



GENESIS
by WP Engine



AMP

Build more beautiful mobile-ready websites.

Genesis 3.0 + AMP means speed.

Get the framework that lets you build engaging digital experiences faster on WP Engine.

Speed is the new make-or-break digital business advantage. Whether it's your time-to-market or the load time on your website, faster is better. Consumers expect digital experiences that wow them while they're on the go, from the palm of their hands on their mobile devices. In order to win and keep their business, you have to deliver these experiences before your competitors do. At the same time, you have to maintain quality, security, and your bottom line.

Genesis 3.0 with AMP functionality makes it easier for developers to build AMP-compatible themes and sites. Now Genesis enables even faster load times and search engine results page (SERP) benefits, plus the speed of AMP caching on mobile. Combine that speed with built-in SEO and security features and the lightweight code of Genesis offers better digital experiences faster. Plus, you can build sites your way, with easy customization and widget-based layouts. The one-click theme setup gets sites up and ready for customization in minutes. With Genesis 3.0, you can hand your customers delightful digital experiences faster than ever before.

With Genesis 3.0, you can hand your customers delightful digital experiences faster than ever before.

WP Engine is the leading managed WordPress platform, powering 65,000 customers and half a million web properties across the globe.



SMART DEVELOPMENT

Focus on building quality content with built-in SEO while the framework takes care of everything under-the-hood

Delivers fast site speed, especially on mobile, with the lightweight codebase.



FUTURE PROOF

Take advantage of a huge support community to monitor patch vulnerabilities, audit upgrades, and test new releases so you don't have to.

Leverage ongoing innovation and maintenance through WP Engine's R&D investment and support community.



EXTENDABLE FUNCTIONALITY

Make Genesis your own with hooks and shared language, plus plugins and widget-based layouts to add functionality quickly.

Get sites up and ready for customization in minutes with one-click theme setup.

Build beautiful sites better with Genesis 3.0 + AMP on WP Engine.

Increase mobile satisfaction.

Make gorgeous, mobile-ready sites faster without sacrificing quality. Get more results with better search visibility and built-in SEO benefits, so you can focus on high-end content that showcases your brand's best assets. Keep customers from waiting for your site to load with quick responsiveness thanks to AMP caching which "prefetches" your website when a visitor is coming from the Google search engine thus delivering near instant page load times!

Speed development time.

Stay ahead of your competitors with quicker development processes. Relieve pressure on your developers so they can be creative to wow customers all over the world. Get top-notch support whenever you need it to keep your digital breakthroughs coming.

Customize your experiences.

Make customized, beautiful digital experiences that will work how you want them to. Build mobile-responsive sites that are sure to delight and reflect the best of what you do. And get started fast with one-click, so you don't have to wait to shine.

Get Genesis 3.0 with AMP capability today:

wpengine.com/genesis-amp

About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives enterprises and agencies the agility, performance, intelligence and integrations they need to drive their business forward faster. WP Engine's combination of tech innovation and an award-winning team of WordPress experts are trusted by over 90,000 companies across over 140 countries to provide counsel and support helps brands create world class digital experiences.

wpengine.com

[facebook.com/wpengine/](https://www.facebook.com/wpengine/)

[@wpengine](https://twitter.com/wpengine)

[wpengine](https://www.instagram.com/wpengine)

[linkedin.com/company/1556180/](https://www.linkedin.com/company/1556180/)

[WPengine](https://www.youtube.com/channel/UCWpEg8v1p1p1p1p1p1p1p1p1p)

[AMP](https://www.ampproject.org/)

WP-PS-Genesis3-AMP-1pp-01