

With mobile as the go-to device for everything we do today, more than half of searches now occur on smartphones and tablets. When pages load slowly, they are often abandoned as the searcher seeks out the next-best content that quickly and effectively meets his need.

To build lightweight, fast-loading pages, publishers and technology companies launched the Accelerated Mobile Pages (AMP) Project, an open source initiative. AMP-enabled content first appeared in Top Stories, a carousel of news stories at the top of mobile search results.

Google has since announced AMP as the favored format for mobile search - further highlighting the importance of AMP-enabling your content to provide a fast and enjoyable mobile experience. But with millions of news stories published daily and thousands of pages on your website, knowing which topics to optimize can be daunting.

Google emphasizes growing importance of mobile with key announcements

Apr 2015



Mobile-friendliness as ranking signal

Oct 2015



Accelerated Mobile Pages (AMP) Project support

Feb 2016



Top Stories introduced

Aug 2016



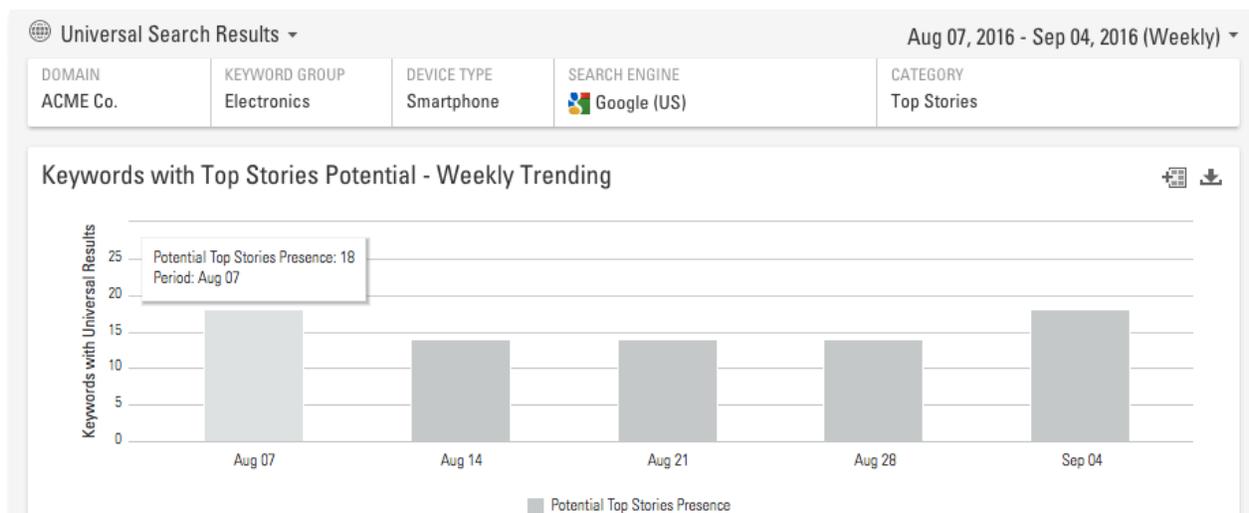
Full rollout of AMP to all content

Helping Brands Deliver Stand-out Mobile Experiences

BrightEdge is the first and only solution that helps you identify, optimize and track your performance on Top Stories and AMP-preferred topics so that you focus your efforts where they will deliver the best results.

Identify opportunities for Top Stories

Understand the potential for your pages to display in the Top Stories mobile carousel and how this has changed over time.



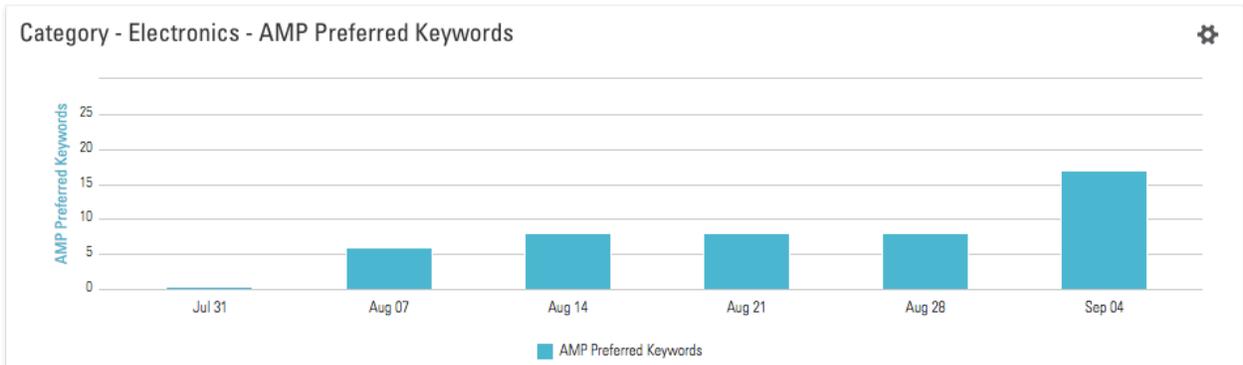
AMP-enable content according to the greatest opportunity

Determine which of your topics feature AMP-preferred content. Then, AMP-enable these pages first to make the most of the opportunity to get in front of audiences and drive more traffic.

Week of Sep 04, 2016 (compared to Week of Aug 28, 2016) Select Different Periods			
Keyword Search <input type="text"/>		<input type="button" value="Search"/>	<input type="button" value="Columns"/>
Selected Keywords <input type="text"/>		<input type="button" value="+ Add Keywords"/>	
<input type="checkbox"/>	Keyword	Monthly Search Volume	AMP Preferred Sep 04, 2016
<input type="checkbox"/>	xbox one	1,500,000	No
<input type="checkbox"/>	ps4	1,500,000	Yes
<input type="checkbox"/>	Xbox	1,000,000	Yes
<input type="checkbox"/>	destiny	823,000	Yes
<input type="checkbox"/>	playstation	673,000	Yes

Track your performance on Top Stories and AMP

Know how much Top Stories and AMP opportunity you are capturing and track the business impact of your efforts with StoryBuilder.



Then set Anomaly Detection rules so that you're alerted to changes in Top Stories and AMP-preferred topics, including topics that move in and out of preference, shifts in your performance, and more.

With mobile usage growing 58% year over year, it is essential to provide a fast and delightful mobile experience to attract and keep your target customers. By providing the insights to help you optimize for AMP, Top Stories and other mobile-centric content types, BrightEdge helps you harness the mobile opportunity and drive better business results.



[Contact us to learn how to begin transforming your online content into tangible business results, such as traffic, conversions, and revenue.](#)