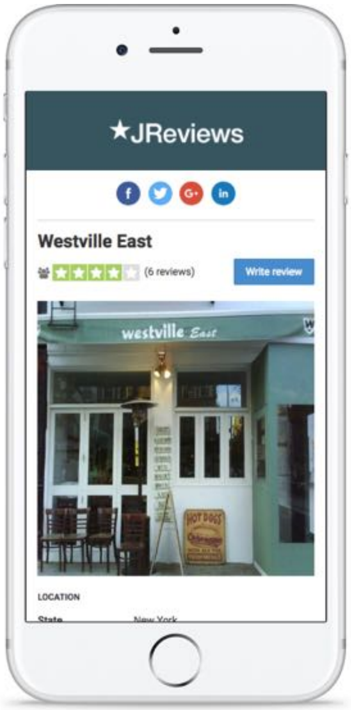
AMP Add-on for JReviews

User Guide

www.jreviews.com



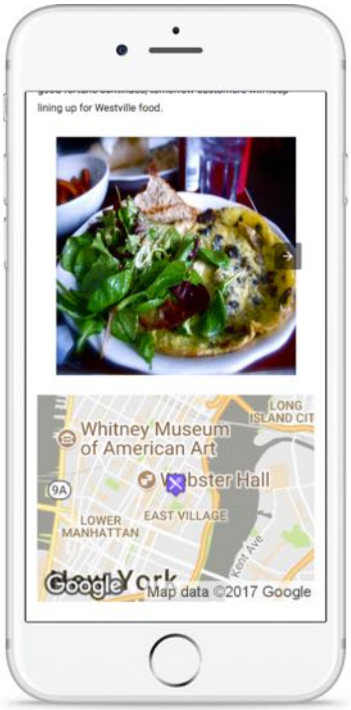
★JReviews

Westville East

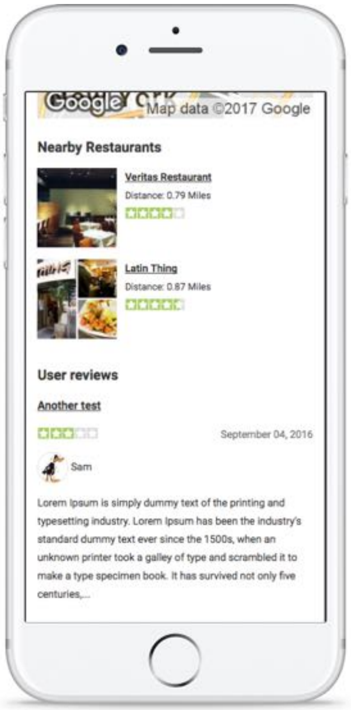
★★★★☆ (6 reviews)

LOCATION

State New York



lining up for Westville food.



Nearby Restaurants

Veritas Restaurant

Distance: 0.79 Miles

★★★★☆

Latin Thing

Distance: 0.87 Miles

★★★★★

User reviews

Another test

★★★☆☆ September 04, 2016

Sam

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,...

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1 Overview

1.1 What is AMP?

AMP is a Google-backed project with the aim of speeding up the delivery of content through the use of stripped down code known as AMP HTML. Put simply, AMP is a way to build web pages for static content (pages that don’t change based on user behavior), that allows the pages to load (and pre-render in Google search) much faster than regular HTML. - hallaminternet.com

1.2 Limitations of AMP

AMP HTML is designed to improve both the speed and readability of content, meaning the code used is heavily stripped-down. No custom JavaScript is allowed other than the off-the-shelf AMP library and a streamlined version of the CSS for the page is required. - hallaminternet.com

Because of these limitations, the interactive features of a JReviews detail page on your site, like review submission and voting, favorites and inquiries will not work on the AMP version of the page. However, it is possible to use AMP features to display photo and video sliders, playback videos and display ads from a large number of Ad networks, including Adsense.

1.3 Add-on features

The AMP Add-on for JReviews includes a specially designed listing detail page theme and CSS that is automatically used in AMP requests. In addition to displaying standard listing information like author, date, summary, description and custom fields, the AMP theme can also show the following information based on your JReviews configuration:

- Social sharing buttons
- A photo slider
- A video slider with video playback
- Related listing widgets
- A static google map
- User and editor reviews
- Several Joomla module and WordPress widget positions that allow you to display ads as well as any other AMP-supported content you want to include on the page
- Optimized Open Graph, Twitter Card and Schema.org markup

The focus of the Add-on is on the listing detail pages which have the most SEO value to be indexed in search results.

2 Getting started

2.1 Dependencies

Rather than creating a standalone AMP implementation which would only work with JReviews pages, we chose to use existing site-wide solutions for Joomla and WordPress and focused on optimizing the output of the JReviews listing detail page for AMP.

These solutions can automatically render detail pages as AMP without the Add-on, but they produce a heavily stripped down and boring version of the page that only includes title, summary and description and doesn't do the original version any justice. *The Add-on makes sure that you get a beautiful and AMP-compliant version of your regular pages*.

2.1.1 Joomla

The supported **paid** extensions for Joomla are:

- jAmp by J!Extensions Store
- wbAMP by Weeblr. The Add-on only works with the paid version of wbAMP because it makes extensive use of it's API.

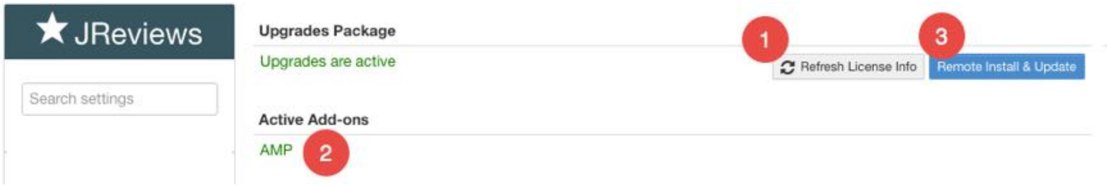
2.1.2 WordPress

The supported plugin for WordPress is free and developed by Automatic, the company behind WordPress:

- AMP by Automatic

2.2 Installation

After ordering the Add-on click on **Refresh License Info** in the JReviews dashboard and you should see the Add-on appear in the **Active Add-ons** section. Then click on **Remote Install & Updates** and proceed to install the Add-on from that page.



Don't forget to install one of the 3rd party AMP solutions mentioned in the *dependecies section* above.

2.3 Configuration

At this time the Add-on doesn't have an administration menu or configuration options because they are not needed. Instead it uses the existing configuration options from JReviews to simplify the whole setup process.

Please make sure you read the documentation of the 3rd party AMP solution you chose to get familiarized with the configuration options offered by each solution.

The WordPress AMP plugin doesn't have any configuration options so many things need to be implemented through filters directly in your theme's functions.php file. For more information refer to the plugin's documentation.

2.3.1 Google Analytics

According to Google you should use a separate property to measure AMP traffic. If you use a single property to measure both AMP and non-AMP traffic, use the data source dimension or a custom dimension to distinguish them.

2.3.1.1 Joomla

The compatible Joomla AMP extensions allow you to enable and add your Google

Analytics ID directly in the plugin settings.

2.3.1.2 WordPress

To add Analytics tracking when using the WordPress AMP plugin *edit your WordPress theme's functions.php* file to add the necessary filter that will output the Google Analytics tracking code. Replace the account value with your own Google Analytic's account.

```
add_filter( 'amp_post_template_analytics',
'xyz_amp_add_custom_analytics' );
function xyz_amp_add_custom_analytics( $analytics ) {
    if ( ! is_array( $analytics ) ) {
        $analytics = array();
    }

    //
https://developers.google.com/analytics/devguides/collection/amp-
analytics/
    $analytics['xyz-googleanalytics'] = array(
        'type' => 'googleanalytics',
        'attributes' => array(
            // 'data-credentials' => 'include',
        ),
        'config_data' => array(
            'vars' => array(
                'account' => "UA-XXXXX-Y"
            ),
            'triggers' => array(
                'trackPageview' => array(
                    'on' => 'visible',
                    'request' => 'pageview',
                ),
            ),
        ),
    );
    return $analytics;
}
```

For more information refer to the WordPress AMP Plugin documentation.

2.3.2 Google Maps

We have implemented the Google Static Maps on the listing detail AMP pages. If you are using a referrer restriction in the Google Maps browser API key you need to include the *ampproject.org* in the allowed referrers list so that it's possible to load the maps on the page when it's accessed through the Google AMP Cache.

2.4 Usage

Once you have the 3rd party AMP solution and the Add-on installed you'll be able to view the AMP version of any JReviews listing detail page by adding */amp* to the end of the URL address for that page.

2.5 Validating your AMP pages

2.5.1 AMP validation

AMP pages come with a built-in tool to validate your pages. Just append #development=1 to the end of any AMP page and open the Chrome Dev Tools console to check for validation errors.

Alternatively you can use the AMP online validator which can give you more specific information about any errors found on the page.

2.5.2 Structured data validation

To validate the structured data markup on your AMP pages you should use the Google structured data testing tool.

3 Customizations

If you want to customize the output of the AMP listing detail pages you can do it through the theme file and custom CSS.

3.1 Inserting Ads & Banners

The AMP version of the detail page has several positions available to insert ads, banners, or other information external to the detail page itself.

Ads in AMP require a different format than what you would normally use in your site. Earlier we mentioned that AMP supports a large number of Ad networks and you should refer to the AMP documentation to check the format needed for the network you use.

In the case of Adsense you can create a responsive ad in your Adsense account, and then use the ad's slot number and your client id in the following format:

```
<amp-ad
    width=300
    height=250
    layout="responsive"
    type="adsense"
    data-ad-client="ca-pub-2005682797531342"
    data-ad-slot="7046626912">
 </amp-ad>
```

3.1.1 Joomla module positions

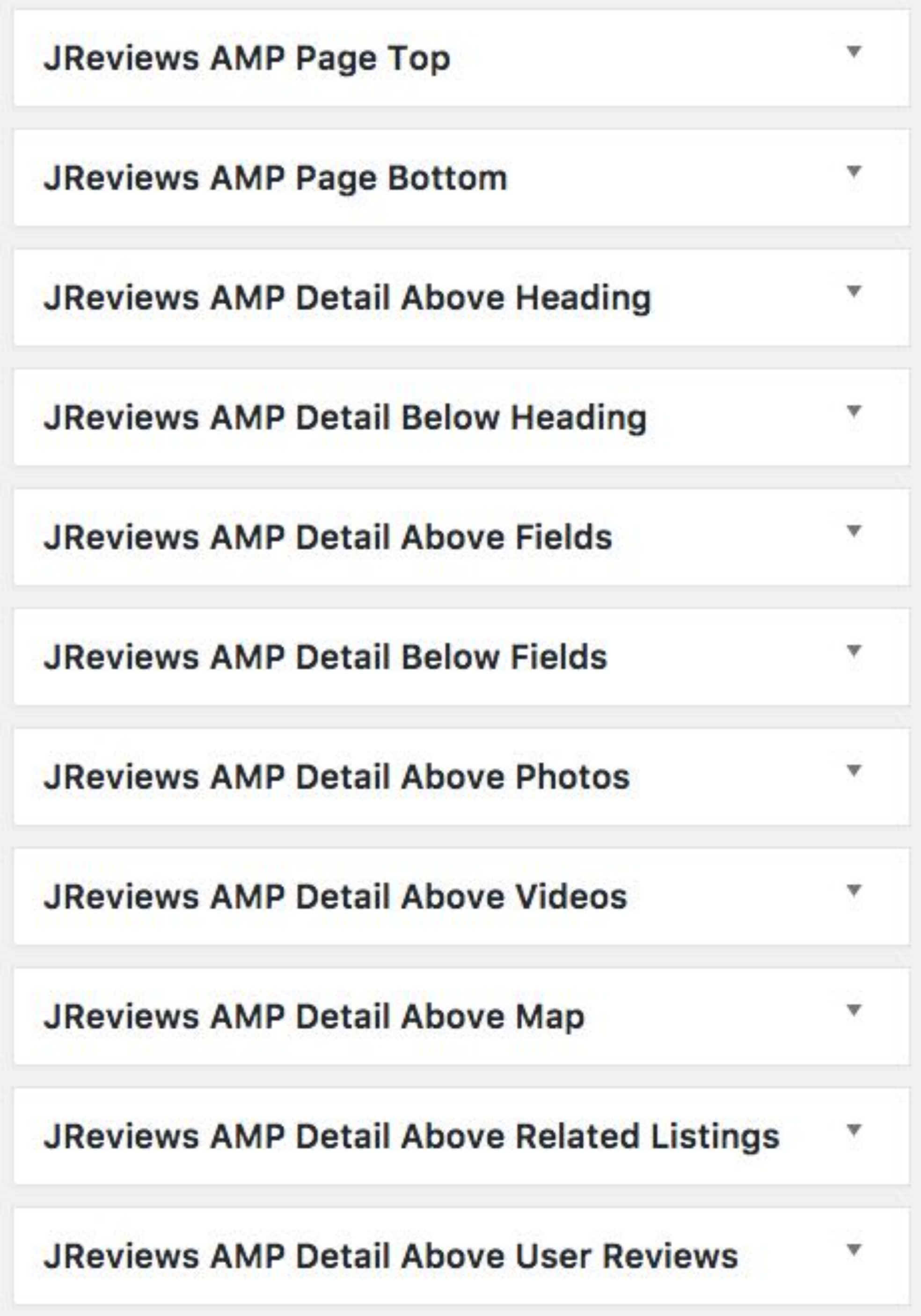
When creating a new module in Joomla you can use any of the following module positions on your AMP detail page.

- jr-amp-page-top

- jr-amp-page-bottom
- jr-amp-detail-above-heading
- jr-amp-detail-below-heading
- jr-amp-detail-above-fields
- jr-amp-detail-below-fields
- jr-amp-detail-above-photos
- jr-amp-detail-above-videos
- jr-amp-detail-above-map
- jr-amp-detail-above-relatedlistings
- jr-amp-detail-above-user-reviews

3.2.2 WordPress widget positions

When creating a widget in WordPress you have access to similar positions as in Joomla, but they easily selectable from the WordPress widgets interface so you can just assign your Widget to one of the existing JReviews AMP positions.



JReviews AMP Page Top

JReviews AMP Page Bottom

JReviews AMP Detail Above Heading

JReviews AMP Detail Below Heading

JReviews AMP Detail Above Fields

JReviews AMP Detail Below Fields

JReviews AMP Detail Above Photos

JReviews AMP Detail Above Videos

JReviews AMP Detail Above Map

JReviews AMP Detail Above Related Listings

JReviews AMP Detail Above User Reviews

3.2 Theme customization

3.2.1 Modifying the AMP listing detail page

All the same rules that apply to JReviews theme file customization also apply to the Add-on. You will find the theme files inside the Add-ons' **amp** theme folder.

Joomla: /components/com_jreviews_addons/amp/views/themes/amp

WordPress: /wp-content/plugins/jreviews_addons/amp/views/themes/amp

To simplify the main /listings/detail.amp.thtml file, we split it up into smaller files which you can find in the /elements folder. The related listings output is rendered through the /modules/listings.amp.thtml file.

As with JReviews, you can have different suffixed theme files to create different layouts. Copy the theme files that you want to customize to your overrides theme and add the suffix before the .amp extension. For example if you want to create a special layout for your hotels category with a _hotels suffix, you would name the file:

```
detail_hotels.amp.thtml
```

If you have a custom theme named **mytheme** you would put your AMP override in the following path:

Joomla:
/templates/jreviews_overrides/views/themes/mytheme/listings/detail_hotels.amp.thtml

WordPress:
/jreviews_overrides/views/themes/mytheme/listings/detail_hotels.amp.thtml

3.2.2 Changing the output of custom fields for AMP pages

We’ve implemented a helper method *AmpComponent::isAmpRequest()* that you can use to detect if the current page is being rendered in AMP. This can be useful, for example, when you’ve customized the output of a custom field to use custom JavaScript code that will not work in AMP. In this case you can either create a different output or suppress the output of the field in AMP pages.

To hide the output of a custom field only in AMP pages you can use the PHP formatting setting of the field and use the following code:

```
if (AmpComponent::isAmpRequest()) {
   return false;
}
return $output;
```

3.3 CSS customization

The total size of custom CSS styles in an AMP page cannot exceed 50 kilobytes so it's important keep your custom style overrides nice and short.

CSS customization follows the same logic as in JReviews. You need to have a custom theme in place and create a new *custom_styles.amp.css* file in the theme_css folder. Read the online documentation for creating a custom theme and overriding CSS.

For example, if you have a custom theme named **mytheme** you would put your AMP css overrides in the following path:

Joomla:
/templates/jreviews_overrides/views/themes/mytheme/theme_css/custom_styles.amp.css

WordPress:
/jreviews_overrides/views/themes/mytheme/theme_css/custom_styles.amp.css

4 Known Issues

4.1 Joomla Configuration Cache

When the Joomla configuration cache is enabled, the cached version of the AMP page does not work. This happens because the Joomla configuration cache doesn’t cache the entire page. Instead it caches individual parts of the page like module and component output. This doesn’t allow the JReviews content plugin to work correctly and also prevents the Add-on from working.

The solution is to use the Joomla Cache Plugin which caches the entire page so it can replicate the original uncached page exactly as it was rendered on the first page load.