



Web Push Notifications Best Practices

*This is an extra resource to go along with the original article:
[Here's What You Need to Know About Website Push Notifications](#)*

Make it timely.

A push notification should be current/urgent. If it can wait, it doesn't need to be sent in a push notifications.

Make it precise.

The notification needs to offer specific content that the recipient can act upon.

Make it relevant.

The recipient should feel like the notification provides them with important information.

Include a call to action.

Don't just give a head's up. Also include an action the recipient can take in your notification.

Make it short.

You have a very limited space to get your point across. Make it count.

Make it personal.

Your notification should be as targeted as possible.

Choose the right time.

Don't send after hours. Keep it between 8am to 10pm.

Commit to testing.

You don't know what works until you test. Test content, send times, and calls to action.