MEDIAVINE®

Tips to Help Improve Your INP Score

What is INP?

The new Core Web Vital responsiveness metric — Interaction to Next Paint, or INP — measures how long it takes for your website to respond to a user interaction (e.g. when a reader clicks or taps on a dropdown). Because it measures how readers interact with your site, INP will differ for every site, even those on Mediavine.

The lower the INP, the better. A low INP result means your website or pages consistently respond quickly to the majority of user interactions.

There are many variables on a website that can affect INP, including menus, caching, host-specific setups, interactive elements and more.

What has Mediavine done to prepare publishers for INP?

When Google rolled out INP in late-2023 for testing as a Core Web Vital metric, our ad tech and support engineers immediately launched our own testing. Our goal was to determine where Mediavine and Grow technology could potentially interfere with passing INP and proactively implement fixes to ensure publishers running both Mediavine ads and Grow would be able to pass when INP came out of testing.

There is a significant portion of publishers currently passing INP while running Mediavine technology, when compared with other ad management companies.

Checklist to Help Improve Your INP Score

- ☐ Run a light website setup with an optimized theme and good host. Don't use additional and unnecessarily heavy scripts. Experiment with removing sticky navigation headers or unnecessary drop-downs and interactive elements.
- ☐ Focus on all-purpose site speed solutions. These often help with site interactions feeling more responsive.
- ☐ Use an optimization plugin to make sure scripts are loading async or deferred. Mediavine already does this for your ads, so focus your attention on other scripts.
- ☐ Paginate comments.
- ☐ Remove unnecessary tracking scripts.
- ☐ Disable heatmaps. If you use heatmaps, these should be used for limited amounts of time when you are actively using them instead of running them continuously.
- ☐ Use a caching solution.
- ☐ Lazy load and/or evaluate non-Mediavine video players.

Once you've checked all these items off your list, here are two bonus tips you may consider:

- ☐ Test INP at the page-level, starting with top posts and pages. If you have pages that are passing, see what's different about them compared to pages that are failing.
- ☐ Focus on mobile — that's the most likely place you'll see a failing score.

Once you make changes to improve your INP, be patient. It can take up to 28 days for Core Web Vitals scores to reflect on how a change has affected your site.