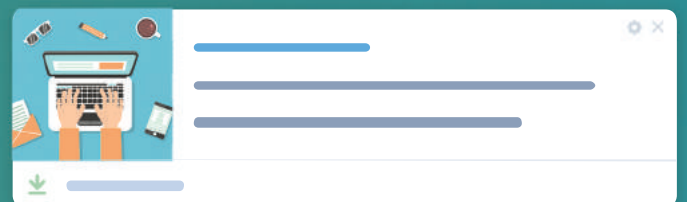
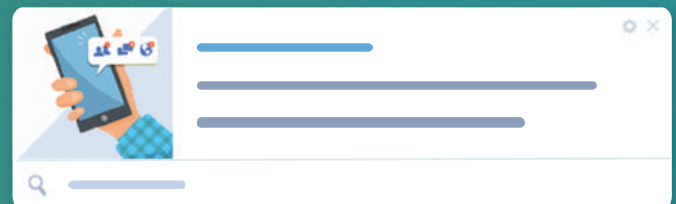
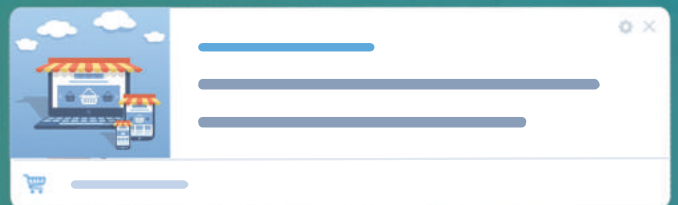


The Beginner's Guide to Website Push Notifications

A Complete Guide

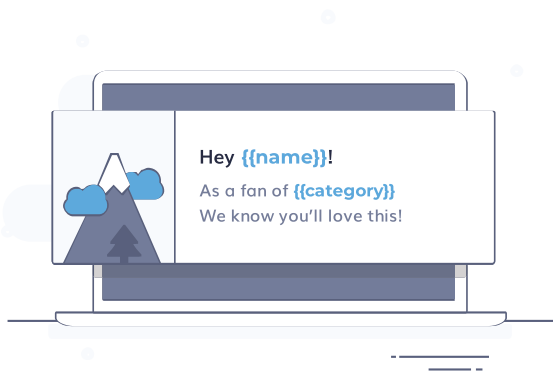
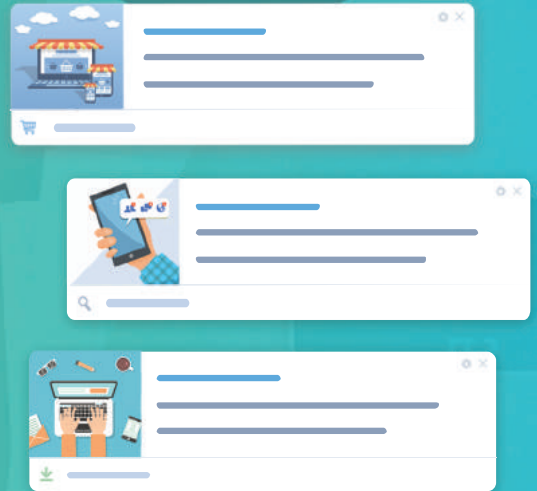
Everything you've ever wanted
to know about web push



The Beginner's Guide to Website Push Notifications

A Complete Guide

We've put together a guide with everything you need to know about web push



CREATE DEEPER RELATIONSHIPS WITH WEBSITE VISITORS

Web push is an innovative marketing channel that has been rapidly gaining attention and credibility as one of the most effective and powerful ways to re-engage website visitors. There is a lot to learn about this form of digital marketing, especially if you are new to the world of web push.

Thankfully, we have put together this guide that will walk you through all you need to know about website push notifications including what they are, how they are installed, how to send them, and more.

What's Inside

1. What is Web Push

Learn what web push notifications are

2. Benefits of Web Push

How to benefit from push notifications

3. Installing Web Push

How to install web push notifications

4. Push Features

Web push notifications features

5. Push Strategy

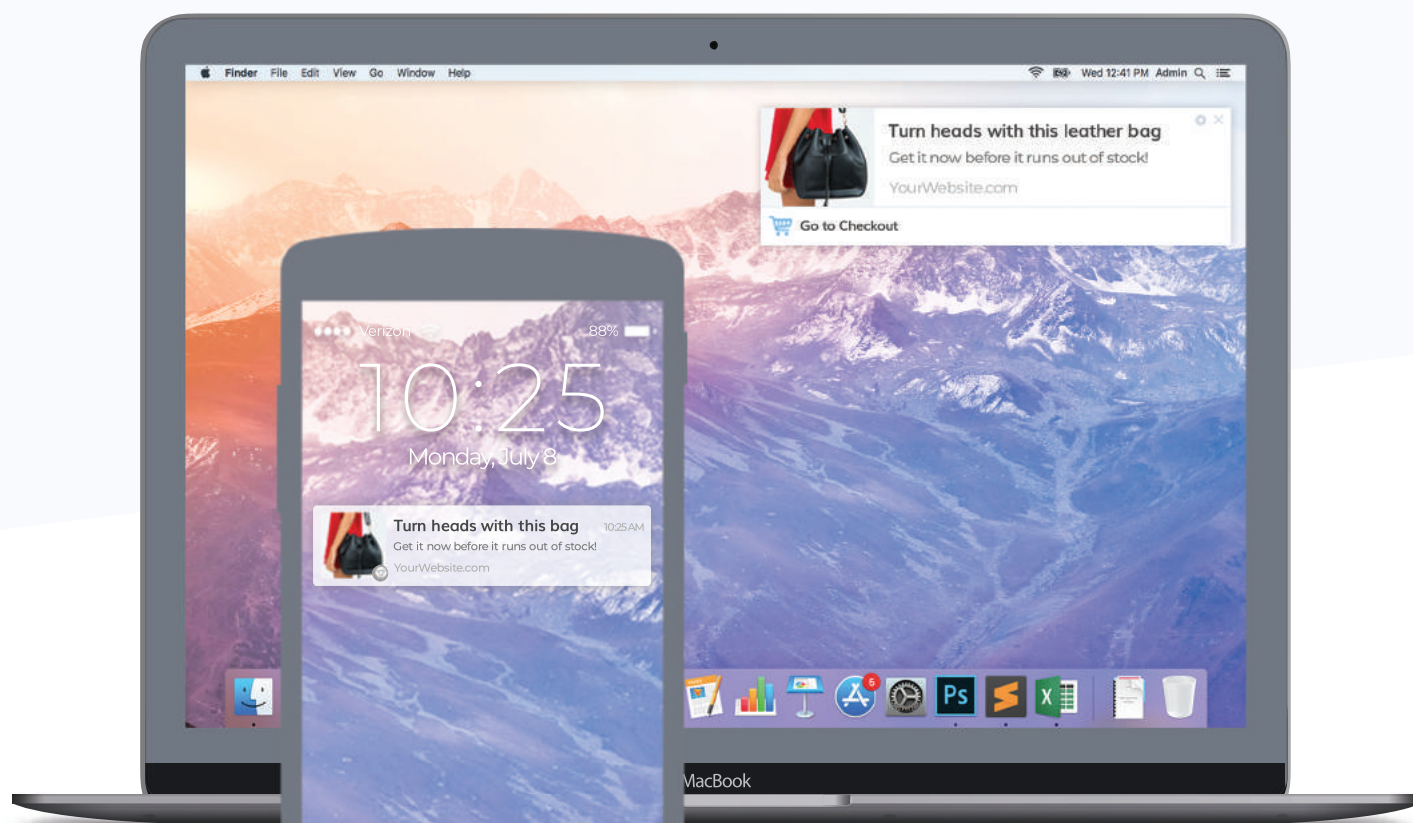
How to use web push notifications

6. Push Examples

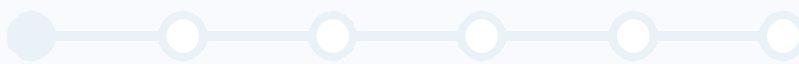
Real-life push notification examples

WHAT ARE WEBSITE PUSH NOTIFICATIONS?

Let's start off with the basics. Website push notifications are short messages that are sent to users that have opted in to receive them (more on that process later). They have the same look as push notifications you are used to seeing on your smartphone, but instead are sent and received on desktop or laptop computers (as well as mobile devices). These messages feature an icon, some text, a call-to-action, and in some cases, a push notification image.

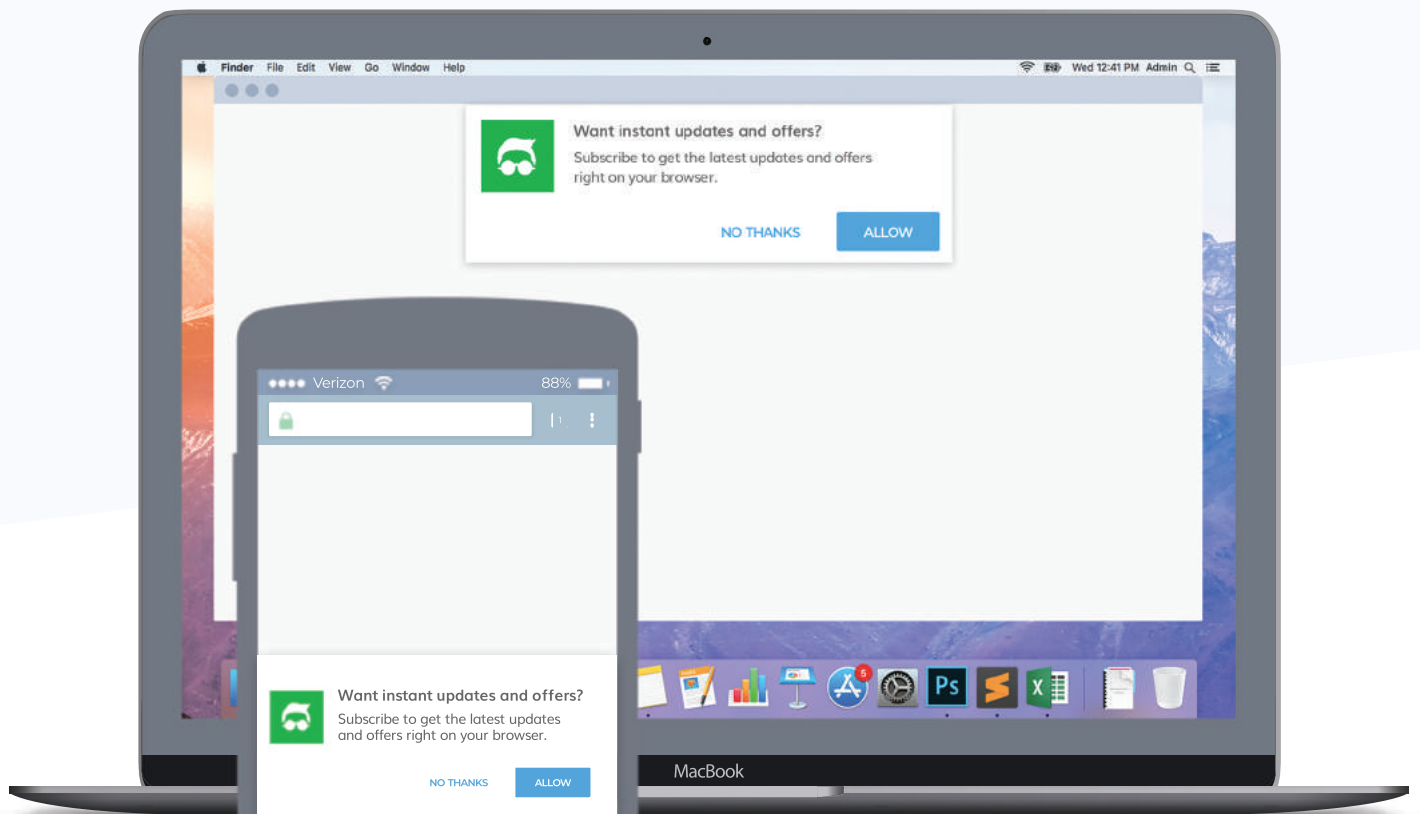


As you can see, website push notifications look and operate exactly the same as push notifications you are used to seeing. However, with push notifications you can target your audience both on mobile and desktop devices. In fact, users do not even have to have their browser open in order to view your notification. This increased visibility is just part of what makes web push such a powerful marketing tool.



THE OPT-IN PROMPT

Once you have installed web push, users visiting your website will start being prompted to subscribe to your notifications. Here's the good news: it only takes one click to turn a user into a subscriber. When a new user enters your website they will be prompted to subscribe to your notifications. If they want to opt-in, they press allow. That's it. No more typing in personal info or email addresses or clicking a link to confirm. It couldn't be any easier than this.



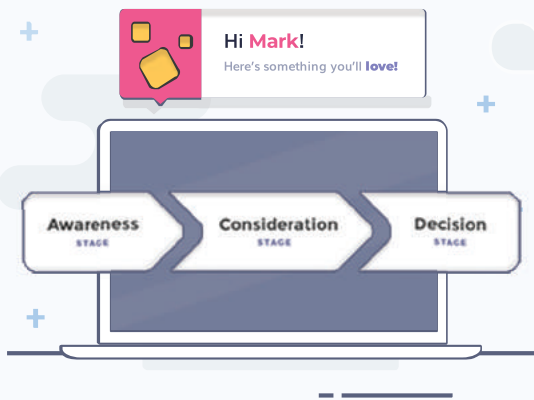
The default setting is to have the prompt display automatically when a user lands at any page of your website. If you want more control over your opt-in prompt, you're in luck. You can control when your users are prompted to subscribe to your notifications. Users may be prompted when visiting a certain page of your website, after a certain delay, percentage of page scroll, and when clicking a certain link, image, or button.

BENEFITS OF WEB PUSH NOTIFICATIONS

You've fought hard to drive visitors to your website. Encouraging them in every way possible to make a purchase or at least sign up for your newsletter.

But what do you do about those people who stop engaging with your business? What do you do about those who never signed up for your newsletter and haven't returned to your website to make that purchase?

Simple. You re-engage them with website push notifications.

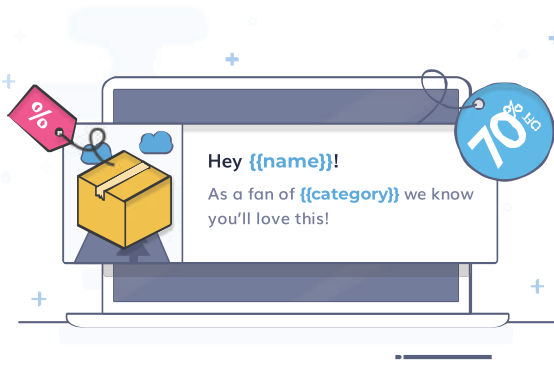


BOOST TRAFFIC & ENGAGEMENT

Increase traffic and keep your visitors engaged by bringing them back to your website

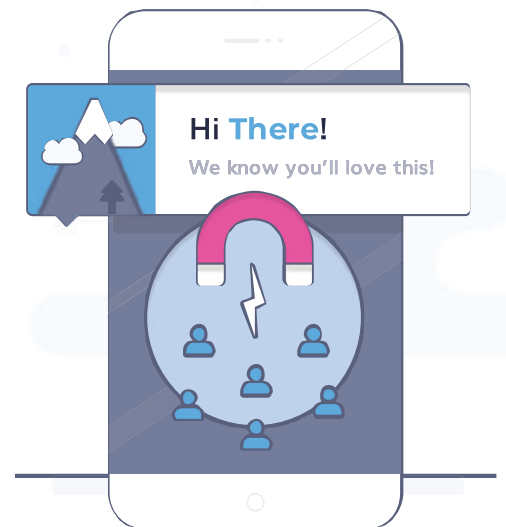
GROW SUBSCRIBER LIST

Grow your subscriber list with a single click. Allow users to opt-in without requiring user information



CONVERT MORE VISITORS

Boost conversions with hyper-personalized messages, sent to visitors at the right time



INSTALLING WEB PUSH NOTIFICATIONS

Installing web push notifications is incredibly easy.

Simply paste a javascript tracking code in the <head> section of your website. Then, upload the service worker file to the root of your site, and your done. Shopify users can install our app in 1 click!

Now you are ready to start collecting subscribers.

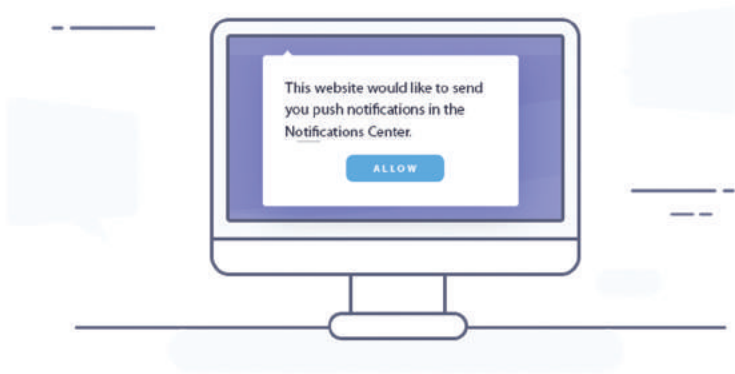
EASY INSTALLATION

Simply paste the JavaScript tracking code and upload the service worker file, or install our Shopify app



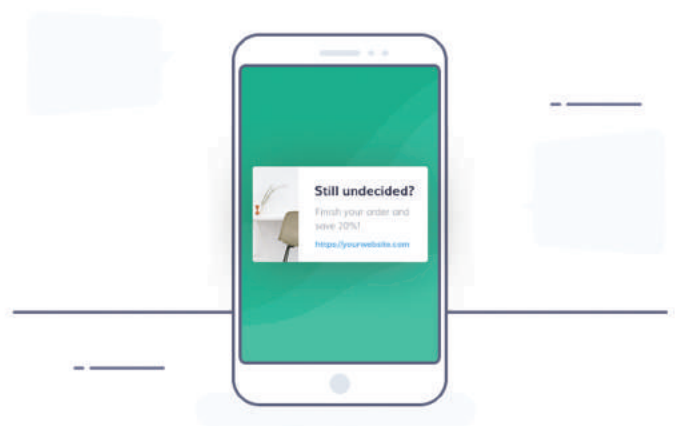
COLLECT SUBSCRIBERS

Gain new subscribers in a single click without asking for information



ENGAGE SUBSCRIBERS

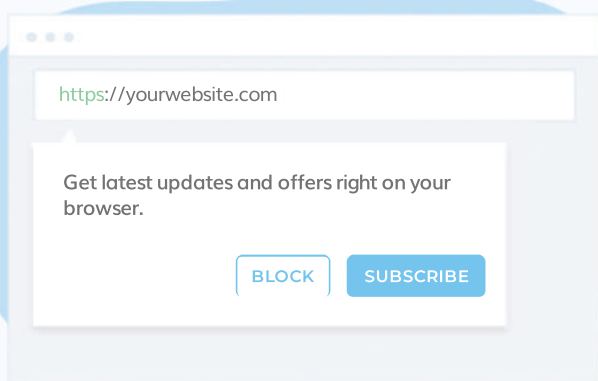
Schedule, automate or use our robust api delivered instantly to your targeted segment of subscribers



WEB PUSH FEATURES

Every website has a lot to gain from implementing web push notifications. Use them to convert potential customers, notify blog readers of new content, keep your users engaged, and to ultimately increase revenue, something that all websites certainly need to remain successful.

Using advanced segmentation, tracking, and personalization, you can deliver smart campaigns that will engage your visitors better than other marketing platforms out there.

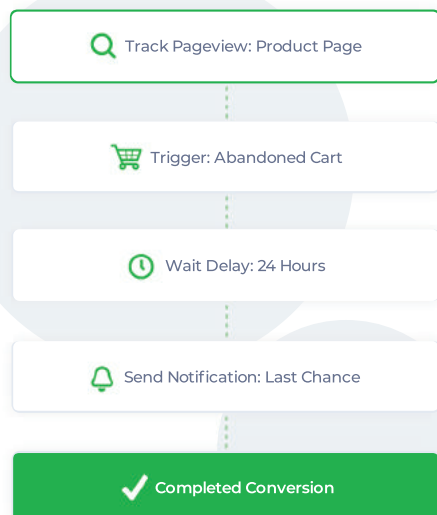


SINGLE CLICK OPT-IN

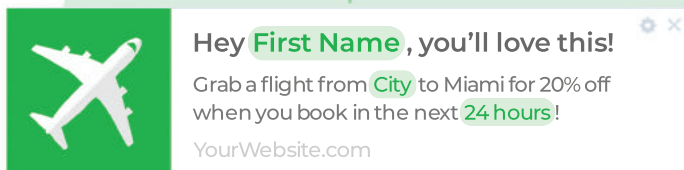
Visitors can subscribe to your website with just one click, without submitting any information, emails, or forms

PERSONALIZATION

Send tailored notifications to your website visitors with highly personalized content



Segment: Miami Flights 540 Contacts



AUTOMATION

Setup automatic triggers that notify visitors of relevant content when it matters most

WEB PUSH STRATEGY

Creating a push strategy is important when implementing web push on your website. Visitors enter your site for different reasons and intentions. It is poor practice to send a notification to every subscriber of yours every time you update content.

Certain information that you share on your website is very audience specific. With web push notifications, you can ensure your messages deliver to the right people at the right time.

DRIP NOTIFICATIONS

Setup drip notifications to create a sequence of notifications when events are triggered

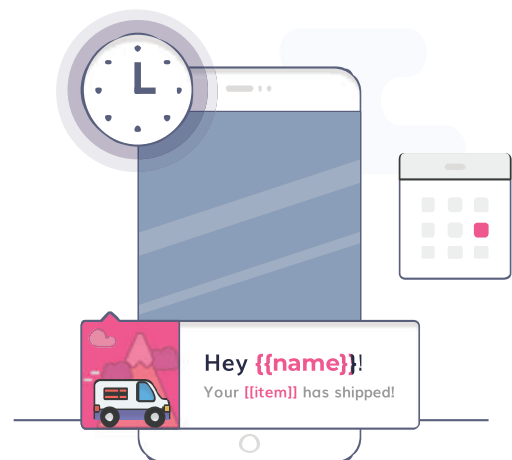


PERSONALIZE CONTENT

Send personalized content tailored to the actions and events of your visitors

NOTIFICATION TIMING

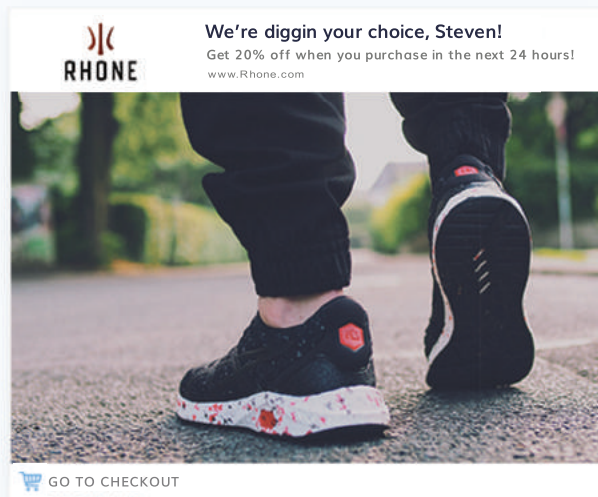
Deliver relevant information to your customers and update them on orders, shipments, and more



WEB PUSH EXAMPLES

Web push is one of the best ways to boost traffic and conversions for your website, as your message is sure to be seen by your audience, compared to email.

Need some inspiration for your push campaigns? Here are some of the best tactics and ideas to employ, along with real-life examples to get the creative juices flowing. Use these templates as a guide to get started, and watch your revenue skyrocket!



ABANDONED CART

Recover abandoned carts with irresistible offers to encourage a purchase

BLOG UPDATE

Automatically update blog readers with your new post to spark interest



REFERRAL REQUEST

Automatically send incentivized referral request notifications

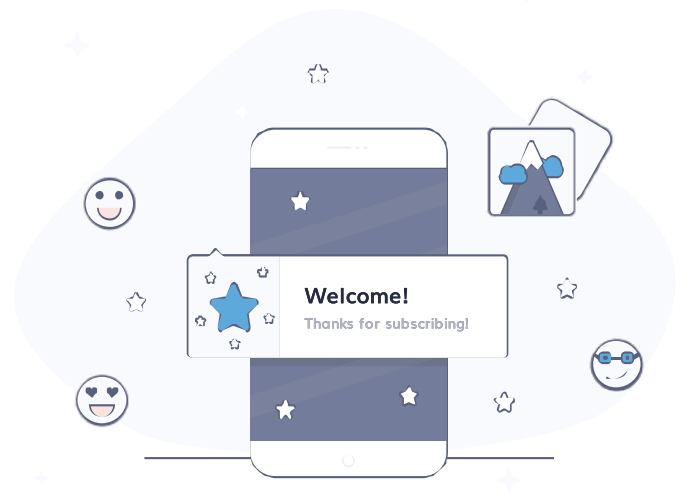
GETTING STARTED WITH WEB PUSH

There you have it! You should now have a pretty good understanding of what website push notifications are, and how to use them for your website. Pretty easy, right? In fact, you can get started sending website push notifications in as little as five minutes. Get started with Aimtell for free today.

Have a specific question we didn't answer here? No problem. Send us a message letting us know.

YOUR TURN

Whether you have an ecommerce store, blog, SaaS platform, you can benefit from web push notifications. Utilizing incentives, segmenting your audience, and crafting smart campaigns can ensure you will have success with your push notifications.



Begin Sending Web Push
Within Minutes

GET STARTED FREE

Aimtell.com/Trial