

# Convert More with Lightning-fast Landing Pages

In 2016, mobile surpassed desktop as the primary means of accessing the web. Advertisers began shrinking content to fit smaller screen sizes, but even when responsive—pages were loading too slowly.

But in July 2018, Google made pagespeed non-negotiable. It's now an official ranking factor for paid and organic search, and mobile speed score will impact whether you appear in the SERP, or disappear completely.



## Slow content is killing your conversions

For every second that a landing page takes to load, conversions drop by 12%. And with 70% of global cell users on a 3G or slower connection (where the average page takes 19 seconds to load), you could be losing most of your prospective visitors before they ever see your content.

In fact, there's evidence that 53% of people will abandon a page after just 3 seconds, so you need especially fast landing pages.

70%

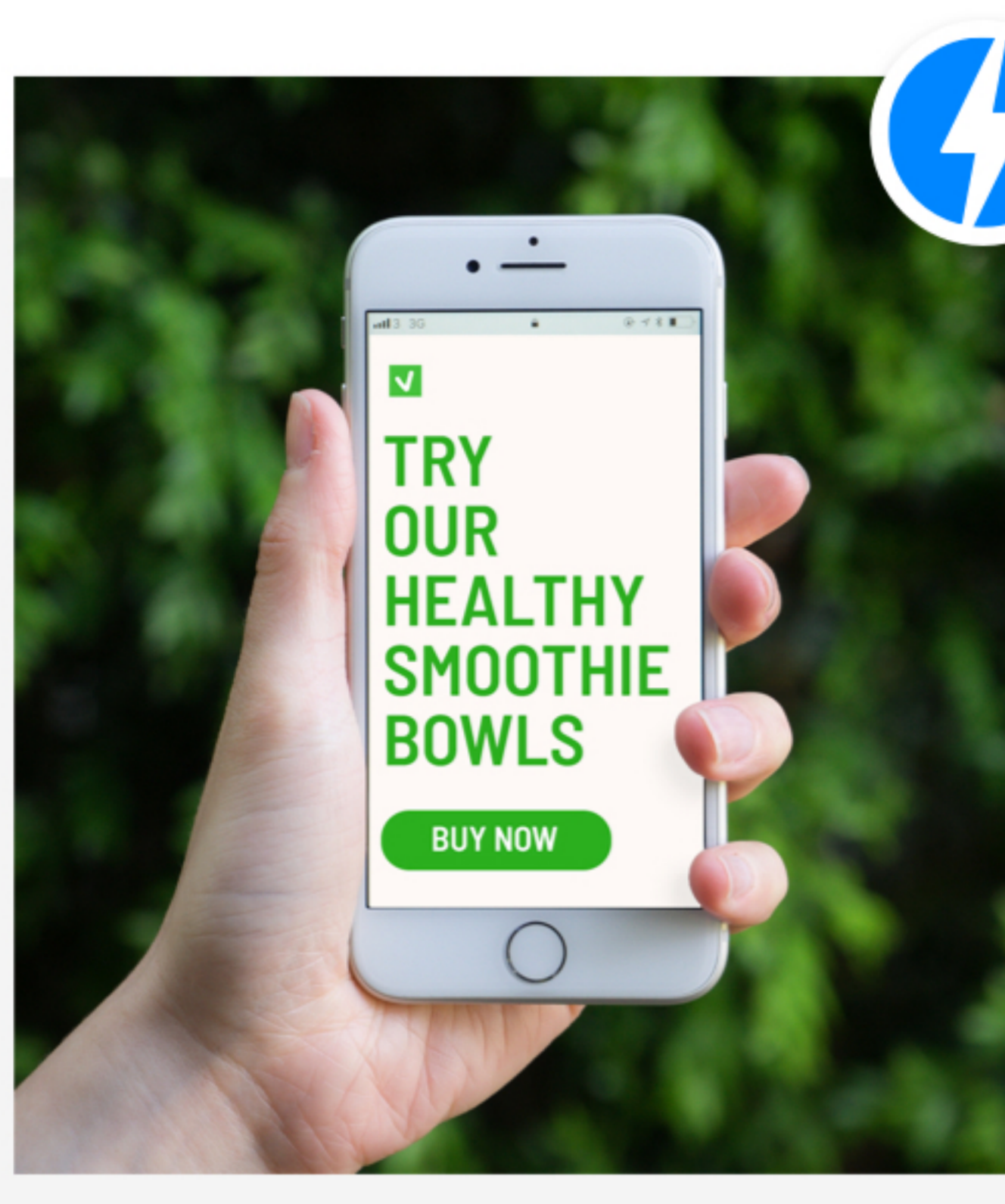
of global cellular speeds are 3G or slower

19s

is the average load time for a mobile page on 3G

53%

of people will abandon a page after 3 seconds



## Speed up with AMP

(Accelerated Mobile Pages)

The Accelerated Mobile Pages project is a new way to create super simple web pages that load almost instantly. Introduced as part of an open-source initiative supported by Google, the AMP framework restricts HTML, CSS, and JavaScript to only the essentials, which is why the median load time for an AMP page is less than half a second.

In the words of the AMP project, "if it's not instant, it's not fast enough."



Even experienced developers need to learn the nuances of AMP markup, and this (ironically) slows down the creation of these fast pages.



"AMP is a powerful markup language... but it is also VERY precise. One validation error and poof...your page is worthless. In Unbounce you can focus on building a high converting LP.

Not learning a new markup language."



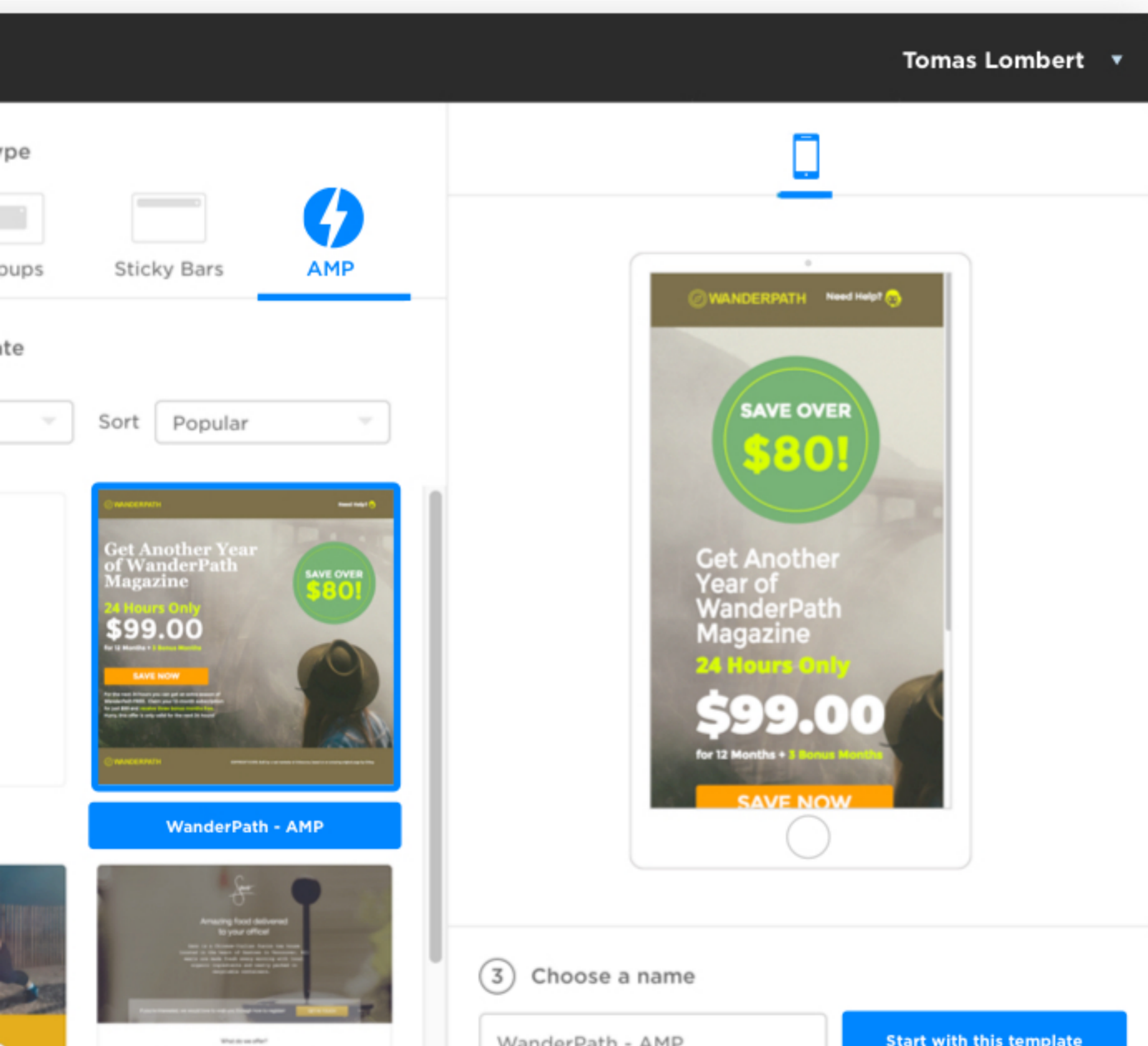
Joe Savitch  
- Altos

## Now you can create AMP experiences easily

Instead of hand-coding AMP from scratch, you can use the Unbounce builder to create lightning-fast pages.

Start with one of our free AMP templates and customize to suit your campaign. You'll never worry about keeping up to date with new AMP releases, and you'll rest easy knowing your landing pages are AMP validated.

[LEARN ABOUT UNBOUNCE](#)



## Sign up to join our AMP beta

(And boost your mobile conversion rates with faster pages today).

We're currently in closed beta, gathering feedback to polish up our AMP experience. Fill out this form to get exclusive access to the AMP open beta when it launches.

First Name

Last Name

Email

Company Name

Business Type

Phone Number

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