

Accelerating into the Mobile Future

10 Point Checklist

Ben Morss

Want to gain as much knowledge as possible out of Marketing Speak?

Read on below for a 10 point checklist that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"It's the little things behind the scenes that make sites look good and give a smooth user experience."

BEN MORSS

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

- ☐ Give my customers what they want quickly by making sure my website loads fast because no one wants to wait around for a website to load.
- ☐ Learn more about Google's AMP or Accelerated Mobile Pages and how it can help me get the most out of my website.
- ☐ Go to AMPProject.org or AMP.dev to check out what AMP is like and explore it – see who's used it and what it consists of and determine whether it's applicable for me.
- ☐ Try Chrome's experimental version called Canary which has a feature called signed exchanges or web packaging, a feature that enables publishers to safely make their content portable while still maintaining the content's integrity and attribution.
- ☐ Utilize the AMP plugin for WordPress that has the option to produce native AMP which makes the pages run faster. Access it by going to AMP-WP.org.
- ☐ Check out the WordPress WooCommerce theme that is native AMP by visiting the demo site, Accelerate.AMPPublisher.com.
- ☐ Download the device emulator for mobile devices or tablets from the Developer Tools menu on Chrome. Choose my phone's simulator scenario from the drop-down menu.
- ☐ Use service worker to do push notifications on my website as apps can do. Also start offline content so people can view my content or look at my products even when they're offline.
- ☐ Check out other companies using progressive web apps such as [Superbalist](#) so I can learn how they work or operate. Also look at other sites that are AMP and see if they match with what I'm looking by trying it out on a simple page that's easy to convert.
- ☐ Connect with Ben Morss, Developer Advocate at Google, on Twitter [@BenMorss](#), to know more about AMP or to see what he's currently up to.