Article link: <https://www.searchenginejournal.com/googles-ios-app-returning-accelerated-mobile-pages-amps-search-results/187323/>

Google’s flagship app for iOS can finally surface Accelerated Mobile Pages (AMPs) in search results. One year after the release of the technology Google’s mobile app can return the instant-loading pages in the search. They are marked with a familiar lightning bolt icon. AMPs drive about 7% of traffic to the top publisher’s on the web.

Users can now search for local establishments and filter results based on categories like “top-rated” and “open now”. The user should now hardly ever experience a problem of finding a location and then arriving to a closed one.

With an additional update google app supports Gboard (whether the alternative keyboard is installed or not).

Its reception has been average. While there are positive reviews of the enhanced search results, its more troublesome to delete search history (for those that need to delete what they search ;-) ).

What is AMP?

Link: <https://moz.com/blog/accelerated-mobile-pages-whiteboard-friday>

Technology designed by google, twitter designed to make rally fast mobile pages. Stripped down HTML page for super fast loading. Open response to mirror apple news, etc. Forms, Javascript, CSS can’t be used for this type of coding. Prevents the page from being bogged down, slow loaded, etc. Heavily cached so that Google doesn’t have to directly retrieve content from users or result sites anymore. Buit for readability mainly, not supposed to look sexy or inviting. Google is still allowing users to use their own ADsense/advert/site revenue. AMP page only works if it’s “valid”, Google Chrome provides software that allows for the site to be checked for AMPs validity. Wordpress has AMP plugins available that can do all the hard work for the user.

[www.ampproject.org](http://www.ampproject.org)

MY WORDPRESS BLOG writing:

This week Google's flagship app on released new technology updates, specifically for iOS, designed to delivery accelerated mobile pages (AMPs) to users during searches. Google's technology marks the AMP pages with lighting bolts that have been familiar with AMP results, as well as visual scroll-able pictures (almost in a slideshow manner seen commonly on many websites). This update came in response to Apple news and other projects that are changing the way that people use search engines and, in return, the way the quality in which the information is returned. Its supposed to be a very transparent and open return from Google. The framework is becoming more and more heavily cached as more updates occur (to fix some of the roll-out's "bugs") so that Google can display the result right there in the results list (a more visually appealing way than just a link) and removes have to retrieve the information and site from the user and that frame.Its receiving has been average. It provides fast and efficient readability and allows sites to still keep their own incoming revenue with plugins like AD Sense and advert, however it is an absolute pain to delete or clear search histories (supposedly, I wonder what that person's searching? ;] ).

If your major, like mine, isn't in Coding or Technology specifications you might wonder what and accelerate mobile page (AMP) is. At least that's what I was thinking as I read through the article. Essentially what I found is that is a diet friendly HTML. That means that the HTML is stripped down to a particular framework that removes the bulky contents of HTML like Javascript, tags, "forms", cascading styling sheets (CSS), etc. It sounds like it would be a lot of work, but surprisingly Google Chrome has a function in the browser setting that allows the user to check that their developed site is "valid" according to AMP standards. Other websites have adapted this validity plugin, even Wordpress has the checker (I'm still not sure how I do it yet myself, but I know it's there).

In my opinion, I think this could be a real game changer for websites and their developers. They have to think of the content or their website postings now and specific tags, because with primarily a read only view it is less likely that users will get distracted on the images or the organization of the website. No longer is it all about looks, it's about the information's validity and accuracy, as it should be. It also says a lot about how we, the consumers, have such a high demand for valid, accurate, and speedy information gathering. If websites expect visitors to find them they have to keep up-to-date with what's being used and what's accessible, in regards to search engine and best optimization practices.

To read this article for yourself follow the link: [SEJ Google's AMP update article](https://www.searchenginejournal.com/googles-ios-app-returning-accelerated-mobile-pages-amps-search-results/187323/) . For additional information about AMPs and this new update use either of the links: [Distl's brief AMP breakdown](https://moz.com/blog/accelerated-mobile-pages-whiteboard-friday%22%20%5Ct%20%22_blank) or [AMP](http://www.ampproject.org/) .