



AMP: Building Accelerated Mobile Pages (Paperback)

By Ruadhan O Donoghue

Packt Publishing Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Engineer naturally lean web pages and leverage the latest web platform features to dramatically boost page speed About This Book * The first book for web developers that shows how to put AMP to work * Improve your website s mobile experience and get more traffic * Practical methods to achieve a step change in performance quickly and easily Who This Book Is For This book is for experienced web developers who are aware of the impact of slow-loading web pages on conversion rates and user engagement, and who are seeking to serve content to their end users in a rich and enticing way using the Accelerated Mobile Pages framework. You should be familiar with HTML5, CSS3, JavaScript, and JSON. What You Will Learn * Build, validate, and deploy AMP pages * Create interactive user notifications, navigation menus, accordions, contact pages with forms and maps * Monetize your traffic with a variety of ad styles and providers * Analyze your traffic by integrating analytics providers and tracking user-behavior along several dimensions * Embed social media with amp-youtube, amp-instagram, amp-twitter, and...



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