



AMP CONF 2019

Building AMP-first Sites, the WordPress Way



Alberto Medina
[@ialbmedina](#)



Jeanny Haliman
[@jeannyhaliman](#)

60%

CMS Market Share

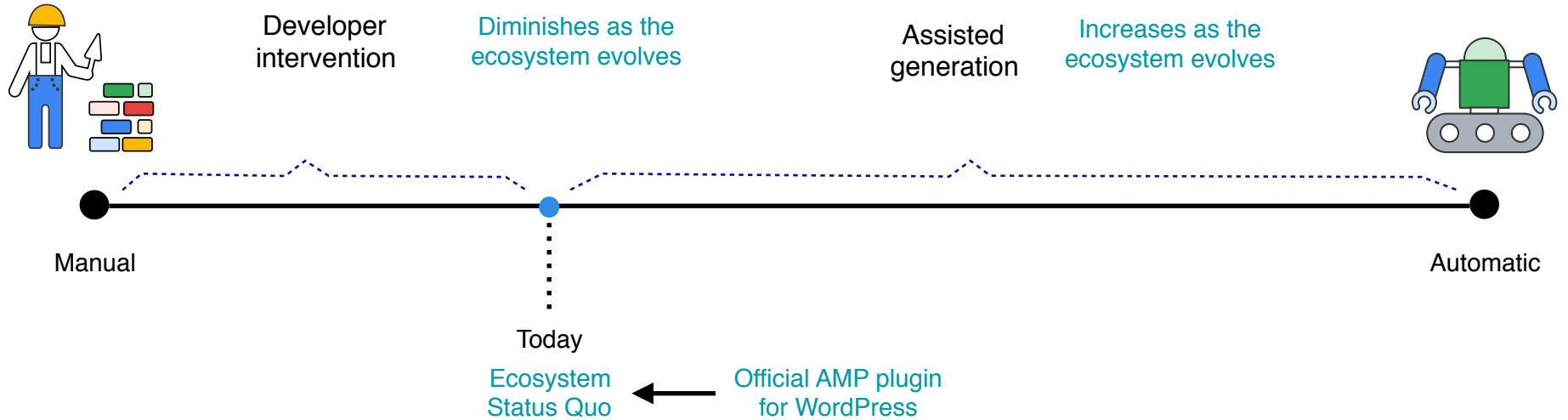


33%

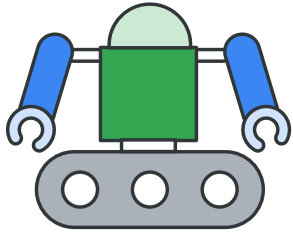
of the web

kinsta.com/wordpress-market-share

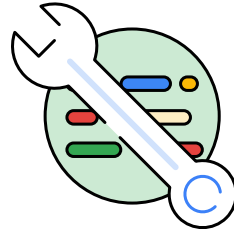
AMP-first WordPress Sites



Official AMP Plugin for WordPress



Automate large parts
of the process



Provide developer
tools and guidance

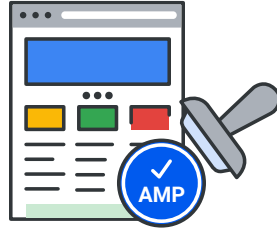


Monitor and enforce
AMP Compatibility

Assisted Content Generation



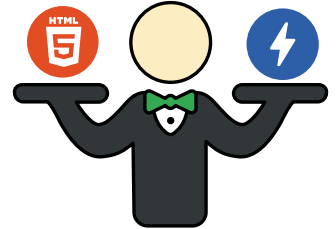
AMP Spec
Integration



Template
Rendering

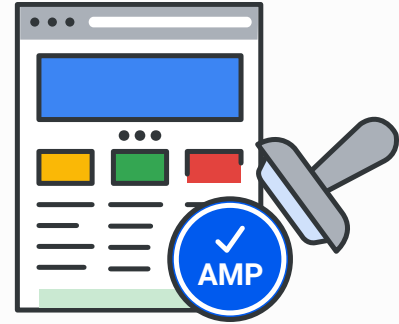


Output buffer
processing

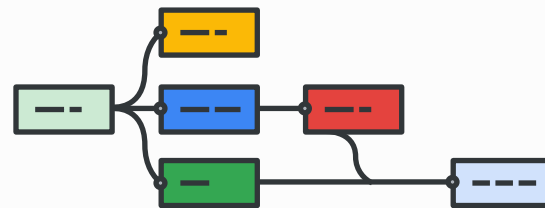


Content
Serving

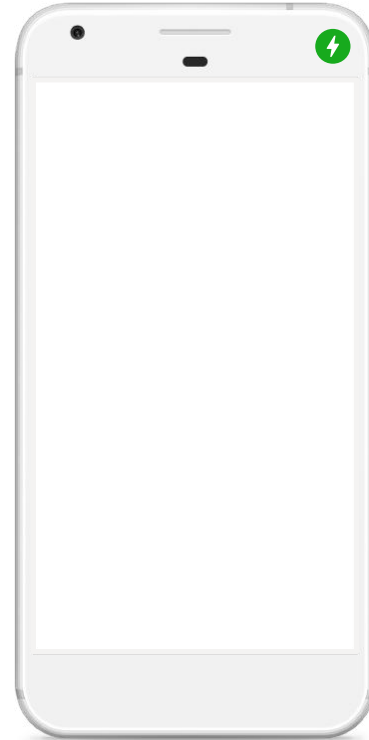
Building AMP-first WordPress Sites



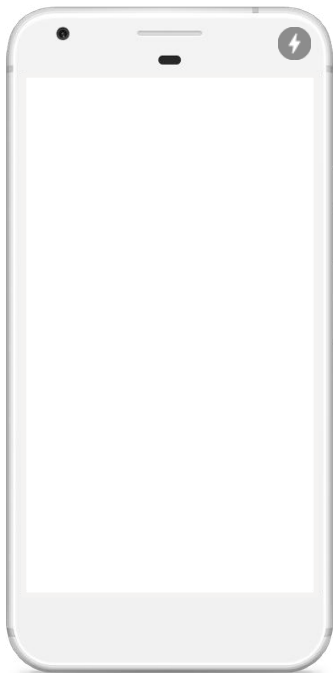
Template Modes



Standard Mode



AMP-first WordPress Website



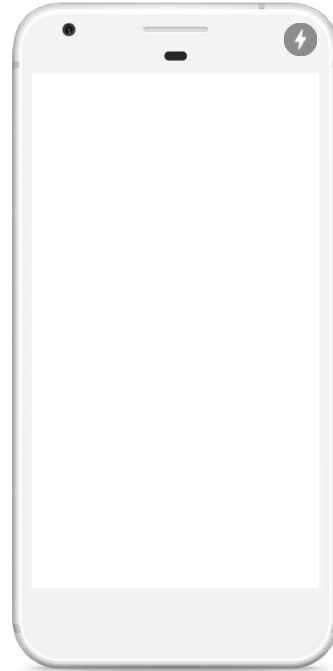
Non AMP



Transitional AMP Mode

Transitional Mode

Reader Mode



Non AMP



AMP Reader Mode

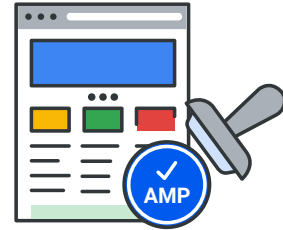
Development Workflow



Identify



Contextualize



AMPify

There is 1 issue from AMP validation which needs review. And 1 is directly due to content here. Non-accepted validation errors prevent AMP from being served. [Review issues](#)

Test Block with Invalid AMP

This is the first paragraph and there is no invalid AMP markup in it. However, in the following block I'll try to add a `script` and this will get flagged during AMP validation:

Custom HTML

▼ There is 1 issue from AMP validation.

- Invalid element: `script`

```
<script>document.write('Hello, World!');</script>
```

Document Block

Status & Visibility

Visibility [Public](#)

Publish [Nov 29, 2017 9:38 pm](#)

Post Format Standard ▾

Stick to the Front Page

Author Weston Ruter ▾

Enable AMP

[Move to trash](#)

🕒 4 Revisions

Permalink ▾

Categories ▾

Invalid AMP Markup

```
<script data-evil>
  document.write('Hello, World!')
</script>
```



Validation error object

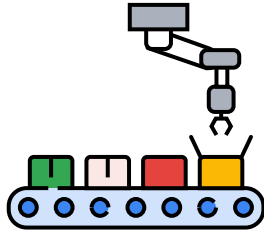
```
{
  "code": "invalid_element",
  "node_attributes": {
    "data-evil": ""
  },
  "node_name": "script",
  "parent_name": "div",
  "text": "document.write('Hello, World!')",
  "type": "js_error"
}
```



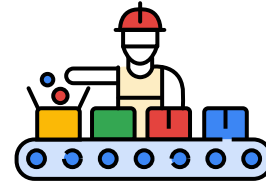
Validation error ID

```
d5f57c86b3bdefc2718cbe56753644bf
```

Plugin Actions

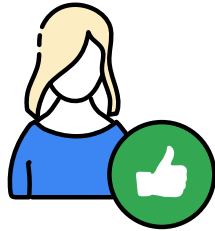


Automatic Sanitization
(remove offending code)



Manual Sanitization
(keep offending code)

Developer actions



Accept plugin action
(it is ok to remove that code)



Reject plugin action
(that code cannot be removed)

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

AMP

General

Analytics

Validated URLs

Error Index

Gutenberg

Collapse menu

Errors for: It is all about UX!

The rechecked URL still has unaccepted validation errors.

url: <https://wordpressdev Indo.site/2019/04/03/it-is-all-about-ux?amp>

All Error Types

Search Errors

Error	Status	Details	Sources	Type
<input type="checkbox"/> illegal_css_at_rule: @ms-viewport	New Rejected	<link>	Twenty Thirteen	CSS
<input type="checkbox"/> illegal_css_at_rule: @viewport	New Rejected	<link>	Twenty Thirteen	CSS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<head>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<head>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	Twenty Thirteen	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	Twenty Thirteen	JS

Status

Last checked: Apr 12, 2019 @ 18:29

Recheck

Preview Changes

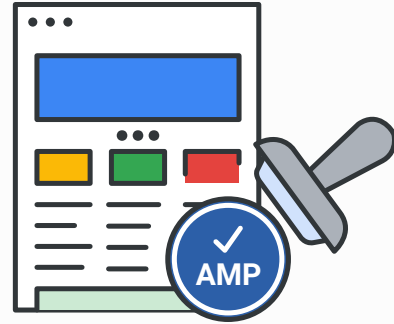
AMP: Disabled

New Rejected: 8

[Edit Post](#) | [View Post](#)[Forum](#)

Update

Making a Theme AMP Compatible



Starting point: baseline Theme



Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Installed Plugins

Add New

Plugin Editor

Users

Tools

Settings 1

Gutenberg

Collapse menu

Plugins [Add New](#)

All (2) | Active (1) | Inactive (1) | Recently Active (1) | Must-Use (2)

Bulk Actions [Apply](#)

Search installed plugins...

2 Items

<input type="checkbox"/>	Plugin	Description
<input type="checkbox"/>	AMP Activate Delete	Enable AMP on your WordPress site, the WordPress way. Version 1.1-beta1 By AMP Project Contributors View details
<input type="checkbox"/>	Gutenberg Deactivate	Printing since 1440. This is the development plugin for the new block editor in core. Version 5.4.0 By Gutenberg Team View details
<input type="checkbox"/>	Plugin	Description

Bulk Actions [Apply](#)

2 Items

Dashboard

Posts

Media

Pages

Comments

AMP Stories

Appearance

Plugins

Users

Tools

Settings 1

AMP

General

Analytics

Validated URLs

Error Index 8

Gutenberg

Collapse menu

AMP Settings

The AMP plugin performs at its best when persistent object cache is enabled. [More details](#)

Template Mode

 Native

Integrates AMP as the framework for your site by using the active's theme templates and styles to render AMP responses. This means your site is AMP-first and your canonical URLs are AMP! Depending on your theme/plugins, a varying level of development work may be required.

 Transitional

Uses the active theme's templates to generate non-AMP and AMP versions of your content, allowing for each canonical URL to have a corresponding (paired) AMP URL. This mode is useful to progressively transition towards a fully AMP-first site. Depending on your theme/plugins, a varying level of development work may be required.

 Reader

Formerly called the **classic mode**, this mode generates paired AMP content using simplified templates which may not match the look-and-feel of your site. Only posts/pages can be served as AMP in Reader mode. No redirection is performed for mobile visitors; AMP pages are served by AMP consumption platforms.

Validation Handling

 Automatically accept sanitization for any newly encountered AMP validation errors.

This will ensure your responses are always valid AMP but some important content may get stripped out (e.g. scripts). Existing validation errors which you have already rejected will not be modified (you may want to consider [bulk-accepting them](#)).

 Automatically remove CSS rules that are not relevant to a given page (tree shaking).

AMP limits the total amount of CSS to no more than 50KB; any more than this will cause a validation error. The need to tree shake the CSS is not done by default because in some situations (in particular for dynamic content) it can result in CSS rules being removed that are needed.

 Disable admin bar on AMP pages.

An additional stylesheet is required to properly render the admin bar. If the additional stylesheet causes the total CSS to surpass 50KB then the admin bar should be disabled to prevent a validation error or an unstyled admin bar in AMP responses.

Supported Templates

 Serve all templates as AMP regardless of what is being queried.

This will allow all of the URLs on your site to be served as AMP by default.

[Save Changes](#)

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings 1

AMP

General

Analytics

Validated URLs 1

Error Index 8

Gutenberg

Collapse menu

Errors for: It is all about UX!

Screen Options

The rechecked URL still has unaccepted validation errors.

[url: https://wordpressdev.indo.ste/2019/04/03/it-is-all-about-ux?amp](https://wordpressdev.indo.ste/2019/04/03/it-is-all-about-ux?amp)

All Error Types

Search Errors

Error	Status	Details	Sources	Type
<input type="checkbox"/> illegal_css_at_rule: @ms-viewport	New Rejected	<link>	Twenty Thirteen	CSS
<input type="checkbox"/> illegal_css_at_rule: @viewport	New Rejected	<link>	Twenty Thirteen	CSS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<head>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<head>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	Twenty Thirteen	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	Twenty Thirteen	JS
<input type="checkbox"/> Error	Status	Details	Sources	Type

Status

Last checked: Apr 12, 2019 @ 18:29

Recheck

Preview Changes

AMP: Disabled

New Rejected: 8

[Edit Post](#) | [View Post](#)

Forget

Update



style.css x functions.php

```
1  /*
2  Theme Name: Twenty Thirteen
3  Theme URI: https://wordpress.org/themes/twentythirteen/
4  Author: the WordPress team
5  Author URI: https://wordpress.org/
6  Description: The 2013 theme for WordPress takes us back to the blog, featuring a full range of post formats,
   each displayed beautifully in their own unique way. Design details abound, starting with a vibrant color
   scheme and matching header images, beautiful typography and icons, and a flexible layout that looks great
   on any device, big or small.
7  Version: 2.8
8  License: GNU General Public License v2 or later
9  License URI: http://www.gnu.org/licenses/gpl-2.0.html
10 Tags: blog, one-column, two-columns, right-sidebar, custom-header, custom-menu, editor-style,
   featured-images, footer-widgets, microformats, post-formats, rtl-language-support, sticky-post,
   translation-ready, accessibility-ready
11 Text Domain: twentythirteen
12
13 This theme, like WordPress, is licensed under the GPL.
14 Use it to make something cool, have fun, and share what you've learned with others.
15 */
16
17
18 /**
19  * Table of Contents:
20  *
21  * 1.0 - Reset
22  * 2.0 - Repeatable Patterns
23  * 3.0 - Basic Structure
24  * 4.0 - Header
25  *   4.1 - Site Header
26  *   4.2 - Navigation
27  * 5.0 - Content
28  *   5.1 - Entry Header
```



Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

AMP

General

Analytics

Validated URLs

Error Index

Gutenberg

Collapse menu

Errors for: It is all about UX!

Screen Options

The rechecked URL still has unaccepted validation errors.

[uri: https://wordpressdev.indo.site/2019/04/03/it-is-all-about-ux/?amp](https://wordpressdev.indo.site/2019/04/03/it-is-all-about-ux/?amp)

All Error Types

Search Errors

<input type="checkbox"/> Error	Status	Details	Sources	Type
<input type="checkbox"/> illegal_css_at_rule: @ms-viewport	New Rejected	<link>	Twenty Thirteen	CSS
<input type="checkbox"/> illegal_css_at_rule: @viewport	New Rejected	<link>	Twenty Thirteen	CSS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<head>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<head>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	wp-includes	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	Twenty Thirteen	JS
<input type="checkbox"/> invalid_element: <script>	New Rejected	<body>	Twenty Thirteen	JS
<input type="checkbox"/> Error	Status	Details	Sources	Type

Status

Last checked: Apr 12, 2019 @ 19:06

Recheck

Preview Changes

AMP: Disabled

New Rejected: 8

[Edit Post](#) | [View Post](#)

Forget

Update

```
functions.php x # style.css
...
201 // This theme uses its own gallery styles.
202 add_filter( 'use_default_gallery_style', '__return_false' );
203
204 // Indicate widget sidebars can use selective refresh in the Customizer.
205 add_theme_support( 'customize-selective-refresh-widgets' );
206
207 // Add AMP theme support for responsive navigation menu
208 add_theme_support(
209     'amp',
210     array(
211         'paired' => true,
212         'nav_menu_toggle' => array(
213             'nav_container_id' => 'site-navigation',
214             'nav_container_toggle_class' => 'togglad-on',
215             'menu_button_xpath' => '//*[@id="site-navigation"]/button',
216             'menu_button_toggle_class' => 'menu-toggle',
217         )
218     );
219 };
220
221 }
222 add_action( 'after_setup_theme', 'twentythirteen_setup' );
223
224 /**
225  * Return the Google font stylesheet URL, if available.
226  *
227  * The use of Source Sans Pro and Bitter by default is localized. For languages
228  * that use characters not supported by the font, the font can be disabled.
229  *
230  * @since Twenty Thirteen 1.0
231  *
232  * @return string Font stylesheet or empty string if disabled.
233  */
234 function twentythirteen_fonts_url() {
235     $fonts_url = '';
236
237     /* Translators: If there are characters in your language that are not
238      * supported by Source Sans Pro, translate this to 'off'. Do not translate
239      * into your own language.
240      */
241     $source_sans_pro = _x( 'on', 'Source Sans Pro font: on or off', 'twentythirteen' );
242
243     /* Translators: If there are characters in your language that are not
```


AMP Plugin in Action

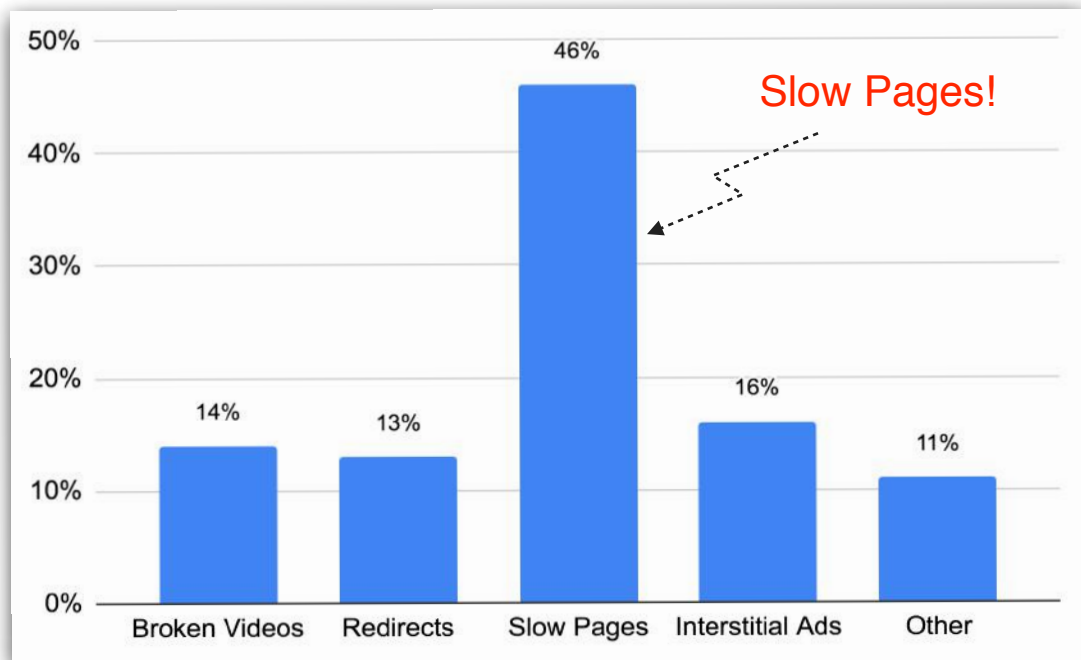


Google for Publishers

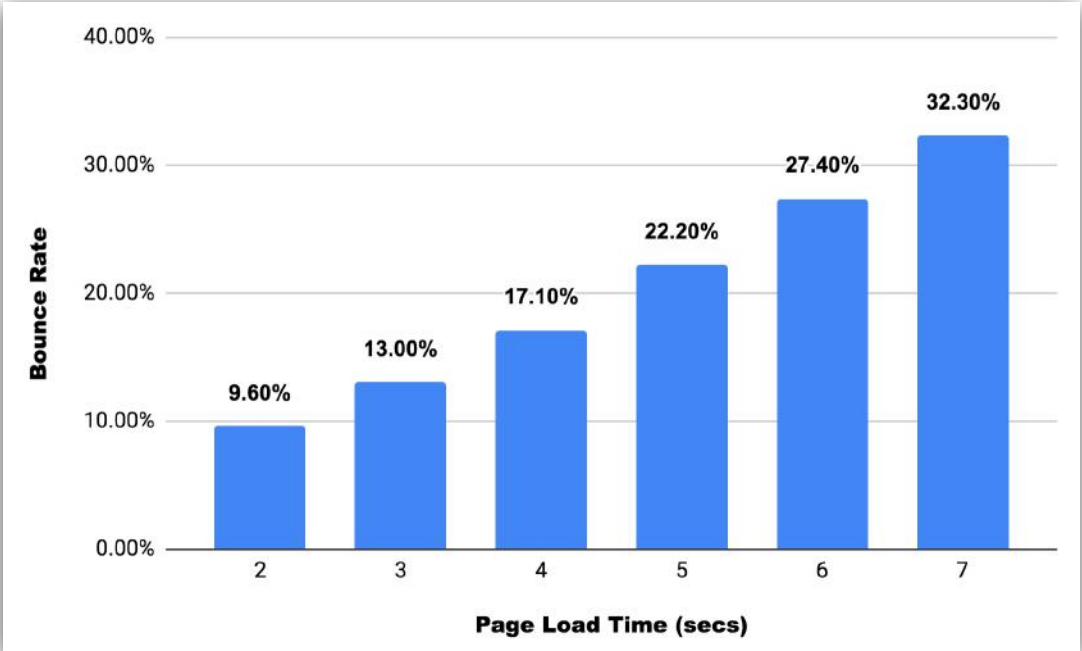
19 February 2019



Survey: What do you dislike the most?



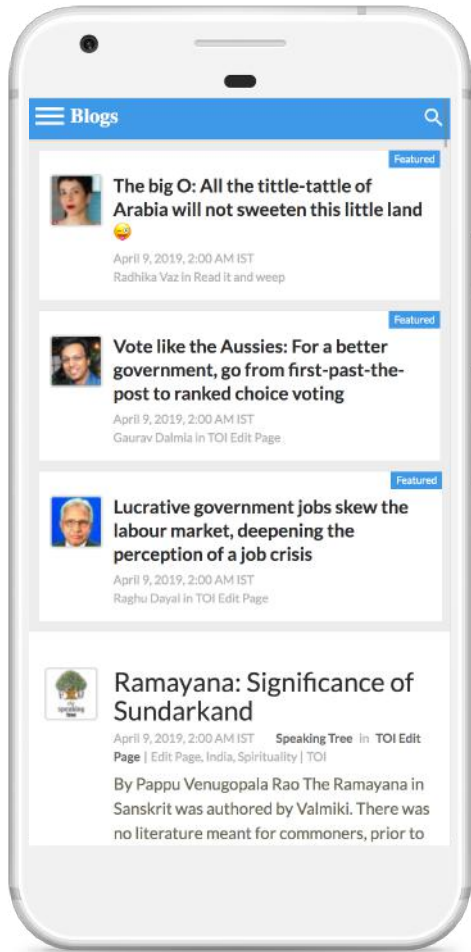
Bounce Rate vs. Page Speed



* Source: [section.io](https://www.section.io) "How Page Load Time Affects Bounce Rate and Page Views" (August 10th, 2017)

Empowered Publishers





Times of India

59% Loading speed improvement



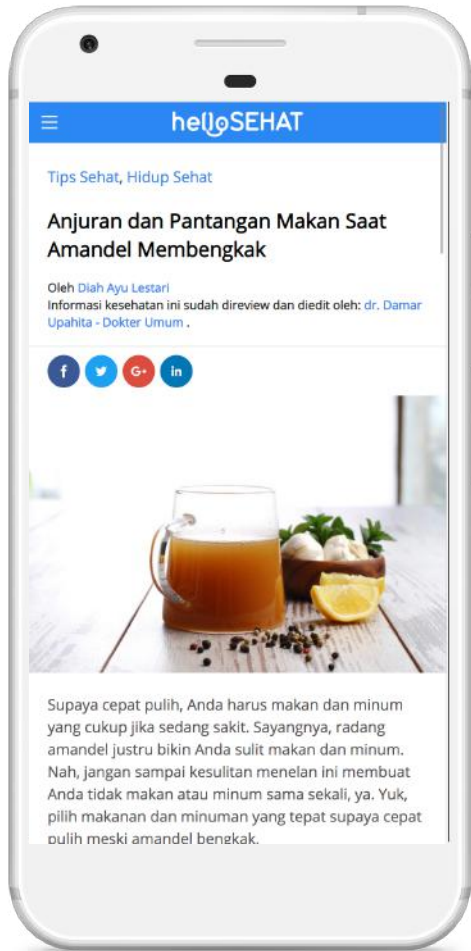
Jawapos

10x

Lighter Pages

+38%

Ad RPM



Hello Sehat

+2.6x Time spent on AMP pages

Scaled success, by the ecosystem





XWP

xwp.co





Heavy.com > Entertainment

Oscars 2019 Best Actress Winner Predictions



Frazer Harrison/Getty Images



331 Views · 0 Shares



By **Nick Caruso**

Updated Feb 24, 2019 at 9:00am

TECOVAS 

 Follow 

setka



setka editor

The screenshot displays the setka editor interface for editing a post. The main content area features a grid system with the text "How to use neuroscience insights in design" at the top. The interface includes a top navigation bar with options like "Style" (Gerbera), "Grid system" (12 columns, limited), "Templates" (Show templates, Save as template, Edit HTML), and "Advanced". A right sidebar contains sections for "Revisions" (5 Browse), "Publish immediately" (Edit), "AMP: Enabled" (Edit), "Move to Trash", "Publish", "Categories" (General, Citizen, Experiment, Life, Politics, Pop Stuff, Whah Do you Do), "Tags" (Add), and "RTB Post type" (Use setka editor template? checked).

Post

What's new?

Style: Gerbera

Grid system: 12 columns, limited

Templates: Show templates, Save as template, Edit HTML

Advanced

How to use neuroscience insights in design

Revisions: 5 [Browse](#)

[Publish immediately](#) [Edit](#)

AMP: Enabled [Edit](#)

[Move to Trash](#) [Publish](#)

Categories

All Categories | Most Used

- General
- Citizen
- Experiment
- Life
- Politics
- Pop Stuff
- Whah Do you Do

[+ Add New Category](#)

Tags

[Add](#)

Separate tags with commas

[Choose from the most used tags](#)

RTB Post type

Use setka editor template?

[Использовать шаблон setka editor?](#)

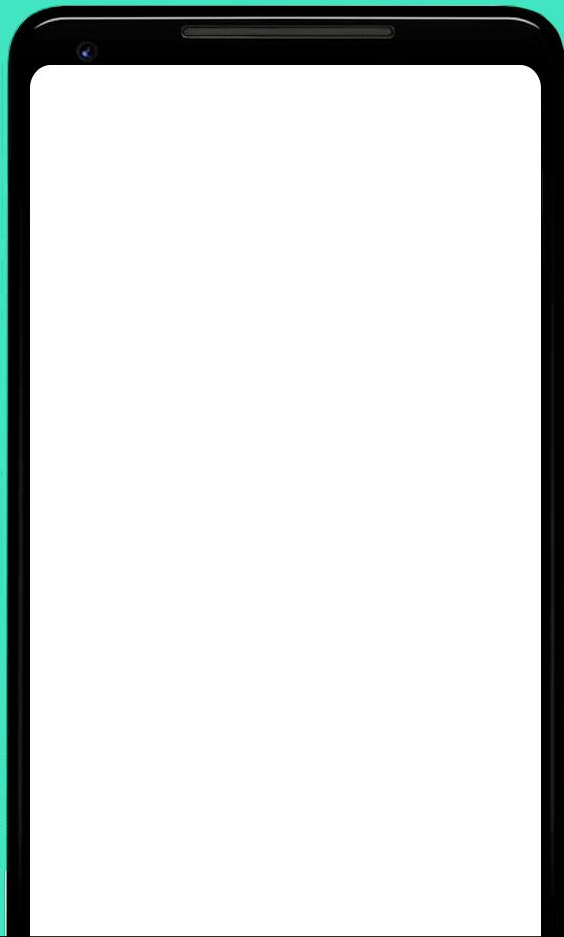
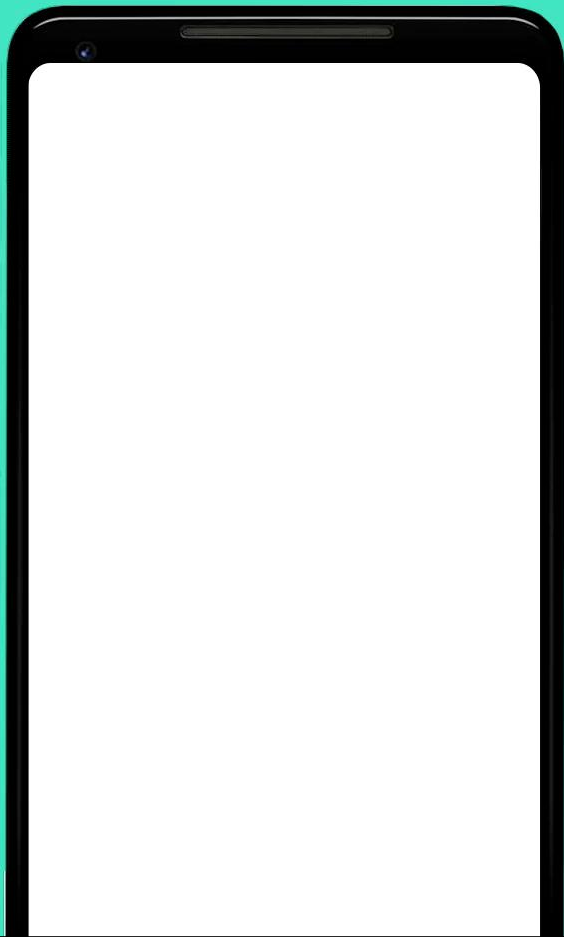
non-AMP

First Meaningful
Paint (seconds)

0,0

Time to Interactive
(seconds)

0,0



AMP

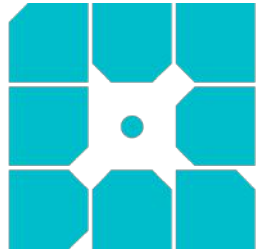
First Meaningful
Paint (seconds)

0,0

Time to Interactive
(seconds)

0,0

Simulated Fast 3G
3x CPU Slowdown
measured via Lighthouse



WP engine®

Genesis Framework

Genesis Framework Sample Features Layouts Our Shop Join for Free! Download

April in Paris – Ella Fitzgerald

February 1, 2018 by [Brian Gardner](#) – [6 Comments](#) ([Edit](#))




Photo by [Felipe Rabe](#) on [Unsplash](#)

This is an example of a WordPress post, you could edit this to put information about yourself so readers know where you are coming from. You can create as many posts as you like in order to share with them what is on your mind.

*“ There are only two places in the world where we can live happy: at home and in Paris.
— Ernest hemingway*

This is an example of a WordPress post, you could edit this to put information about yourself so readers know where you are coming from. You can create as many posts as you like in order to share with them what is on your mind. This is an example of a WordPress post, you could edit this to put information about yourself so readers know where you are coming from. You can create as many posts as you like in order to share with them what is on your mind.

Email Newsletter


Sign up to receive updates and to hear what's going on with our company!


[Join for Free](#)

Social Icons

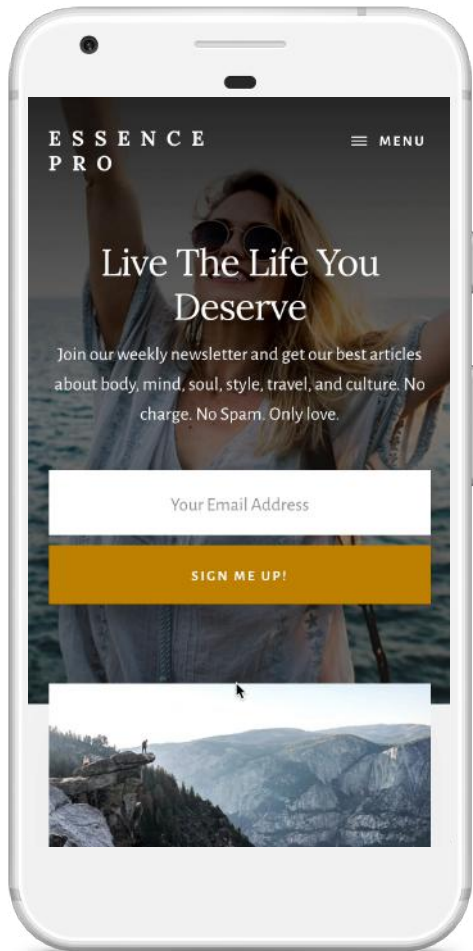
[Email](#) [Facebook](#) [Google+](#) [Instagram](#) [LinkedIn](#) [Medium](#)
[Pinterest](#) [RSS](#) [Snapchat](#) [Twitter](#) [Vimeo](#) [YouTube](#)

Recent Posts

 April in Paris – Ella Fitzgerald
by [Brian Gardner](#)

 The Spirit of Radio – Rush
by [Brian Gardner](#)

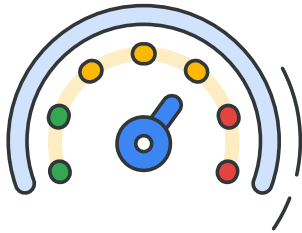
Used by
600K+ domains



Essence Pro Theme

Beautiful, clutter-free theme for sites in the [health](#), [wellness](#), and [lifestyle](#) niches.

AMP Plugin in Action: Recap



Speed
Matters



Publisher's
Success



Ecosystem
Solutions

The Road Ahead...




2000
M.P.H

Plugin Roadmap



AMP
Sync



Developer
Tooling



Interoperability



Ecosystem
Solutions



Adventures made easy

Find and book activities, tours, and experiences.

 Search for adventures

 Start date

 End date

Find Adventures & Tours

Browse by Activity



Active



Artistic



Drinks



Fashion



Food



Music



Nature



Nightlife



Tours



Water

- Dashboard
- Posts
- Media
- Pages
- Adventures
- Comments 10
- AMP Stories**
- All AMP Stories
- Add New
- Appearance
- Plugins
- Users
- Tools
- Settings
- AMP
- Gutenberg
- Collapse menu

AMP Stories [Add New](#)

1 post moved to the Trash. [Undo](#)

All (1) | Draft (1) | Trash (6) Search Posts

Bulk Actions All dates 1 item

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	The French Coast — Draft	Ryan Kienstra	Last Modified 2019/04/13
<input type="checkbox"/>	Title	Author	Date

Bulk Actions 1 item

Learn more and do more!



AMP Plugin (Github)

github.com/ampproject/amp-wp



AMP Plugin (WordPress.org)

wordpress.org/plugins/amp



AMP Plugin Product Site

amp-wp.org



AMP Stories

bit.ly/amp-stories-wp



AMP project

amp.dev



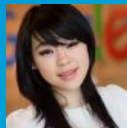
Follow us!

[@ialbmedina](https://twitter.com/ialbmedina), [@jeannyhaliman](https://twitter.com/jeannyhaliman)

Thank You!



Alberto Medina
@ialbmedina



Jeanny Haliman
@jeannyhaliman