

# Anchor AMP

The ULTIMATE digital UPGRADE for existing Business Websites



## Anchor AMP Accelerated Mobile Pages

The **Anchor AMP** Accelerated Mobile Pages are 4 times faster than the average website and are optimised for every business targeting people on mobile phones.

Anchor AMP
\$499 once off
Includes Installation *

Accelerated Mobile Pages (AMP) are new technology developed by Google to increase customer satisfaction and conversions on your website. The technology involves a compression of your website key information into a code that allows it to be served at least **4 times faster** than your current site and your competitor's sites **on mobile** devices. As a small business you now need a fast website if you want to come up in places like Google and Facebook.

Our **Anchor AMP** will help you slash your bounce rates, increase visitors, conversions and ultimately customers. We believe you need all of those things but we don't believe you need to spend thousands to get them.

## Why an Anchor Accelerated Mobile Page



There are two major statistics that will tell you why your business needs **Anchor AMP** today. The first is that 75% of searchers on Google are now mobile phones. That means there are as many as three quarters of your customers searching for you on their phone. . When they find you, your site needs to exceed the standard they are expecting if you have any hope of converting them.

Which brings us to the second statistic. 40% of people won't wait longer than 3 seconds for a website to load before they leave the page. Try your site now. The average site currently online loads in about 25 seconds, chances are yours does too. Our **Anchor AMP** system will make your site load almost instantaneously on mobile devices. To top this off Google has recently announced that page speed is the next major factor they will be considering in their rankings. This makes the Anchor AMP an even more irresistible package.

## Accelerated Mobile Page



The **AMP** mobile page is a compressed code version of the main page on your website, installed on your site, serving this page to mobiles at least 4 times faster than your current non-AMP setup. We set up your **Anchor AMP** on your server with less than a megabyte of server space. That means there won't be any affect on your hosting costs or storage space. The **Anchor AMP** ultra modern design is optimised to send your site up the Google rankings and to convert your customers. It may also act as an automatic cached fast mobile entrance page link for older sites.

- Improves your chances of being found first on mobile devices
- Simple addition to your current site
- Lower bounce rate with sub 3 second response times
- Be found fast for your company details, products and services
- Click-to-Call on mobile allows direct customer calls
- Lightning fast response provides great customer experience
- Mobile-centric responsive site looks great on all devices
- All installed and managed for you



\* Installation & Support \$100 inc gst Requires valid website login & easy access to install on your currently hosted website

## Anchor AMP Deployment

With your login we can easily upload your new **Anchor AMP** without touching your main site or taking up more than a megabyte on your account. We have installed **AMP's** on all sorts of sites and servers. We start the process by benchmarking your current site with a Snapshot report which also checks your overall web presence. Once we've installed the **AMP** there is a 4 step process to completion:

- Customer approval of design
- AMP check conducted on Google's validation site
- Google Speed test.
- Trials on different smart phones

Once we've completed those 4 steps and your new **Anchor AMP** has passed all of its trials we send it live and notify you. Within a week you have a fully Google compliant attachment to your site that completely overhauls your web presence.



## Snapshot Analysis

### What is a Snapshot Report

The **Anchor** Snapshot report is a web wide review into what your business looks like online and how customers see you. Shows the answers to these questions:

- Is your business information accurate where it counts?
- How do customers feel about your business?
- How fast and optimised is the site?
- What is the Mobile Optimisation?
- How do you compare with your competitors?
- How do you compare with industry standards?
- Are your social media accounts effective?



40% of people abandon a website that takes more than 3 seconds to load

Company:  
Phone Sales:  
Phone Support:  
Email:  
Website:

dLook Pty Ltd  
1800 135 665  
02 9290 2821  
info@mydLook.com.au  
www.mydlook.com.au

## What you get

Below is a complete list of items that come with the **Anchor** Accelerated Mobile Pages.

- Mobile-centric website
- High speed AMP page
- Description of your key business elements
- One key scaled image
- Linked to your main site to extend search
- Deployment to your current hosting
- Includes your core contact details
- Click-to-call phone link for mobiles
- An account manager
- Technical support