Drupal Nights

AMP Up Your Drupal Site

Making mobile sites suck less

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http://www.meetup.com/Seacoast-Drupal/

I'm a geek…

Certificate of Award

This Certifies that

John McNeal

of

National Computer Camp

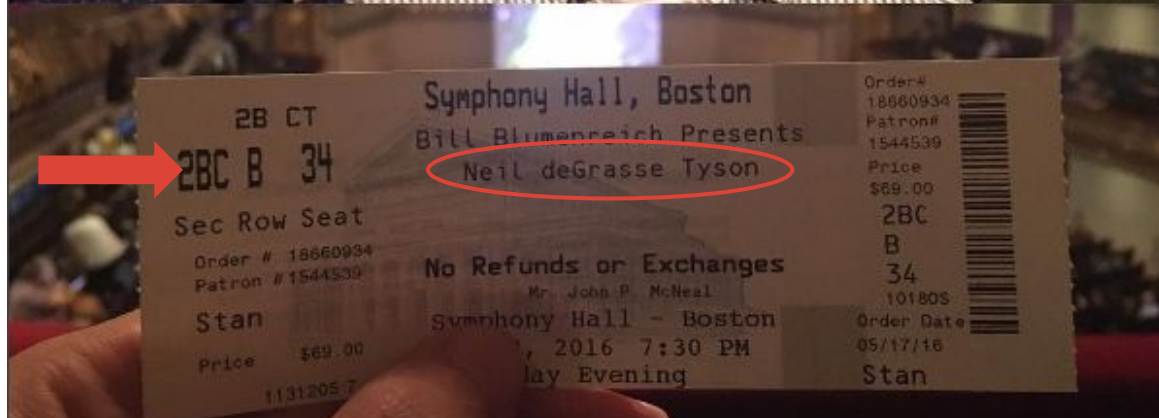has been awarded this certificate for

Programming in BASIC

Date: *July 14, 1989*

DIRECTOR

INSTRUCTOR

Symphony Hall, Boston

Bill Blumenreich Presents

Neil deGrasse Tyson

No Refunds or Exchanges

Mr. John P. McNeal

Symphony Hall - Boston

, 2016 7:30 PM

lay Evening

2B CT

2BC B 34

Sec Row Seat

Order # 18660934

Patron #1544539

Stan

Price $69.00

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Stan

Dec 2nd 2015

THIS WEEK IN GOOGLE 329
YAHOO VACANCY

Hosted by Leo Laporte, Jeff Jarvis

Star Wars Google Cardboard, AMP discussion, and Santa Tracker is live!
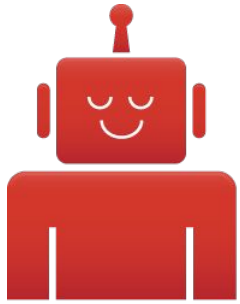Records live every Wednesday at 4:00pm Eastern / 1:00pm Pacific / 20:00 UTC.

This Week in Google, Episode 329

Agenda

- Who is behind this AMP stuff and why

- What AMP is all about

- How to AMPlify your Drupal site

- Demo

- Questions

Who is behind this AMP stuff

Google

Lullabot™

Publishers and technology partners

- Twitter
- Pinterest
- Chartbeat
- Parse.ly
- Open X
- LinkedIn
- Nuzzel

- Washington Post
- Guardian News & Media
- BBC
- Buzzfeed
- Adobe Analytics
- SB Nation
- Brightcove

...and many, many more: https://goo.gl/kAEQ6f

… and why?

Google's Intro to AMP video

... and why?

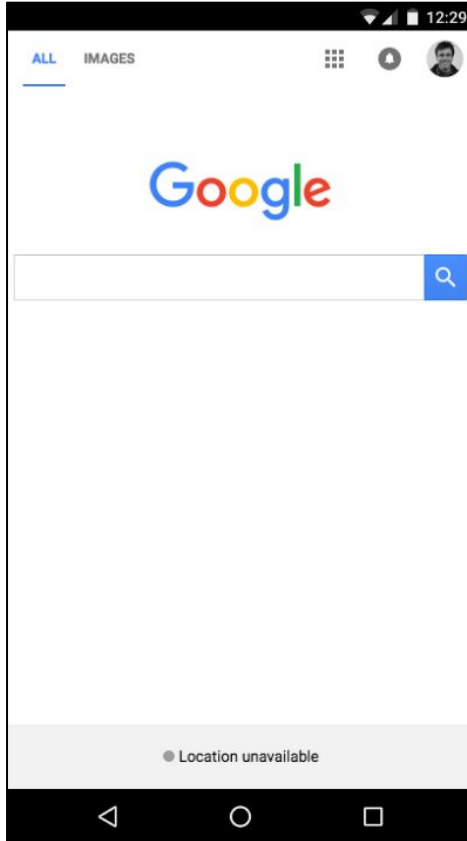[Google's Intro to AMP video](#)

Why else?

Why else?

Instant Articles

News

Where can I see this thing?

What AMP is all about

- AMP = Accelerated Mobile Pages

- Three parts:
  - AMP HTML
  - AMP JS
  - Google AMP Cache

- AMP Project
  - https://www.ampproject.org/
  - https://github.com/ampproject

AMP HTML

- A "subset" of HTML

- Most tags in AMP HTML are HTML

- Some HTML tags are replaced with AMP HTML components

- Not just news

- Not just Google

AMP HTML

- Let's take a look...

Media in AMP

- Let's look at another AMP page...

Media in AMP

- Why?

  "The AMP HTML runtime can effectively manage image resources, choosing to delay

  or prioritize resource loading based on the viewport position, system resources,

  connection bandwidth, or other factors."

    - AMP Docs

- More info: https://www.ampproject.org/docs/guides/amp_replacements.html

CSS in AMP

- Let's look at yet another AMP page…

CSS in AMP

- <style amp-boilerplate>: In <head>, required CSS

- amp.css: Default styles for AMP components

- <style amp-custom>: Optional custom, in <head>

Disallowed styles and why

Inline style attributes	All styles must be defined in the \<head\> of the page, within a \<style amp-custom\> tag.
!important qualifier	Usage is not allowed. This is a necessary requirement to enable AMP to enforce its element sizing rules.
\<link rel="stylesheet"\>	Disallowed with the exception of custom fonts.
* (universal selector)	Negative performance implications and could be used to circumvent other selector restrictions.
:not()	Could be used to simulate the universal selector.

Disallowed styles and why (cont.)

Pseudo-selectors, pseudo-classes, and pseudo-elements	Pseudo-selectors, pseudo-classes and pseudo-elements are only allowed in selectors that contain tag names and those tag names must not start withamp-. Example OK: a:hover, div:last-of-type Example not OK: amp-img:hover, amp-img:last-of-type
-amp- class and i-amp-tag names	Class names, in author stylesheets, may not start with the string -amp-. These are reserved for internal use by the AMP runtime. It follows, that the user's stylesheet may not reference CSS selectors for -amp- classes and i-amp tags.
behavior, -moz-binding	These properties are not allowed for security reasons.
filter	Blacklisted due to performance concerns.

AMP JS

- The only allowed JS is from the <u>AMP JS Library</u>

- Only asynchronous scripts

- Extension mechanisms don't block page rendering

    - Lightboxes, social embeds, iframes, etc.

- Prioritized resource loading

- Uses HTML's new preconnect API to get DNS, and other links

Google AMP Cache

- Proxy-based CDN free for all valid AMP documents

- Fetches AMP page and caches them

- Result: Carousels: https://developers.google.com/structured-data/carousels/

    - Note: Schema.org is a requirement to be in the Carousel

*

*Actual results may vary

Great, but how can I use AMP in Drupal 8?

Lullabot's blog posts:

AMPing up Drupal: https://goo.gl/OM3Sk3

How to try out AMP with Drupal: https://goo.gl/UbTkk0

… or better yet, use Composer.

Step 1

Install this module via Composer:

AMP: https://www.drupal.org/project/amp

- The AMP module's composer.json file declares a dependency on the AMP PHP library

To learn more about using Composer in Drupal visit http://dgo.to/2404989

Step 2

Download and install this theme:

AMP Theme: https://www.drupal.org/project/amptheme

Enable the exAMPle subtheme (not my pun)

Step 3

Confirm that the PHP AMP library is working at /admin/config/content/amp

AMP LIBRARY CONFIGURATION (GITHUB HOME AND DOCUMENTATION)

Test that AMP is configured properly

☐ *Debugging*: Show AMP Library warnings in *all* AMP text formatters for *all* users
If you only want to see AMP formatter specific warning for one node add query "warnfix=1" at end of a node url. e.g. **node/12345?amp&warnfix=1**

☐ ***Power User:* Run the whole HTML page through the AMP library**
The AMP PHP library will fix many AMP HTML standard non-compliance issues by removing illegal or disallowed attributes, tags and property value pairs. This is useful for processing the output of modules that generate AMP unfriendly HTML. Please test when enabling on your site as some modules may depend on the HTML removed by the library and thus break in possibly subtle ways.

Save configuration

Step 4

Configure content type and theme settings at /admin/config/content/amp

Home » Administration » Configuration » Content authoring

AMP Status by Content Type

- Article is *disabled*: Enable AMP in Custom Display Settings
- Basic page is *disabled*: Enable AMP in Custom Display Settings

AMP theme *

ExAMPle Subtheme ▼

Choose a theme to use for AMP pages.

NOTE: Check the "Power User" box at the bottom of the page.

Step 5

Change the logo to a non-SVG

See http://dgo.to/2724967

Step 6

Configure your AMP view mode at
admin/structure/types/manage/[content-type]/display

▼ CUSTOM DISPLAY SETTINGS

Use custom display settings for the following modes
- ☑ AMP
- ☐ Full content
- ☑ RSS
- ☐ Search index
- ☐ Search result highlighting input
- ☑ Teaser
- ☐ Token

Save

Step 7

Test to see if you get an AMPed version of your content at /node/[nid]?amp

Some critiques of AMP

1. One more way Google is taking over the Internet

2. Not part of the W3C

3. The Carousel is at the top of results

4. Ads are allowed (see 1 above)

5. Flashbacks to http://m.example.com

6. Good discussion of critiques here: This Week in Google, Episode 329

Wrap up

- AMP is Google's answer to Facebook Instant Articles and Apple's News

- It's a subset of HTML that improves performance for mobile devices

- The results are not "your site" https://goo.gl/qBzk4I

- A good blog post on CSS Tricks: https://goo.gl/bVuEEc

The End

(no more puns)

Questions?