Google Ends Cache-Served AMP Pages In Search via @sejournal, @MattGSouthern

- Google Search now routes searchers to the domain’s own AMP host pages.
- Google will no longer use the AMP viewer, AMP Cache, or signed exchanges for AMP serving.
- AMP content will continue to rank like any other web page.

Google Search now takes searchers directly to a domain’s AMP host pages, ending the viewer/cache serving path. AMP still ranks as normal.

https://www.searchenginejournal.com/google-ends-cache-served-amp-pages-in-search/581405/