

amasty

For more details see how the [AMP](#) extension works.

Guide for AMP for Magento 2

Boost site usability and visibility in search results and attract more customers with Magento 2 AMP extension. Accelerate your website load speed by generating super lightweight mobile pages with Magento 2 AMP extension.

- Speed-up average page load time
- Automatically generate separate mobile pages for your website
- Enhance store visibility with Google Rich Snippets
- Adjust the AMP pages design according to your business needs
- Use Google Analytics to access store performance

Extension Configuration

Notice, that the AMP extension works on Magento 2.3 version and higher.

In case you use the AMP extension and **Varnish** simultaneously, we strongly recommend using the **6.x version of Varnish**.

To configure general extension settings please go to **Stores → Configuration → Amasty Extensions → AMP**.

General

Enable AMP for Product Pages <small>[store view]</small>	Yes
Enable AMP for Category Pages <small>[store view]</small>	Yes
Enable AMP for Home Page <small>[store view]</small>	Yes
Enable AMP for CMS Pages <small>[store view]</small>	Yes
Open Accelerated Mobile Pages <small>[store view]</small>	From AMP Google results only From AMP Google results only Always

Enable AMP for Product Pages - set to **Yes** to enable the module for Product Pages.

Enable AMP for Category Pages - set to **Yes** to enable the module for Category Pages.

Enable AMP for Home Page - set to **Yes** to enable the module for Home Page.

Enable AMP for CMS Pages - set to **Yes** to enable the module for CMS Pages.

Open Accelerated Mobile Pages - if *Always* option is chosen, users on mobile devices will be invariably redirected to AMP version of the page. If you select *From AMP Google results only*, AMPs will be available only via links on Google search results pages (in that case the user will stay on AMPs until he/she reaches non-AMP page).

AMP Design

⌵ Logo

Image
[store view] No file chosen
Allowed file types: jpeg, png. Maximum file size: 2MB

Width
[store view]
Maximum width is 180px.

Height
[store view]
Maximum height is 60px.

Logo Alignment
[store view]

Center	▼
Left	
Center	
Right	

Image - choose the AMP logo to display on mobile pages. Please note, that the file size shouldn't exceed 2MB. Supported file formats are JPEG and PNG.

Width and **Height** - specify the width and the height of your logo image.

Logo Alignment - choose the logo alignment on your AMP pages. Position it by the center, left or right.

AMP Design

⌵ Logo

⌶ Design

Button Background Color <small>[store view]</small>	#1787e0
Button Background Color (On Focus) <small>[store view]</small>	#1579c9
Button Text Color <small>[store view]</small>	#fff
Button Text Color (On Focus) <small>[store view]</small>	#fff
Link Color <small>[store view]</small>	#1787e0
Link Color (On Focus) <small>[store view]</small>	#1579c9
Header Background Color <small>[store view]</small>	#f9f9f9
Footer Background Color <small>[store view]</small>	#3e3e3e

With the AMP extension, you can easily adjust the design of the mobile pages: modify colors for text, links, buttons, header, and footer to make your store look match your branding.

AMP Design

⌵ Logo

⌵ Design

⌵ Category Image

Width <small>[store view]</small>	<input type="text" value="768"/>	The image uploaded into category's configuration will be resized accordingly.
Height <small>[store view]</small>	<input type="text" value="320"/>	The image uploaded into category's configuration will be resized accordingly.

Easily adjust the settings for the category image.

Configure AMP Content for CMS pages

Apart from the non-AMP content configuration with this extension, you can configure a specific AMP content for your CMS pages. To do so, please navigate to **Content → Pages** and make all necessary configurations you want through the editor.

Here you can type text, insert images, tables, links, variables, and widgets. Please find below more details on how to configure AMP-widgets through the editor.

We strongly recommend configuring this field (AMP Content) for all your CMS-pages first and enabling AMP for CMS pages in the General settings only after that.

Configure AMP-widgets on CMS pages

In order to customize your pages with handy widgets, e.g. make certain UX/UI improvements on the home page, please navigate to **Content → Pages** and choose from the grid which page you want to

customize (or create a new page by clicking **'Add New Page'** button).

Pages

Add New Page

Actions

6 records found (1 selected)

20

per page



1

of 1



<input type="checkbox"/>	Title	URL Key	Layout	Store View	Status	Created	Modified	Action
<input type="checkbox"/>	404 Not Found	no-route	2 columns with right bar	All Store Views	Enabled	Jun 26, 2019 7:04:25 AM	Jun 26, 2019 7:04:25 AM	Select ▾
<input checked="" type="checkbox"/>	Home Page	home	1 column	All Store Views	Enabled	Jun 26, 2019 7:04:25 AM	Feb 19, 2020 10:53:13 AM	Select ▲ Edit Delete View
<input type="checkbox"/>	Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Jun 26, 2019 7:04:25 AM	Jun 26, 2019 7:04:25 AM	Select ▾
<input type="checkbox"/>	Privacy Policy	privacy-policy-cookie-restriction-mode	1 column	All Store Views	Enabled	Jun 26, 2019 7:04:25 AM	Jun 26, 2019 7:07:39 AM	Select ▾
<input type="checkbox"/>	About us	about-us	1 column	All Store Views	Enabled	Jun 26, 2019 7:07:39 AM	Jun 26, 2019 7:07:39 AM	Select ▾
<input type="checkbox"/>	Customer Service	customer-service	1 column	All Store Views	Enabled	Jun 26, 2019 7:07:39 AM	Jun 26, 2019 7:07:39 AM	Select ▾

Click **'Show/Hide Editor'** on the **'AMP Content'** tab so that the button **'Insert Widget...'** would become available.

Home Page

Enable Page Yes

Page Title *

Content ⌵

AMP Content ⌵

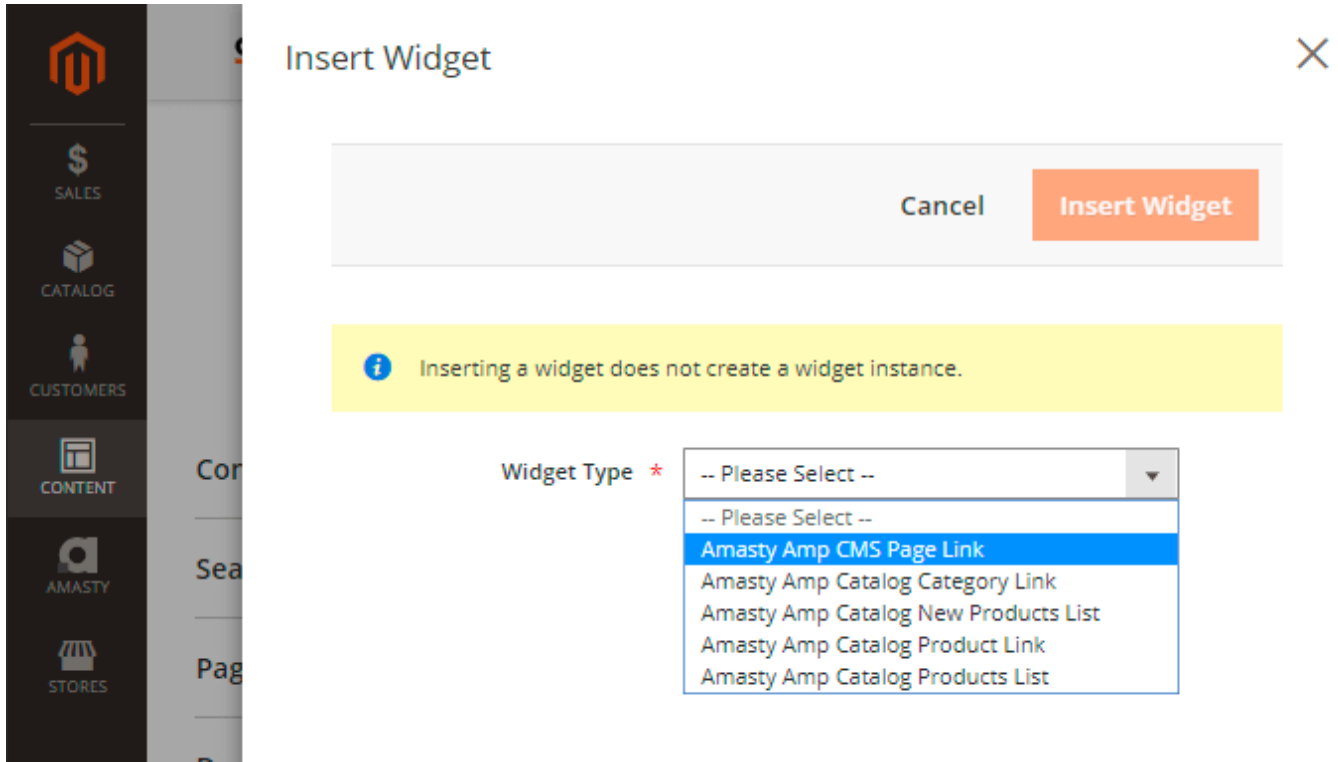
Show / Hide Editor Insert Widget... Insert Variable...

```
amamp-home-content.scrollTo(duration=900, position='top')>
Start </button></div>
<div id="amamp-home-content">{{widget
type="Amasty\Amp\Block\Cms\Widget\NewProductsList"
title="New Arrivals" display_type="all_products"
products_count="10"
template="Amasty_Amp::cms/widget/product/slider.phtml"}}
{{widget type="Amasty\Amp\Block\Cms\Widget\ProductsList"
title="On Sale" products_count="10"
template="Amasty_Amp::cms/widget/product/list.phtml"
conditions_encoded="^[^1`:\^[\` type `: `Magento | | CatalogWidget
| | Model | | Rule | | Condition | | Combine ` , ` aggregator `: ` all ` , ` valu
e `: ` 1 ` , ` new_child `: ` ` ^] , ` 1-
-1 `:\^[\` type `: ` Magento | | CatalogWidget | | Model | | Rule | | Condi
on | | Product ` , ` attribute `: ` sale ` , ` operator `: ` == ` , ` value `: ` 1 ` ^]
^]`)"}}</div>
{{widget type="Amasty\Amp\Block\Cms\Widget\CmsLink"
anchor_text="test text" title="test title"
template="Amasty_Amp::cms/widget/link/block.phtml"
page_id="5"}}

```

Please make sure that only AMP-valid tags are inserted here. If the field is left empty, the data from Content setting will be used on AMP version of CMS page (invalid tags won't be displayed).

Click the **'Insert Widget...'** button to continue further configuration. Choose the desired widget from the dropdown menu.



Specify **Anchor Custom Text** and/or **Anchor Custom Title** for the widget. Choose the **widget template** from the dropdown menu and specify to which CMS page this widget would be applied.

Insert Widget

Cancel Insert Widget

i Inserting a widget does not create a widget instance.

Widget Type * Amasty Amp CMS Page Link
Link to a CMS Page

Widget Options

Anchor Custom Text Buy 3 featured products and get 50% off!
If empty, the Page Title will be used

Anchor Custom Title Welcome to our store!

Template Cms Page Link Block Template

CMS Page * Home Page

Select Page...

Click '**Insert widget**' to continue AMP content configuration within the editor.

Home Page

Enable Page Yes

Page Title *

Content ⌵

AMP Content ⌵

Show / Hide Editor

Paragraph | Formats | 11pt | A | A

B *I* U ~~S~~ | [List Icons] | [List Icons]

[Undo] [Redo] | [Link] [Bookmark] [Table] [Ω] [Clock] | [Image] [Text] [Help]

background image

Start

- Amasty Amp Catalog New Products List
- Amasty Amp Catalog Products List
- Amasty Amp CMS Page Link

Powered by TinyMCE

Words: 21

Please make sure that only AMP-valid tags are inserted here. If the field is left empty, the data from Content setting will be used on AMP version of CMS page (invalid tags won't be displayed).

Please make sure that only AMP-valid tags are inserted here. If the field is left empty, the data from the Content setting will be used on the AMP version of the CMS page (invalid tags won't be displayed).

With version 1.2.0 we provide the default content (universal banner, slider with the new products, and the list of products 'On Sale'). Thus, in case you switch on AMP for the home page in general configuration, then the same content would be available for your AMP home page version (as for

further updates, this content would not be autoloaded).

For this reason, please, **configure AMP Content BEFORE you enable the AMP functionality.**

Note for the Magento Enterprise Edition users: Please do not embed AMP-widgets to non-amp pages through the Page Builder as it may lead to incorrect display of your content on the storefront.

Measure AMP performance with Google Analytics

To help you understand how the AMP optimization impacts your web-store efficiency, Magento 2 AMP extension supports Google Analytics embedment. Easily insert tracking elements to understand what influences page metrics and get in top search positions. To adjust Google Analytics settings, please go to **Stores → Configuration → Sales → Google API → Google Analytics.**

Google Analytics

Enable <small>[store view]</small>	Yes	▼
Account Number <small>[store view]</small>	123456-78	
Anonymize IP <small>[store view]</small>	No	▼
Enable Content Experiments <small>[store view]</small>	No	▼

Google AdWords

Enable <small>[store view]</small>	No	▼	<input checked="" type="checkbox"/> Use system value
--	----	---	--

Enable - set to **Yes** to enable Google Analytics for your AMP pages.

Account Number - fill in your Google Account number.

Anonymize IP - choose weather to anonymize or not your IP address.

Enable Content Experiments - specify weather enable or not the content experiments.

After you adjust the Google Analytics settings, you can easily track your AMP pages traffic from your Google Account.

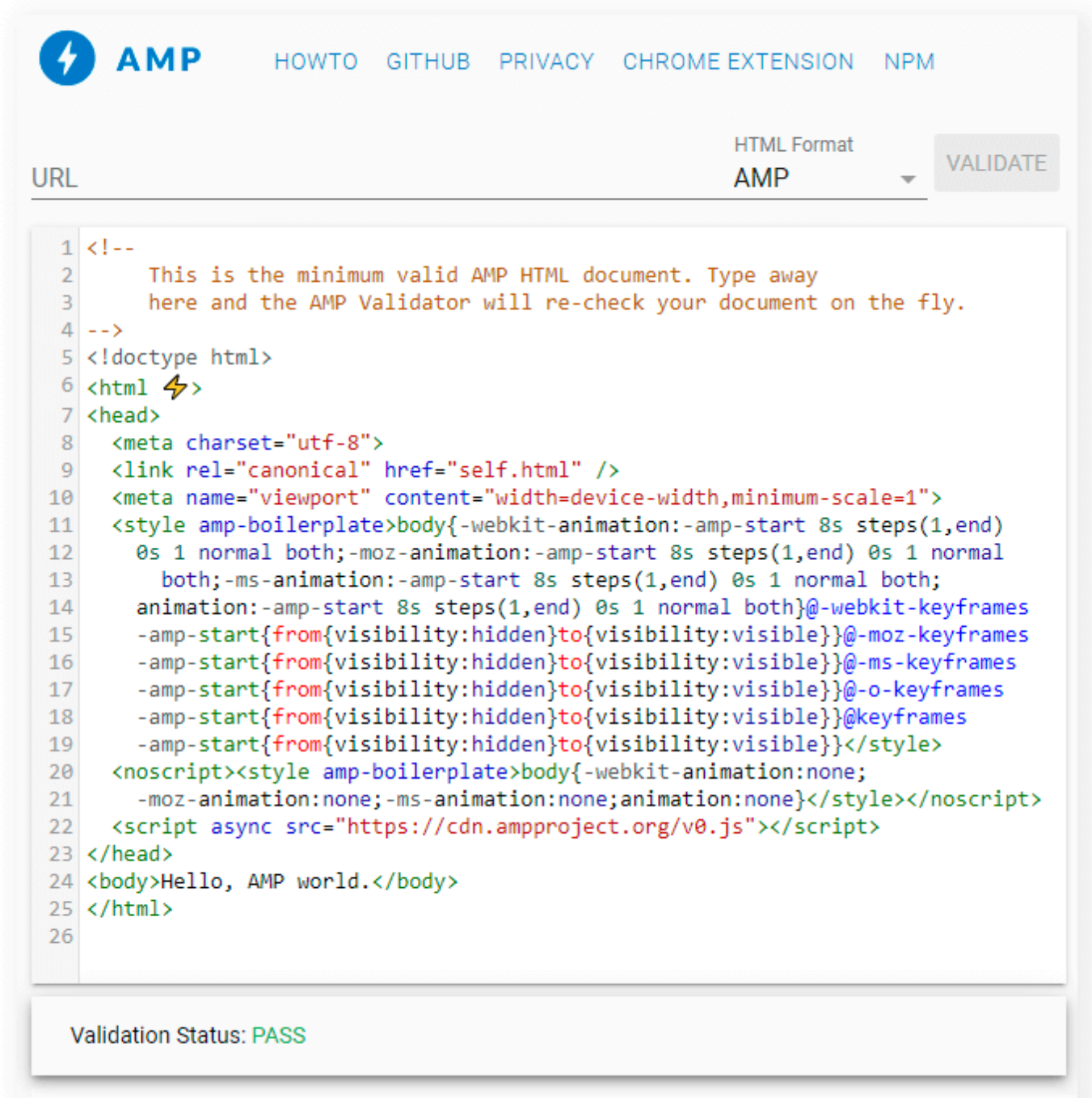
The extension allows showcasing **Rich Snippets** for AMP Product and Category Pages on **Google Search results**. Improve web-store visibility in organic search by displaying more data about your products.

Validate AMP pages content

The Magento 2 AMP extension is designed to automatically exclude all invalid and incorrect tags from the pages' content.

Due to the specifics of our demo configuration, **please do not** test the URLs from our demo with the [AMP test by Google](#). For getting the correct results of page validation please use the [AMP Validator](#) tool instead, as it checks page code directly.

The web validation service provides you a live check if your pages are complying with the AMP or AMP4ADS standards. Run the test to get the list of mistakes inlines in your code with descriptions.



The screenshot shows the AMP Validator web interface. At the top left is the AMP logo (a lightning bolt in a circle). To its right are navigation links: HOWTO, GITHUB, PRIVACY, CHROME EXTENSION, and NPM. Below the navigation is a 'URL' input field, a dropdown menu for 'HTML Format' set to 'AMP', and a 'VALIDATE' button. The main area contains a code editor with the following AMP boilerplate code:

```
1 <!--
2     This is the minimum valid AMP HTML document. Type away
3     here and the AMP Validator will re-check your document on the fly.
4 -->
5 <!doctype html>
6 <html ⚡>
7 <head>
8   <meta charset="utf-8">
9   <link rel="canonical" href="self.html" />
10  <meta name="viewport" content="width=device-width,minimum-scale=1">
11  <style amp-boilerplate>body{-webkit-animation:-amp-start 8s steps(1,end)
12    0s 1 normal both;-moz-animation:-amp-start 8s steps(1,end) 0s 1 normal
13    both;-ms-animation:-amp-start 8s steps(1,end) 0s 1 normal both;
14    animation:-amp-start 8s steps(1,end) 0s 1 normal both}@-webkit-keyframes
15    -amp-start{from{visibility:hidden}to{visibility:visible}}@-moz-keyframes
16    -amp-start{from{visibility:hidden}to{visibility:visible}}@-ms-keyframes
17    -amp-start{from{visibility:hidden}to{visibility:visible}}@-o-keyframes
18    -amp-start{from{visibility:hidden}to{visibility:visible}}@keyframes
19    -amp-start{from{visibility:hidden}to{visibility:visible}}</style>
20  <noscript><style amp-boilerplate>body{-webkit-animation:none;
21    -moz-animation:none;-ms-animation:none;animation:none}</style></noscript>
22  <script async src="https://cdn.ampproject.org/v0.js"></script>
23 </head>
24 <body>Hello, AMP world.</body>
25 </html>
26
```

At the bottom of the interface, the 'Validation Status' is displayed as 'PASS' in green text.

Frontend Examples

Enable Magento 2 AMP extension for Category pages.

Jackets

Position ▾

Filters ☰

Items 1 to 9 of 12 total



Olivia 1/4 Zip Light Jacket

XS S M L XL



As low as \$77.00

ADD TO CART



Juno Jacket

★★★★☆ 4.3

XS S M L XL



As low as \$77.00

ADD TO CART



Neve Studio Dance Jacket

★★★★☆ 4.3



Nadia Elements Shell

★★★★☆ 3.0

Effortlessly generate Google AMP pages for Product pages.



Desiree Fitness Tee

IN STOCK
SKU: WS05

★★★★☆ 3.6 3 Reviews

Size

XS S M L XL

Color



Qty

\$24.00

ADD TO CART

The extension also displays prices excluding/including taxes if applicable.

Show more information about the product.

Details

Getting chilly before class starts? Wear the Eos on your way to and from yoga for a cute and cozy warmup piece. Reach for its reliable comfort and enjoy a super-soft blend of fabrics finished in sporty style that includes a hidden kangaroo pocket.

Semi-fitted.
Long-Sleeve.
Machine wash/line dry.

More Information

Style

Sweatshirt, Pullover

Material

Fleece, Polyester, Spandex


Pattern

Solid

Climate

Cool, Indoor, Mild

Display customer reviews on the AMP pages. By default, the first 4 reviews of the product are displayed. Customers can click the **See More** button to open the next 4 reviews. Also, the store visitors can hide all the open reviews with the button **Hide**.

Reviews (3) 

[WRITE A REVIEW](#) Share your thoughts with other customers

Olene June 26, 2019 at 7:10 AM

I can't get enough of this hoodie

Rating


I can't get enough of this hoodie. It's so comfortable, I hate taking it off! I'm buying it in more colors now so that I can wear it more without people realizing that I wear the same thing every day ;)

Scarlet June 26, 2019 at 7:10 AM

Not really flattering

Rating


Not really flattering for my body type

Martina June 26, 2019 at 7:10 AM

Softest hoodie ever


Rating


This hoodie may be the softest thing I've ever touched! It's so perfect for curling up on a chilly day. I wore it hiking on a really cold day last November and it kept me really warm. My only issue is that it's kind of plain and unflattering. I would love to wear it all the time but it makes me look a little frumpy. Luma, I need this fabric with a more stylish design!



Allow customers to comfortably add their reviews right from AMP pages.

You're reviewing: **Eos V-Neck Hoodie** ✕

Rating 

Nickname

Summary

Review

SUBMIT REVIEW

er customers

Display the Related Products block on AMP pages and enable subscription block.

Reviews



[WRITE A REVIEW](#)

Share your thoughts with other customers

Related Products



Gwyn Endurance Tee

As low as **\$24.00**

[SEE DETAILS](#)



Cora Parachute Pant

As low as **\$75.00**

[SEE DETAILS](#)



Sahara Leggings

As low as **\$75.00**

[SEE DETAILS](#)



Layla Tee

As low as **\$29.00**

[SEE DETAILS](#)

Subscription

Enter your email address

[SUBSCRIBE](#)



How to apply filters on Desktop/Mobile with Varnish

If you need different types of cache for mobile and desktop devices, please, insert the following code snippet into the section `vcl_hash` in the varnish configuration file (`vcl`).

```
sub vcl_hash {
    if (req.http.X-UA-Device ~ "^mobile"
        || req.http.X-UA-device ~ "^tablet"
    ) {
        hash_data("mobile");
    } else {
        hash_data("desktop");
    }
}
```

Find out how to install the AMP for Magento 2 extension via [Composer](#).

From:

<https://stg.amasty.net/docs/> - **Amasty Extensions FAQ**

Permanent link:

https://stg.amasty.net/docs/doku.php?id=magento_2:amp



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