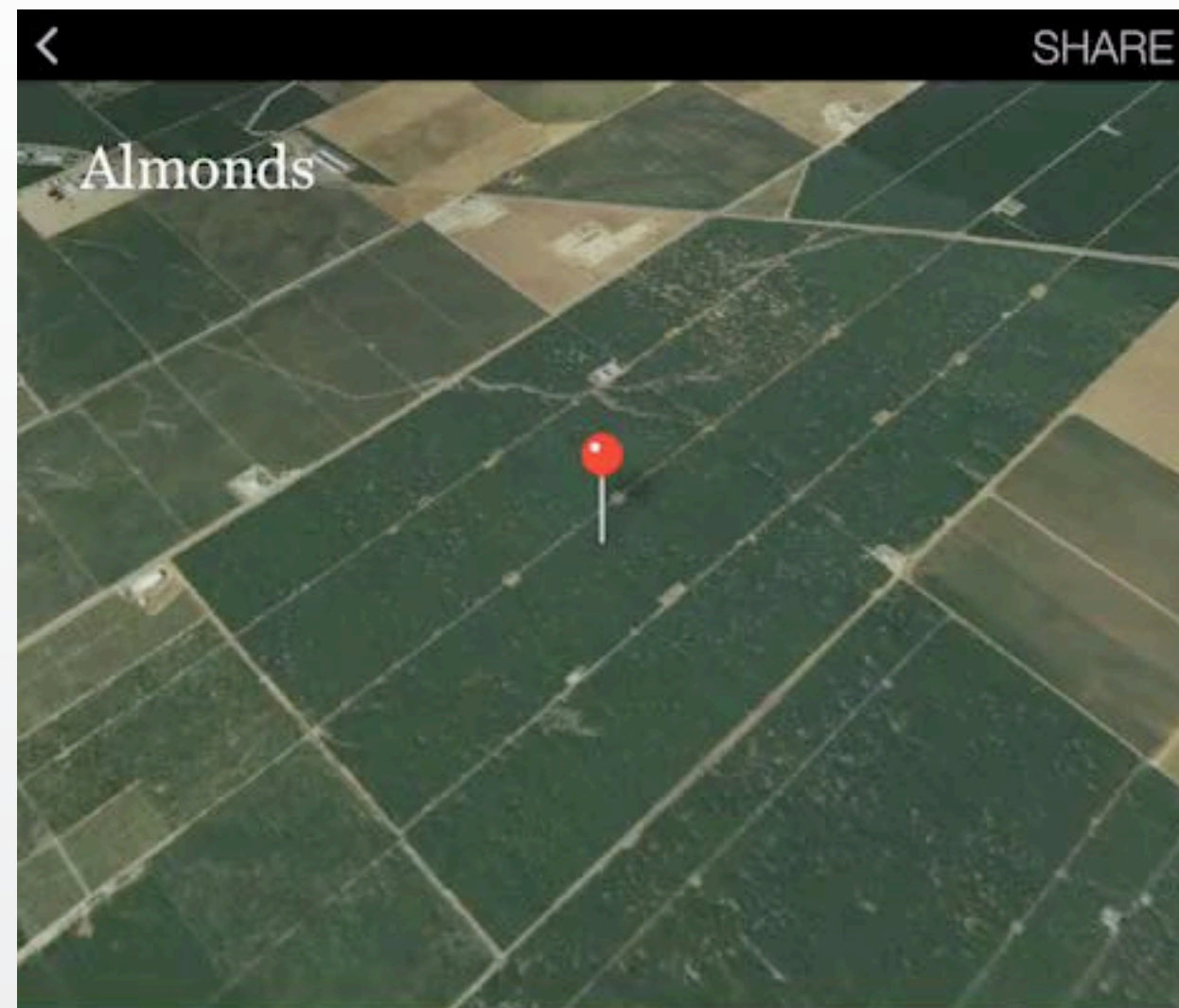




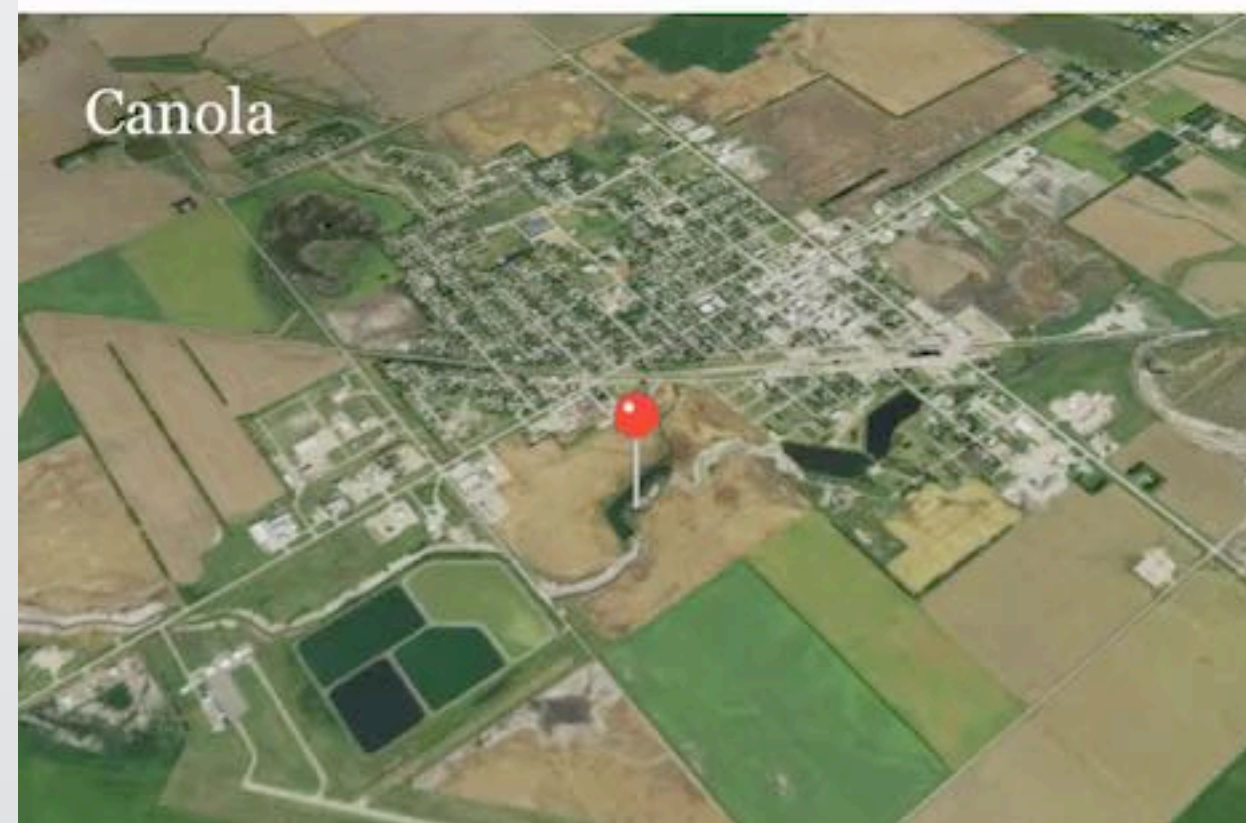
# FB Instant Articles

- ⚡ Autoplay video
- ⚡ Tap to zoom photos
- ⚡ Tilt to view photos

👍 LIKE 13    💬 COMMENT    ➦ SHARE 1



SAN JOAQUIN VALLEY, CALIFORNIA  
The \$2.8 billion almond industry could not exist without honeybee pollination. There are 1.7 million pollinated acres in California.



# FB Instant Articles

- ⚡ Autoplay video
- ⚡ Tap to zoom photos
- ⚡ Tilt to view photos
- ⚡ Interactive maps

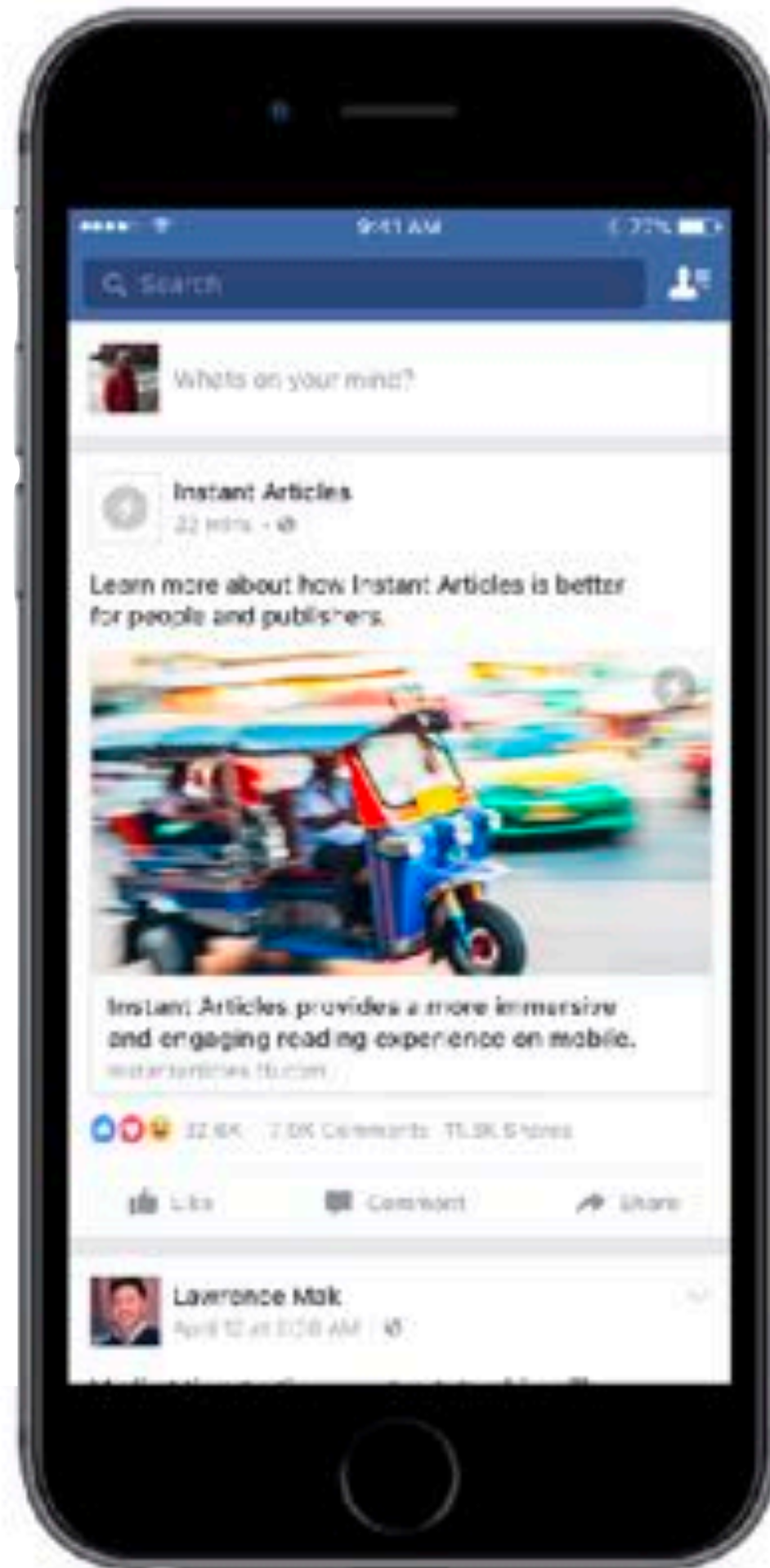
# Instant Articles

Better for people. Better for publishers.

20%

More clicks

As people see more Instant Articles in News Feed, they read 20% more Instant Articles than mobile web articles on average.



70%

Less likely to abandon

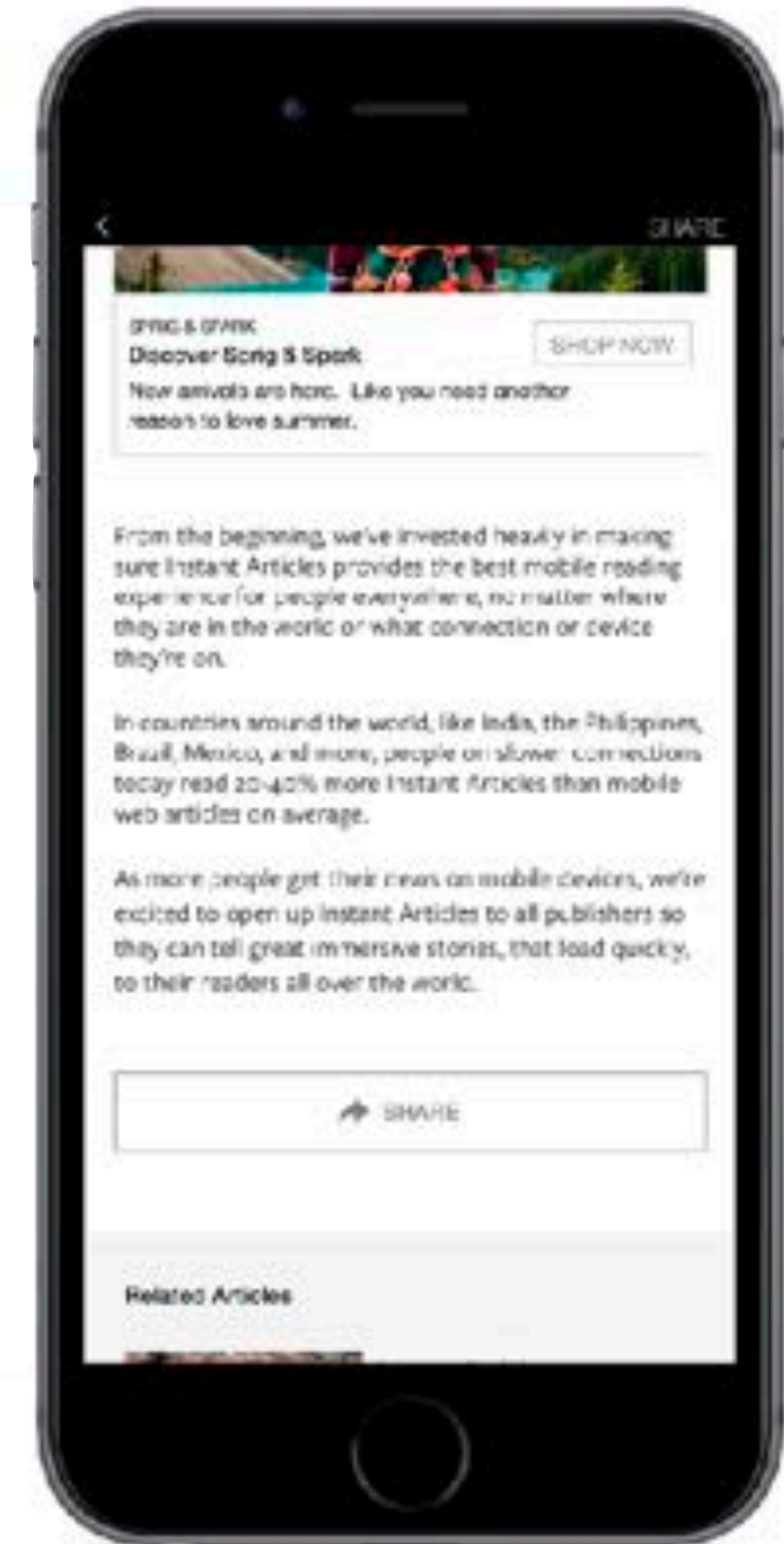
Once they click, they're over 70% less likely to abandon the article because they're not stuck waiting for it to load.



30%

More shares

People share 30% more Instant Articles than mobile web articles on average, amplifying the reach of your Stories in News Feed.



Learn more and sign up at [instantarticles.fb.com](http://instantarticles.fb.com) today.

# Why not to use it?

- ⚡ Harder to implement ads and tracking codes.
- ⚡ It requires extra effort for web developers. Not all HTML5 elements are supported. Nor all features (eg comments).
- ⚡ They might change the display or positioning in relation to other content.



AMP



# Open Source

- ⚡ Source code is published on Github
- ⚡ You can submit pull requests for adding new plugins
- ⚡ Open for other companies to use it

# How to implement AMP

- ⚡ Create a specific AMP version of every page (node/1/amp)

# How to implement AMP

- ⚡ Create a specific AMP version of every page (node/1/amp)
- ⚡ Point in the HTML version to the AMP version and v.v.

```
<link rel="amphtml" href="https://www.example.com/url/to/amp/document.html">
```

```
<link rel="canonical" href="https://www.example.com/url/to/full/document.html">
```



# How to implement AMP

- ⚡ Create a specific AMP version of every page (node/1/amp)
- ⚡ Point in the HTML version to the AMP version and v.v.
- ⚡ Use schema.org markup to explain the page to Google

```
<script type="application/ld+json">{
  "@context": "http://schema.org",
  "@type": "NewsArticle",
  "headline": "Waarom het tijd is voor een frisse wind binnen ons
(eeuwenoude) schoolstelsel",
  "dateModified": "2017-09-25T20:10:07+02:00",
  "datePublished": "2017-09-25T19:30:04+02:00",
  "author": { "@type": "Person", "name": "Redactie" },
  "publisher": {
    "@type": "Organization",
    "name": "Eva Jinek",
    "logo": {
      "@type": "ImageObject",
      "url": "https://evajinek.kro-ncrv.nl/sites/all/themes/jinek/logo.png",
      "width": 209,
      "height": 60
    }
  }
},
  "description": "\u003Cp\u003EDe wereld verandert continu, maar scholen
werken al 150 jaar op dezelfde manier. En dat is zonde, want het kan veel
```

# How to implement AMP

- ⚡ Create a specific AMP version of every page (node/1/amp)
- ⚡ Point in the HTML version to the AMP version and v.v.
- ⚡ Use schema.org markup to explain the page to Google
- ⚡ Only inline CSS (max 50k)

```
<style amp-custom>
```

# How to implement AMP

- ⚡ No custom javascript allowed, only async optimised scripts

```
<script async custom-element="amp-twitter"  
  src="https://cdn.ampproject.org/v0/amp-twitter-0.1.js"></script>
```

```
<amp-twitter width="390" height="50"  
  layout="responsive"  
  data-tweetid="638793490521001985">  
</amp-twitter>
```

# How to implement AMP

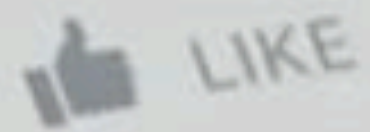
- ⚡ No custom javascript allowed, only async optimised scripts
- ⚡ Also special tags required for images, audio, video, ads, iframes and social media embeds.

```
<amp-img  
  src="wide.jpg"  
  width="640"  
  height="480"  
  srcset="wide.jpg 640w, narrow.jpg 320w">  
</amp-img>
```

# AMP components / tags

- ⚡ amp-ad
- ⚡ amp-analytics
- ⚡ amp-pixel
- ⚡ amp-accordion
- ⚡ amp-carousel
- ⚡ amp-iframe
- ⚡ amp-lightbox
- ⚡ amp-sidebar
- ⚡ amp-audio
- ⚡ amp-soundcloud
- ⚡ amp-facebook-comments
- ⚡ and many more

42 LIKES 5 COMMENTS



LIKE



COMMENT



SHARE



Mike Matas

4 HRS · PAPER ·

The only thing faster than these world class cyclists is the load time on this instant article.



**facebook** Instant Articles

... is full of surprises  
... Phinney fell...

# Implementing FBIA: setup

- ⚡ Sign in on FB and activate FBIA on a page you maintain
- ⚡ Download the app Facebook Page Manager

## Tools

Use these tools to set up and manage your Instant Articles.

### ▼ Connect Your Site


To connect your site, add the meta tag below to the <head> tag in your website's HTML and then enter the URL of your site in the field below. [Learn more about connecting your site with Instant Articles.](#)


```
<meta property="fb:pages" content="1376730995880746" />
```


#### WordPress plugin users

Use 1376730995880746 as the Page ID in the settings of the Instant Articles plugin for WordPress.

#### Your Registered URLs

https://www.evajinek.nl 

https://staging.evajinek.nl 

http://test.evajinek.nl 

#### URL

http://

### ▼ Production RSS Feed

Connect your RSS feed for Instant Articles here. [Learn more about automated publishing options, including API.](#)

RSS Feed URL Updated for the last time 30 seconds ago. 

Feed Requires HTTP Authentication

Import all articles as drafts

### ▼ Development RSS Feed

[Learn more about development RSS feeds.](#)

RSS Feed URL Updated for the last time 4 minutes ago. 

Feed Requires HTTP Authentication

# Implementing FBIA: connect



# Implementing FBIA: styles

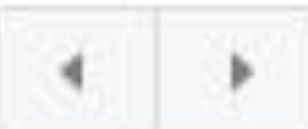
## ▼ Styles ⓘ

Customize the look and feel of your articles with one or more unique style templates. [Learn more about customizing the look of your articles.](#)

default

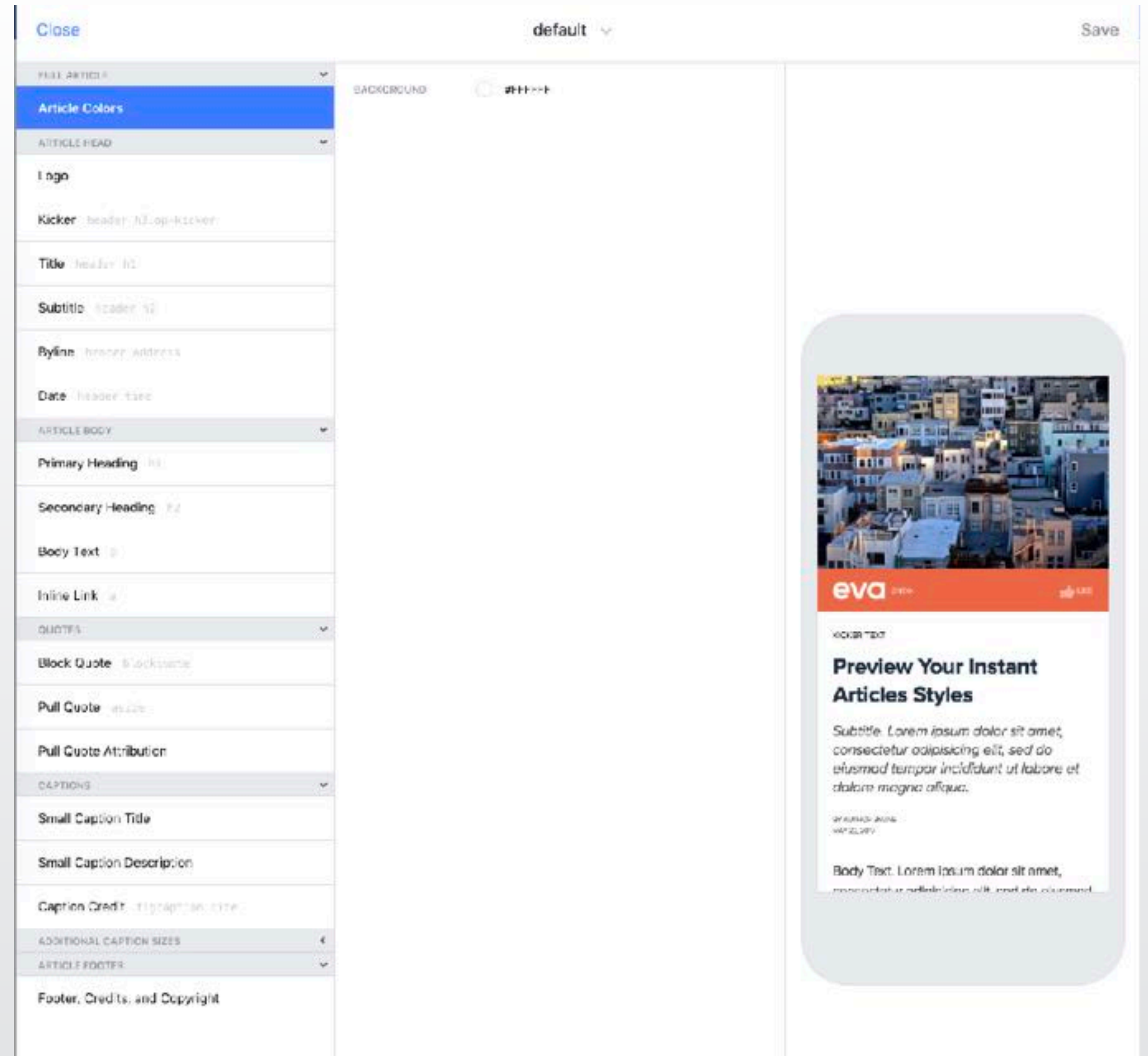
[+ Add Style](#)

Showing 1–1 of 1



# Style Editor

- ⚡ Manager colors, fonts, logo.
- ⚡ Has a preview option.



# Development articles

- ⚡ Using RSS or API
- ⚡ RSS needs encoded HTML.
- ⚡ Articles can be changed from within Facebook

Development Articles					Set Up	+ Create
Actions		Filters			◀ ▶	
<input type="checkbox"/>	Title	Last Updated	Status	Edit		
<input type="checkbox"/>	Nieuws	02/03/2017 at 1:32pm RSS Feed	Unpublished			
<input type="checkbox"/>	TestUpdatesNogmaals	02/03/2017 at 1:18pm RSS Feed	Unpublished			
<input type="checkbox"/>	CDATA Script Test	02/03/2017 at 1:47pm RSS Feed	Unpublished			
<input type="checkbox"/>	TestUpdatesNogmaals	01/25/2017 at 10:24am RSS Feed	Unpublished			
<input type="checkbox"/>	TestVideo	01/11/2017 at 4:29pm RSS Feed	Unpublished			
<input type="checkbox"/>	TestArtikkelImageGallery	01/12/2017 at 3:06pm RSS Feed	Unpublished			
<input type="checkbox"/>	Nog even over gisteravond: Gerrit van de Kamp vertelt waarom de politie het niet meer goed kan doen bij ons	01/05/2017 at 2:11pm RSS Feed	Unpublished			
<input type="checkbox"/>	Roland Duong en Gijs Staverman gaan op zoek naar de waarheid achter de prijsvechters	01/05/2017 at 2:11pm RSS Feed	Unpublished			

# Production articles

- ⚡ Using RSS or API
- ⚡ RSS needs encoded HTML.
- ⚡ Articles can be changed from within Facebook

Production Articles					Set Up	+ Create
Actions		Filters		◀ ▶		
<input type="checkbox"/>	Title	Last Updated	Status	Edit	Insights	
<input type="checkbox"/>	Zonder vaccins zouden we er zo bij lopen	05/22/2017 at 5:52pm RSS Feed	Live			
<input type="checkbox"/>	Sarah (20): "Mijn grootouders zijn voor Trump, dat maakt me zo trots!"	05/22/2017 at 6:01pm RSS Feed	Live			
<input type="checkbox"/>	Arnon Grunberg: Oproep tot boycot valt onder vrijheid van meningsuiting	05/19/2017 at 4:21pm RSS Feed	Live			
<input type="checkbox"/>	Hoe de wereld eruit zou zien als onze stereotypes precies omgekeerd waren	05/19/2017 at 4:06pm RSS Feed	Live			
<input type="checkbox"/>	De meest veelzeggende tijdschriftcovers van de afgelopen maand	05/19/2017 at 2:42pm RSS Feed	Live			
<input type="checkbox"/>	Twintigers hebben het minder makkelijk dan wij denken, zegt deze babyboomer	05/18/2017 at 6:31pm RSS Feed	Live			
<input type="checkbox"/>	Bekijk dit persoonlijke onderonsje met Eva	05/18/2017 at 12:31pm RSS Feed	Live			
<input type="checkbox"/>	Zo ziet 5 jaar burgeroorlog in Syrië eruit...vanuit de ruimte	05/18/2017 at 12:26pm RSS Feed	Live			

# Implementing FBIA: review

- ⚡ Create 5 articles and submit them to FB for review
- ⚡ It will take 1-3 days to get feedback

# Example article 1/2

```
<!doctype html>
<html lang="en" prefix="op: http://media.facebook.com/op#">
  <head>
    <meta charset="utf-8">
    <link rel="canonical" href="http://instantarticles.fb.com/example1">
    <link rel="stylesheet" title="default" href="#">
    <title>Instant Articles</title>
    <meta property="fb:article_style" content="Test Article Style">
  </head>
  <body>
    <article>
      <header>
        <!-- The header image shown inside your article -->
        <figure data-mode=aspect-fit>
          <video loop>
            <source src="http://fb.me/ia-video-ia_b_roll.mov" type="video/mov" />
          </video>
        </figure>
      </header>
    </article>
  </body>
</html>
```

# Example article 2/2

```
<!-- The title and subtitle shown in your article -->
<h1> Instant Articles </h1>
<h2>Get familiar with your new storytelling tools.</h2>

<!-- A kicker for your article -->
<h3 class="op-kicker">Introduction</h3>

<!-- The author of your article -->
<address>
  Instant Articles Team
</address>

<!-- The published and last modified time stamps -->
<time class="op-published" dateTime="2016-2-04T08:00">February 4th 2016, 8:00 AM</time>
<time class="op-modified" dateTime="2016-2-04T08:00">February 4th 2016, 8:00 AM</time>
</header>
</article>
```



# Example article via RSS

```
<item>
  <title>This is an Instant Article</title>
  <link>http://example.com/article.html</link>
  <guid>2fd4e1c67a2d28fced849ee1bb76e7391b93eb12</guid>
  <pubDate>2014-12-11T04:44:16Z</pubDate>
  <author>Mr. Author</author>
  <description>This is my first Instant Article. How awesome is this?</description>
  <content:encoded>
    <![CDATA[
      <!doctype html>
      <html lang="en" prefix="op: http://media.facebook.com/op#">
        <head>
          <meta charset="utf-8">
          <link rel="canonical" href="http://example.com/article.html">
          <meta property="op:markup_version" content="v1.0">
        </head>
        <body>
          <article>
            <header>
              <!-- Article header goes here -->
            </header>
          </article>
        </body>
      </html>
    </![CDATA[
  </content:encoded>
</item>
```



# FBIA SDK for PHP\*

## ⚡ **Elements**

Instant Article Markup renderer

## ⚡ **Transformer**

Engine which transforms HTML into Elements objects

## ⚡ **Client**

Client to publish Instant Articles

\* See: <https://developers.facebook.com/docs/instant-articles/sdk>

# FBIA SDK: Elements

```
$article =
  InstantArticle::create()
    ->withCanonicalUrl('http://foo.com/article.html')
    ->withHeader(
      Header::create()
        ->withTitle('Big Top Title')
        ->withSubTitle('Smaller SubTitle')
        ->withPublishTime(
          Time::create(Time::PUBLISHED)
            ->withDatetime(
              \DateTime::createFromFormat(
                'j-M-Y G:i:s',
                '14-Aug-1984 19:30:00'
              )
            )
          )
        )
      )
    );
$article->render('<!doctype html>');
```

# FBIA elements

- ⚡ Blockquote
- ⚡ Body Text
- ⚡ Caption
- ⚡ Feedback
- ⚡ Footer
- ⚡ Image
- ⚡ List
- ⚡ Map
- ⚡ Pullquote
- ⚡ Slideshow
- ⚡ Video
- ⚡ and many more



milestones

CINEPLEX

WINNERS

adidas

spring sushi

SHARK CLUB  
SPORTS BAR GRILL

CINEPLEX IMAX

JACK ASTOR'S  
BARS and GRILL

WINNERS

FOR MAKING HEALTHY  
DECISIONS. MEET YOU HERE.

2017 Year of Silk Road Tourism  
CHINA BEYOND YOUR IMAGINATION

2017 Year of Silk Road Tourism  
CHINA BEYOND YOUR IMAGINATION

YONGE

milest

YONGE  
SQUARE

# Ads on Facebook

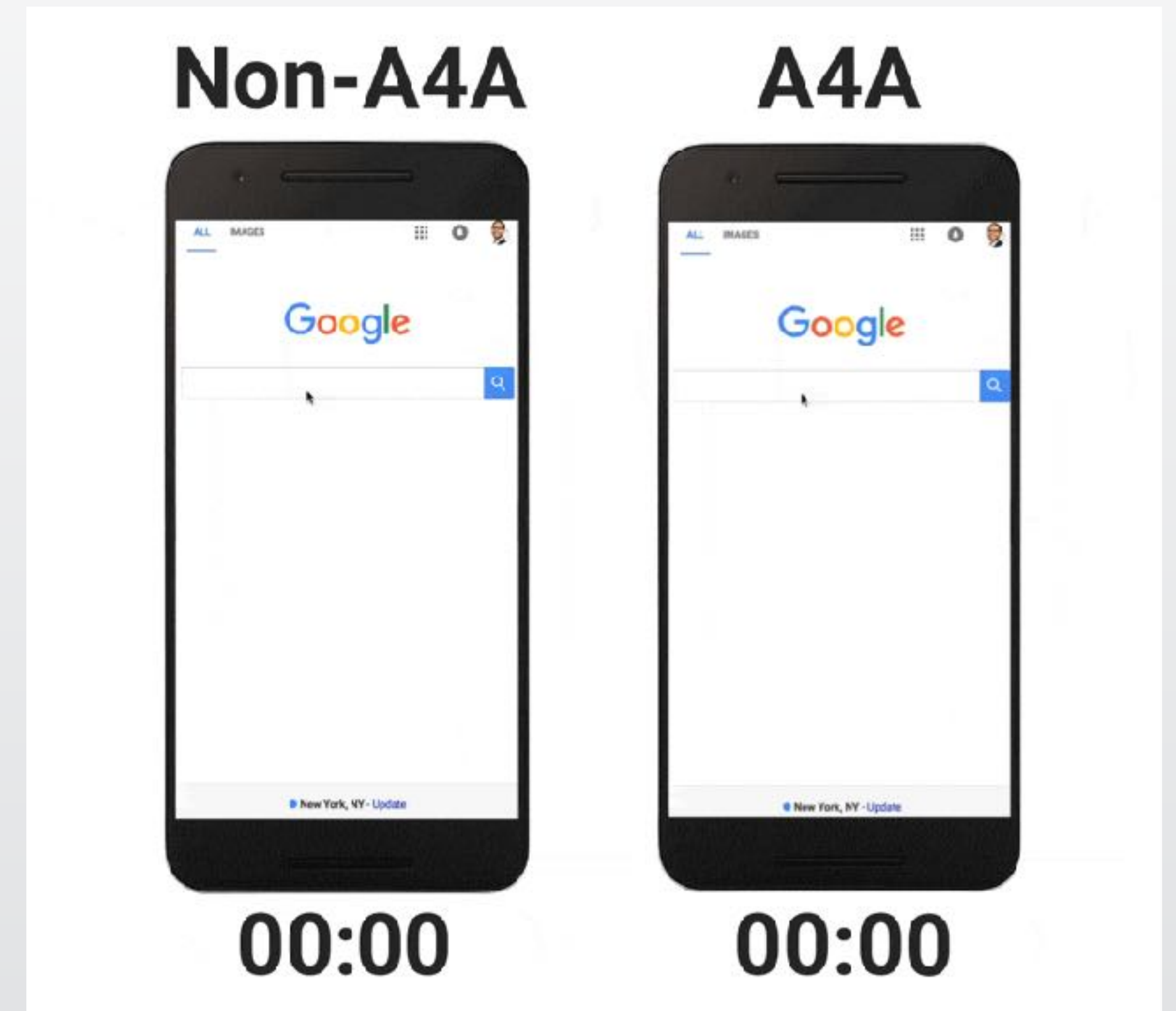
- ⚡ Facebook Instant Articles is a business partnership
- ⚡ Publishers who sell and serve their own ads keep 100% of the revenue generated by the ads within IA
- ⚡ Or they can use the FB Audience Network network:  
Facebook takes a 30% cut

# Ads on Google

- ⚡ Major media companies reported 50% less income from Google Ads (in 2016)
- ⚡ Recently, Google rolled out a few improvements to increase ad income via AMP

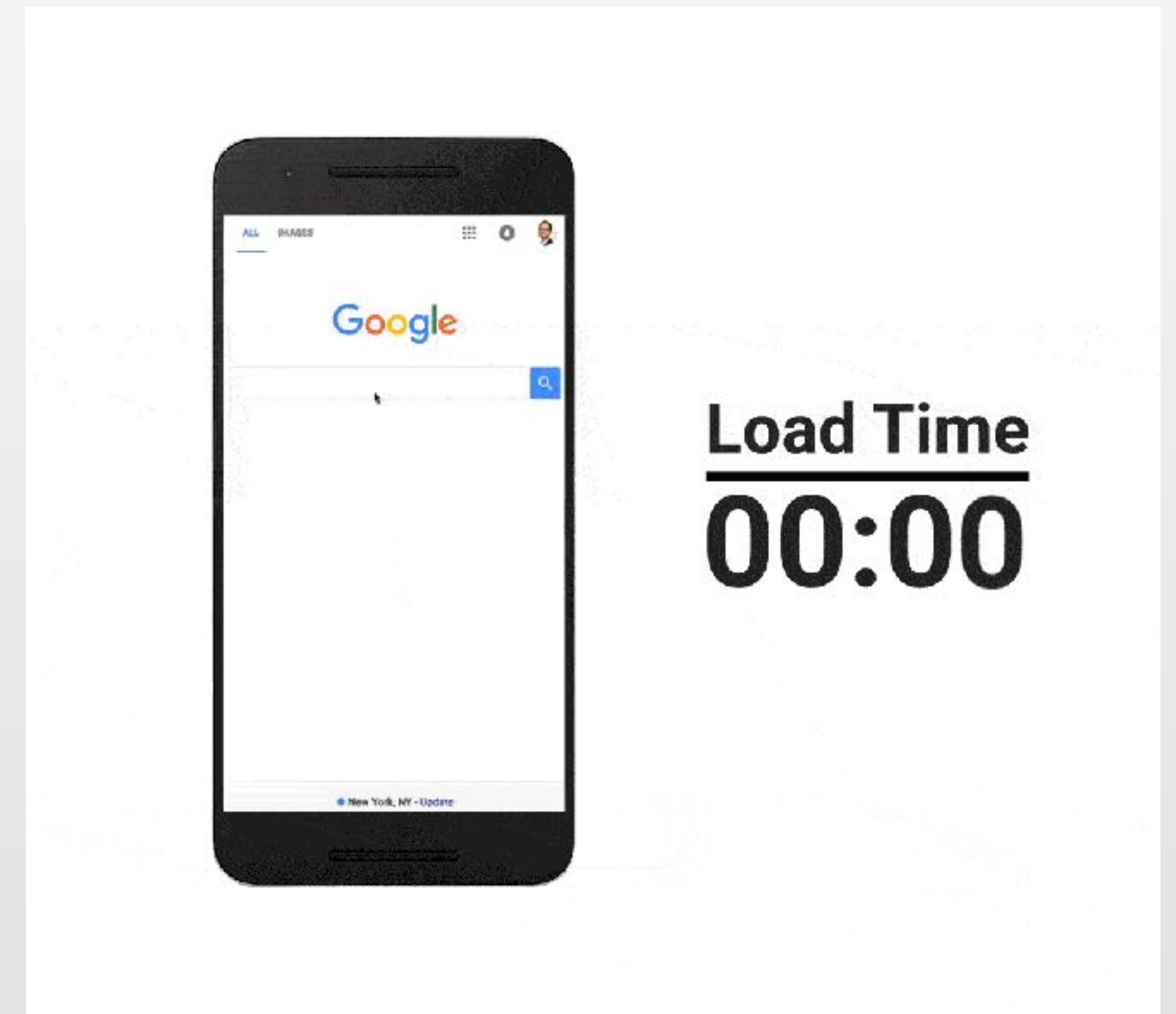
# Ads on Google

- ⚡ Google now uses AMP for adsense banners



# Ads on Google

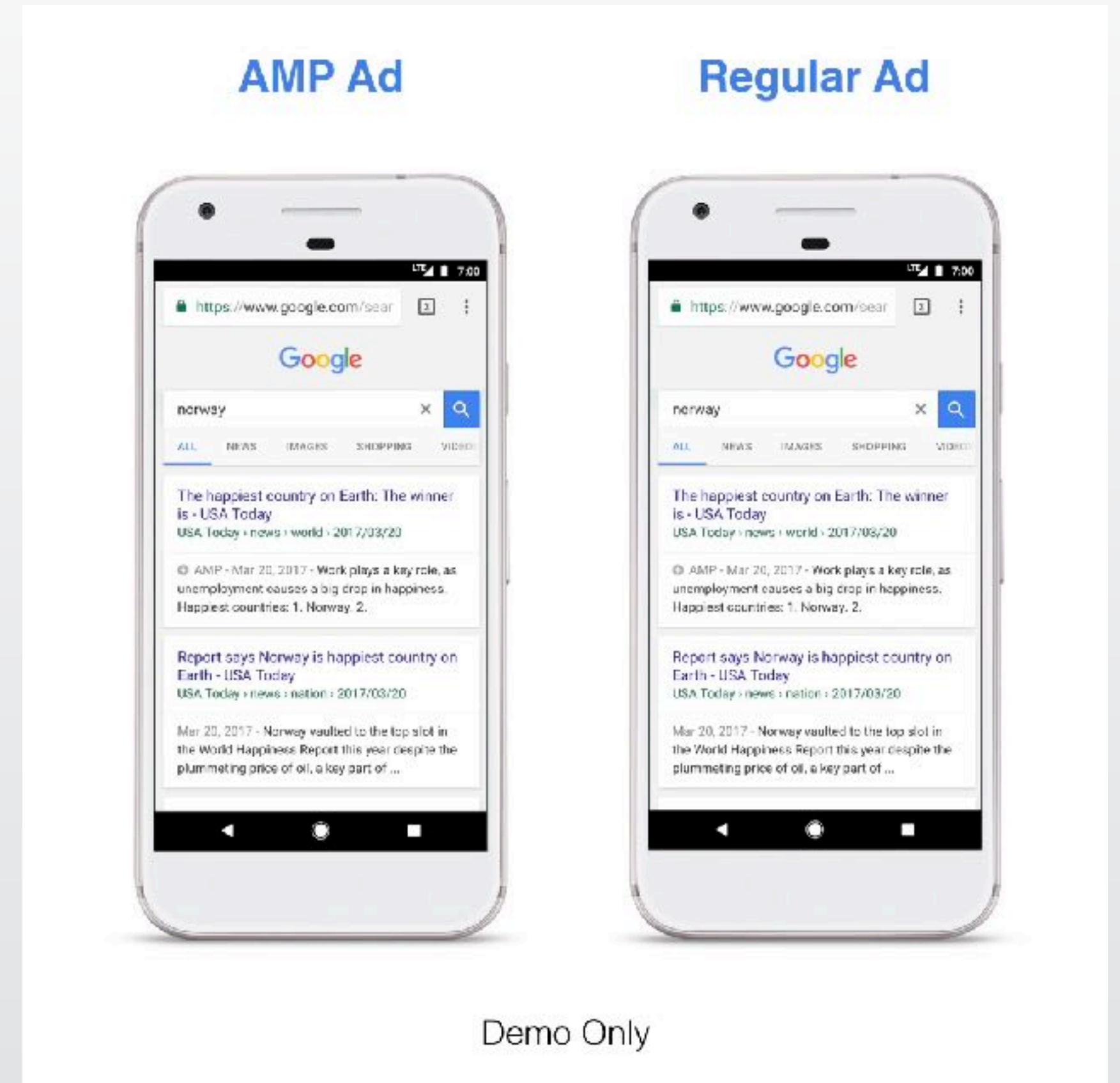
- ⚡ Google now uses AMP for adsense banners
- ⚡ And for ad landing pages





# Ads on Google

- ⚡ Google now uses AMP for adsense banners
- ⚡ And for ad landing pages
- ⚡ Also within the content





Instant Articles



Accelerated  
Mobile Pages

# It depends

- ⚡ Is your target audience mostly on Facebook? > FBIA
- ⚡ Do you publish mainly news or recipes? > AMP
- ⚡ Facebook launched a way to convert FBIA articles to AMP.

# But we should think twice

- ⚡ People won't visit your website anymore.
- ⚡ All your data are belong to us. They are kind-of creating a second web in parallel with the open web.
- ⚡ And where does this lead us, as Drupal developers?

# You can do it without them

- ⚡ Be reserved with JS, especially on mobile. Use async JS
- ⚡ Combine CSS files into 1 file.
- ⚡ Restrict the number of images, use lazy-loading
- ⚡ Use a Content Delivery Network for your assets
- ⚡ Goal: **< 1 second**. Test, improve, test again.



Instant Articles



Accelerated  
Mobile Pages



# JOIN US FOR CONTRIBUTION SPRINT

Friday, September 29, 2017

Mentored  
Core Spint

9:00-18:00  
Room: Stolz 2

First time  
Sprinter Workshop

9:00-12:00  
Room: Lehgar 1 - Lehar 2

General sprint

9:00-18:00  
Room: Mall

#drupalsprints





## WHAT DID YOU THINK?

Locate this session at the DrupalCon Vienna website:

<http://vienna2017.drupal.org/schedule>

Take the survey!

<https://www.surveymonkey.com/r/drupalconvienna>



THANK YOU!

