

**‘How To Quickly Set Up
‘Push Notifications’
On Your Website
To Begin Converting
Visitors
& Start Driving
More Leads
& Sales Fast!’**

**“We help you drive more onsite conversions & revenue through the power
of modern day communications platforms & conversational marketing”
<https://SuccessOnTheFly.com>**

Hello and Welcome!



My name is Mark Huber hailing from beautiful Vancouver, Canada where I am 'head honcho at SuccessOnTheFly Marketing, a boutique agency that specializes in helping businesses generate more onsite conversions, leads and revenue fast through of power of modern day communications platforms & conversational marketing

Did you know that up to **98% of your website visitors actually leave without doing anything?**

Is that something that you're happy with? Is that something you're willing to continue to allow?

If not, today's your lucky day because we've got just the ticket you're looking for to stop your website traffic exodus.

Want to know the fastest way to acquire, convert & grow more customers & revenue for your business?

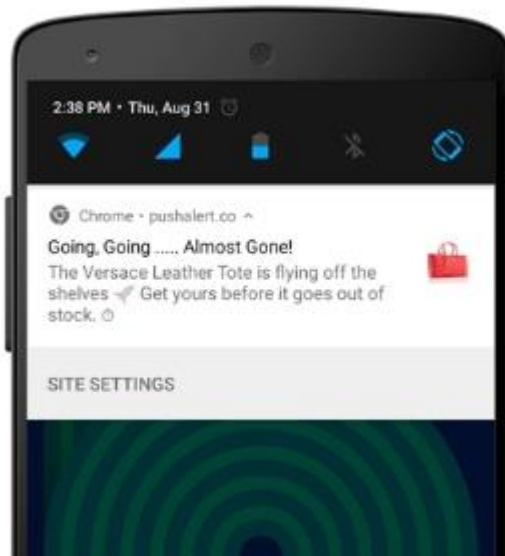
Simple.

Push notifications!

Are you already familiar with push notifications?

Simply put, push notifications are clickable pop-up messages that appear on your digital device or desktop computer.

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So, what's the big deal you may ask?

Well, it's a really big deal because now, by using push notification messages you as a business can provide your audience and customers with thoughtful reminders, personalized offers, and breaking news - all instantly and in real time!

PLUS, push notifications cut through the noise and deliver a click through rate 7X greater than email!

To start you are going to need a push notifications platform.

We personally use and highly recommend [PushEngage](#)

You will be able to do everything in this guide on their FREE plan!

So you can go ahead and sign up without any hesitation.

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A dark-themed banner for PushEngage. On the left, the PushEngage logo is at the top, followed by the text "Re-Engage With Your User" and "Increase Your CTR With PushEngage." in yellow and white. Below that is "Register For Free" and a red button with a white arrow and the text "REGISTER NOW". On the right, there is a graphic of a globe with several circular icons of diverse people connected to it by lines, representing a global user base.

PushEngage
Re-Engage With Your User
Increase Your CTR With PushEngage.
Register For Free
[▶ REGISTER NOW](#)

[Click Here](#) to open your FREE PushEngage account & start creating amazing things! They not only offer a free forever plan, but their premium plans are extremely affordable & generous for what they include and start at \$25 USD per month.

FYI: We are always proud to introduce PushEngage to our audience through our 'affiliate link'. If you decide to upgrade your FREE account to one of PushEngage paid plans it costs you no more. If you do purchase we may receive a small compensation for the 'referral'. You probably already knew that but we just wanted to be totally transparent & crystal clear on that!

OK, now that you've got the necessary push notifications platform to work with let's dive right in!

Because Push Notifications are a permission-based service, the first step is to get the permission of the visitor to then be able to send push notifications to.

With Subscription Dialog Box or Opt-in box, we ask the users permission.

With the right configuration, you will start generating your push notification opt-ins.

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There are two types of push notification opt-in:

- Single Step Opt-in: Users can subscribe to push notification in a single click. It doesn't allow any customization. The copy is browser default.
- Two-Step Opt-in: In this user has to click twice to subscribe. You can customize from design to copy in two-step opt-in

You can customize the push notification opt-in for your site from your [PushEngage](#) dashboard. You can change the placement of the opt-in pop-up and the color of the text or background both for desktop and mobile depending on your site to decide which one works best for you.

Another important thing in subscription opt-in is the Notification Overlay. It gives additional space to show the visitor the benefits of subscribing to your push notifications.

In the case of the single step opt-in, this Notification Overlay becomes very crucial. Since, you cannot edit the opt-in copy, so a 'best practices' is to mention the reasons to subscribe to your push notification in the overlay.

Configuring the push notification opt-in is very simple.

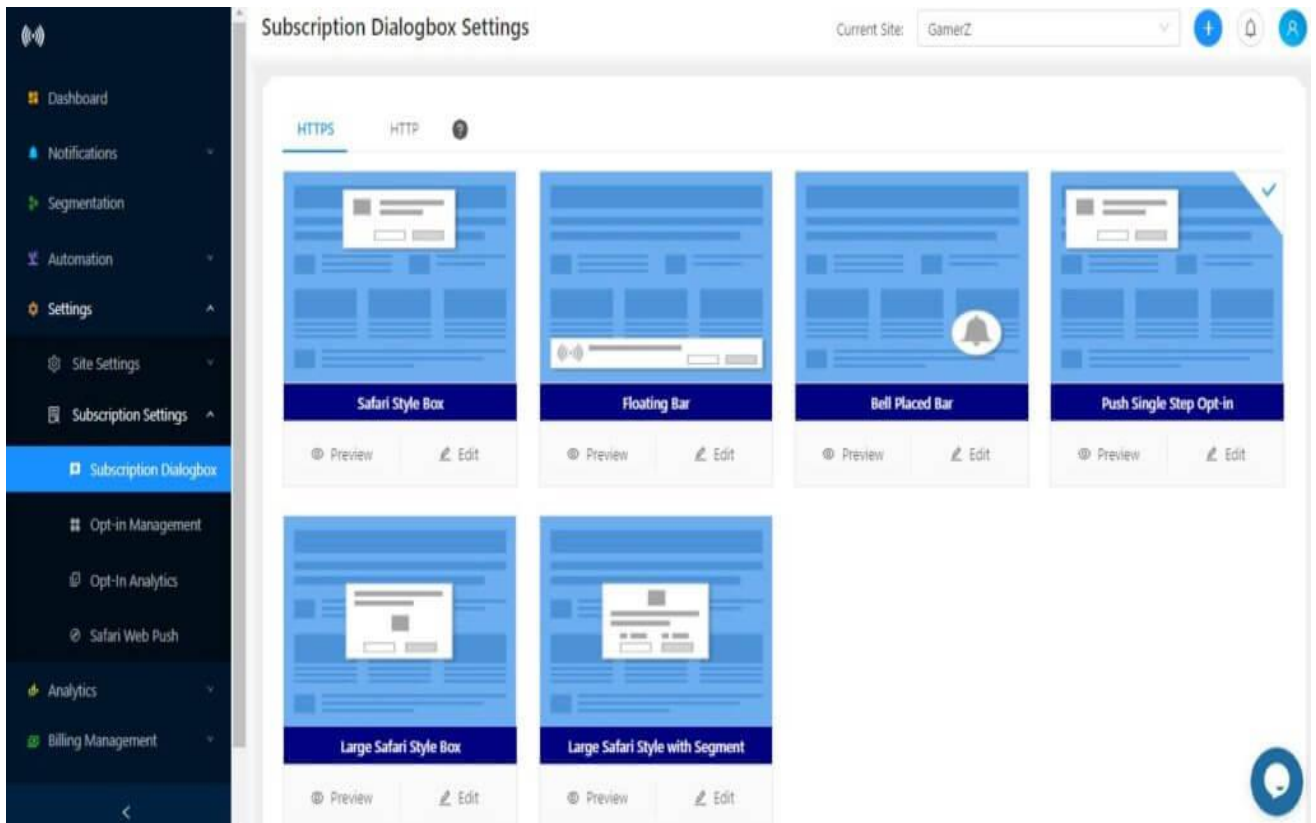
In this quick start guide, you will find all the necessary information related to opt-in configuration.

Once this is done, a visitor/customer can subscribe to your push notifications and you can begin sending Push Messages to your subscriber. How cool is that!

How to Select a Push Notification Opt-in

Step 1 –

Navigate to Settings > Subscription Settings > Subscription Dialog Box from your PushEngage Dashboard.



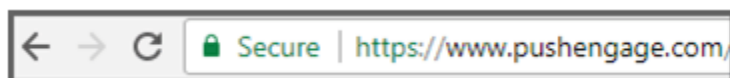
Step 2 –

Select the site type as HTTP or HTTPS depending on your site.

For an HTTP site, the link will look like this –



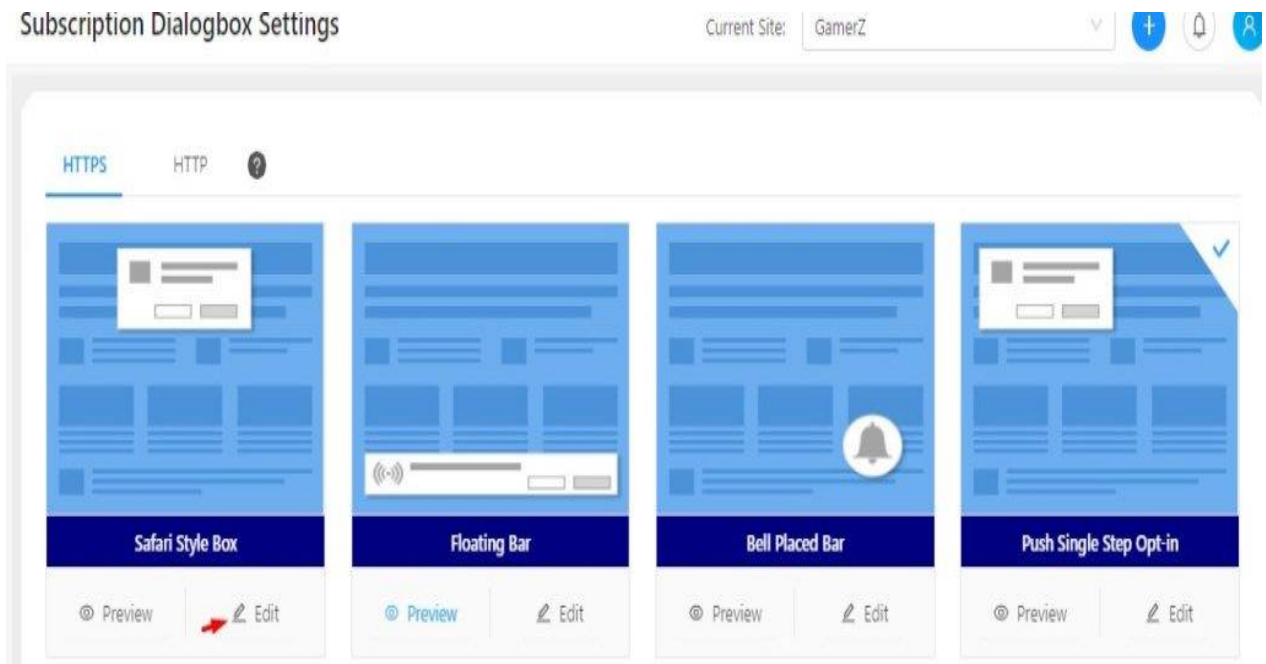
For an HTTPS website, the link will look like this –



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Step 3 –

Select a Subscription Dialog Box type from the options given and click on Edit



Step 4 –

Here you can customize the Subscription Dialog Box for both Desktop and Mobile and look at the preview once it's done.

Types of Web Push Notification Subscription Opt-Ins And How To Configure Them

Safari Style Box

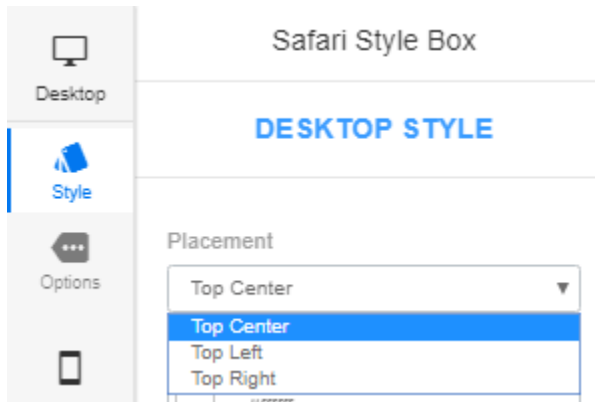
For Desktop

- **Change Placement** – You can decide where you wish to show the opt-in on your website or the placement of your opt-in from the

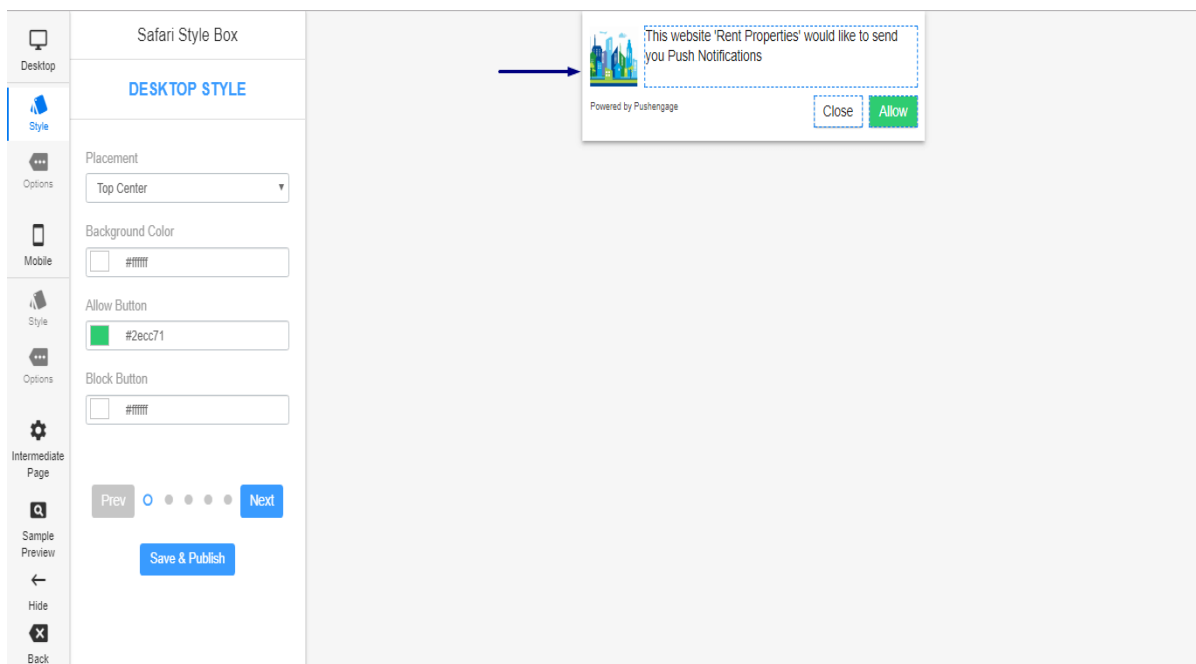
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options given in the dropdown. Click on Placement and select any one of the options mentioned –

- Top Center
- Top Left
- Top Right



Check the preview on the right side of the dashboard.



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Placement – Top Center

The screenshot displays a web design tool interface. On the left is a vertical sidebar with icons for Desktop, Style, Options, Mobile, Style, Options, Intermediate Page, Sample Preview, Hide, and Back. The main workspace is divided into three sections: a top header 'Safari Style Box', a central configuration panel, and a large preview area. The configuration panel, titled 'DESKTOP STYLE', includes: 'Placement' set to 'Top Left', 'Background Color' set to '#ffffff', 'Allow Button' set to '#2ecc71', and 'Block Button' set to '#ffffff'. Below these are 'Prev' and 'Next' navigation buttons and a 'Save & Publish' button. The preview area shows a notification box in the top center with the text 'This website 'Rent Properties' would like to send you Push Notifications', 'Powered by Pushengage', and 'Close' and 'Allow' buttons.

Placement – Top Left

The screenshot displays the same web design tool interface as above, but with the 'Placement' dropdown menu set to 'Top Left'. The notification box in the preview area is now positioned in the top left corner of the page.

Placement – Top Right

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- **Background Color-** Select Background color for the opt-in from the options mentioned or enter the hex code.

The image shows a configuration panel for an opt-in form. At the top, there is a 'Placement' dropdown menu currently set to 'Top Right'. Below that is the 'Background Color' section, which includes a color picker tool and a text input field containing the hex code '#AAFF55'. The color picker shows a spectrum of colors with a white square indicating the selected color. At the bottom of the panel, there are navigation buttons: 'Prev' (disabled), a series of five dots (the first is active), 'Next' (active), and a 'Save & Publish' button.

Background color (for opt-in)

- **Allow Button** – Select the color for the Allow Button or enter the hex code.

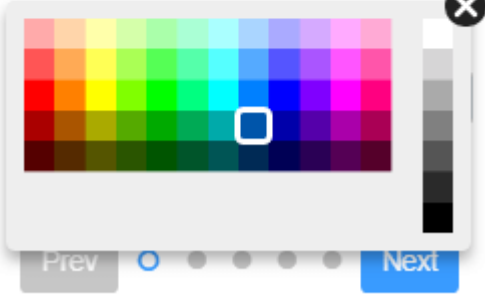
Safari Style Box

DESKTOP STYLE

Placement
Top Right

Background Color
#55FF55

Allow Button
#0055AA



Prev Next

Save & Publish

Background color – Allow Button

- **Block Button** – Select the color for the Allow Button or enter the hex code.

Safari Style Box

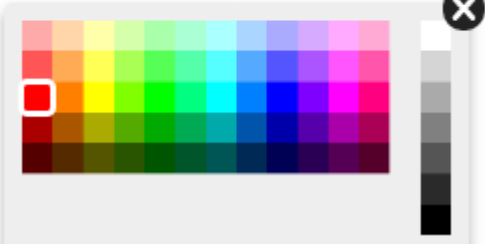
DESKTOP STYLE

Placement
Top Right

Background Color
#55FF55

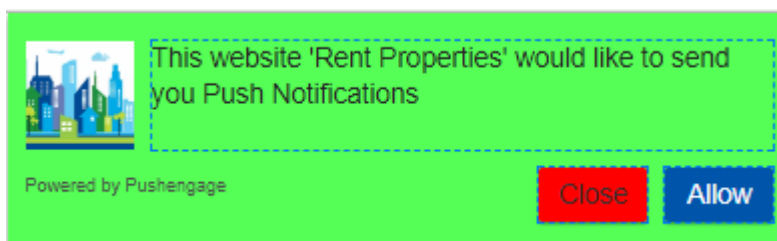
Allow Button
#0055AA

Block Button
#FF0000



Background color – Block Button

Save the changes and check the preview on the right side of the dashboard.



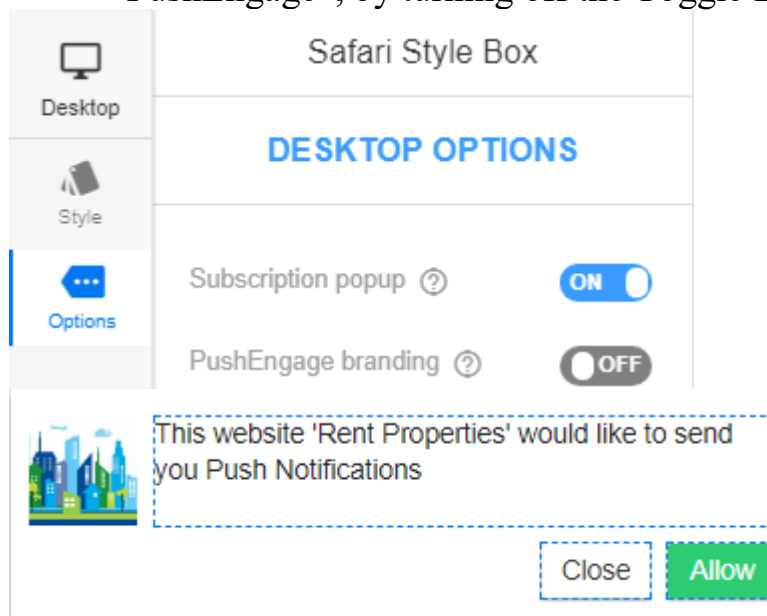
Once you've customized the style you can click next or go to 'Options' directly.

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Options :

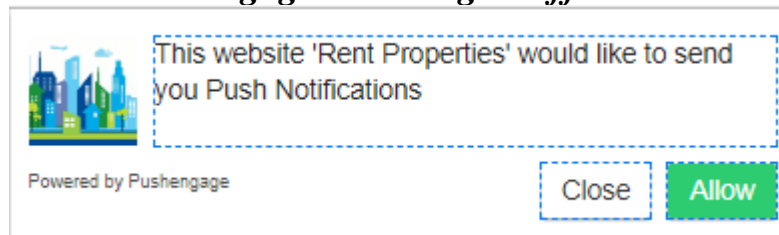
Here you can decide whether you want to show Subscription Dialogue box on your website or not (that is when the user visits the website via desktop), show PushEngage Branding, and opt-in delay time.

- **Subscription Popup** – The setting can turn on or off your subscription showing on your site. If you turn the toggle button off, visitors will not get the opt-in for the subscription.
- **PushEngage Branding** – You can turn off “Powered by PushEngage”, by turning off the Toggle Button.



Once done save the changes and check the preview on the right side of the dashboard.

When PushEngage Branding is Off

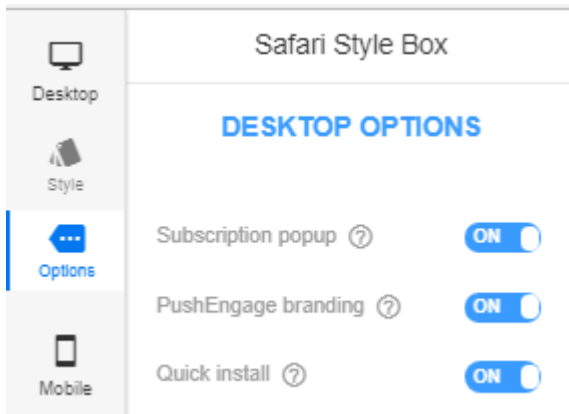


When PushEngage Branding is On

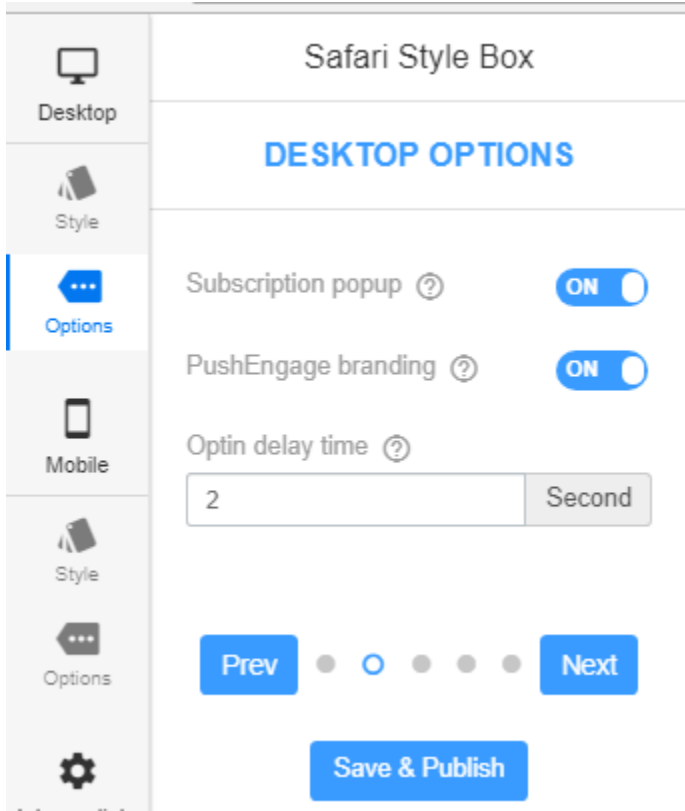
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- **Quick Install** – You need to do this setting only if you have an HTTPS site. Being an HTTPS site one needs to do an extra step to complete the installation. It means placing the files in the root directory of your website so that the links are accessible as –
www.your_site_name.com/mnifest.json
www.your_site_name.com/service-worker.js

But if you don't have access to the root directory of your website you can do it by using 'Quick Install'. All you need to do is turn ON the toggle button for Quick Install and save the changes.



- **Opt-in delay Time** – This setting will show the subscription popup after some delay on your site.



Opt-in Delay Time

Once it is done save the changes and click Next or go to Mobile.

For Mobile

In mobile also you can change the style and options. Here's how to do it –

Style:

- **Change Placement** – You can decide where you wish to show the opt-in on your website or the placement of your opt-in from the option given in the dropdown. Click on Placement and select any one of the options mentioned that is –
 - Top
 - Bottom

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Safari Style Box

MOBILE STYLE

Placement

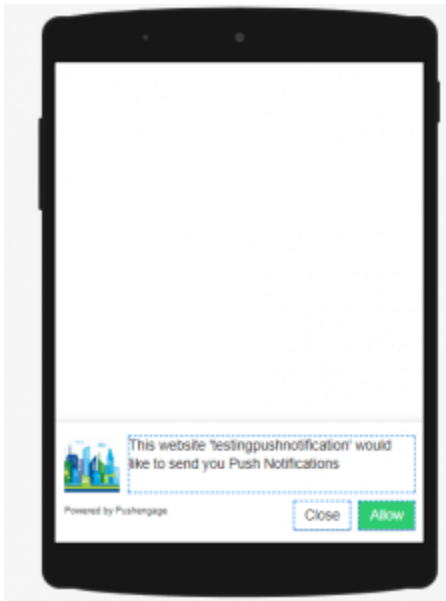
Bottom ▼

Top

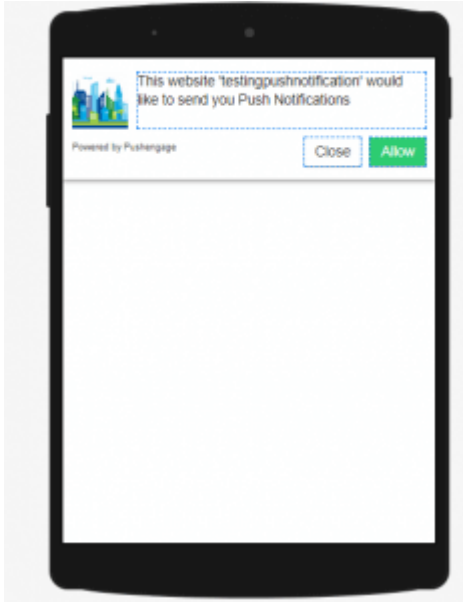
Bottom

#ffffff

Check the preview on the right side of the dashboard.

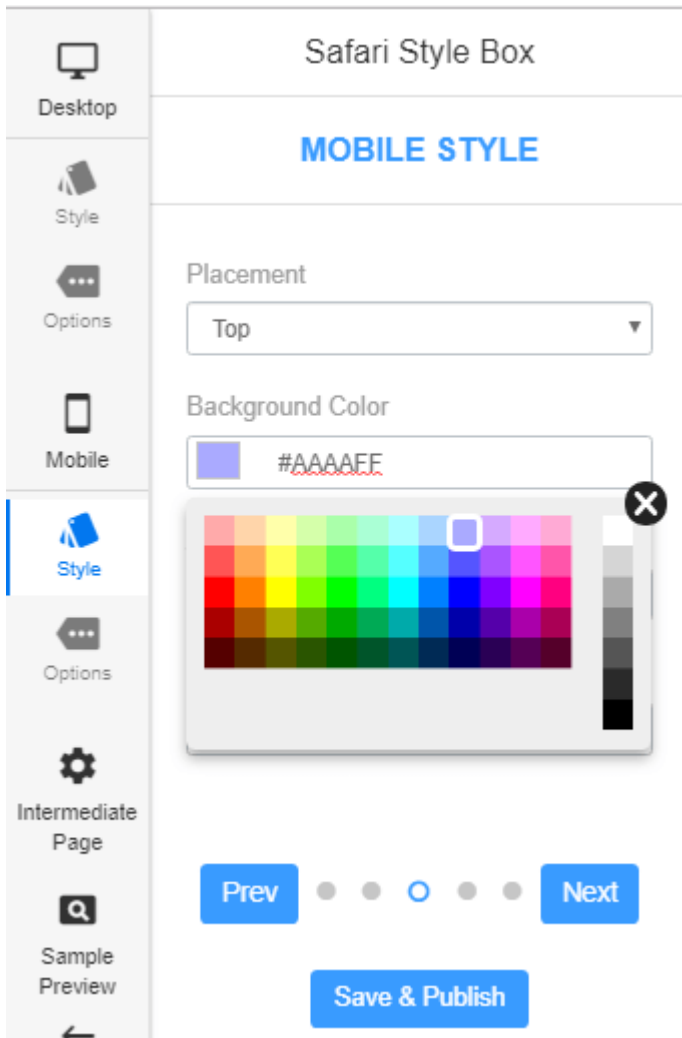


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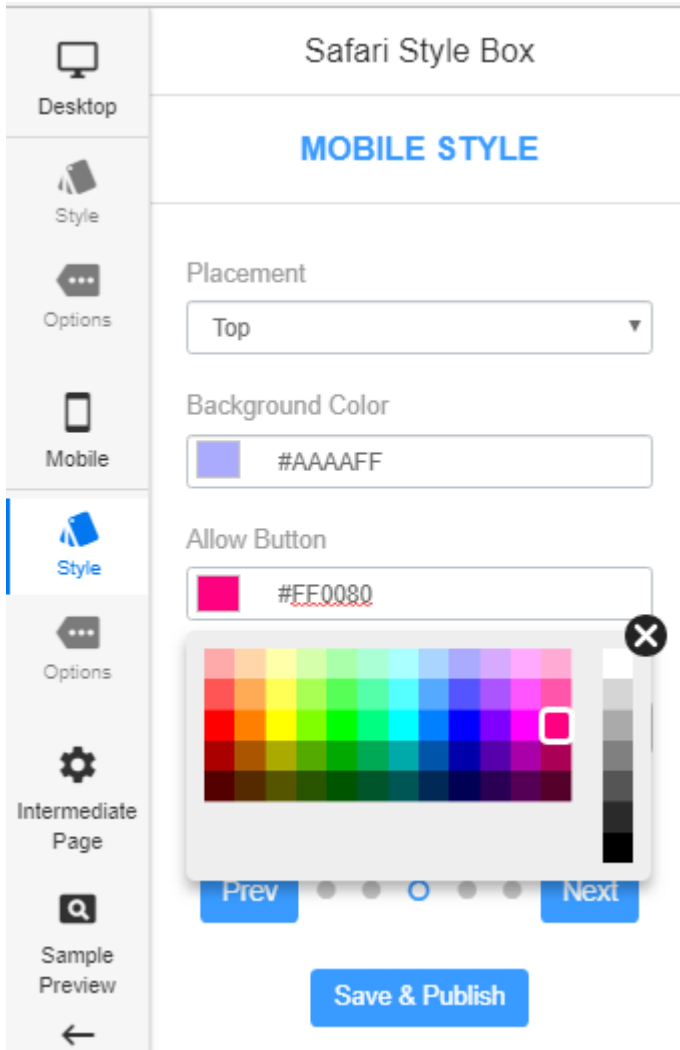
Placement – Top and Bottom

- **Background Color** – Select Background color for the opt-in or enter the hex code.



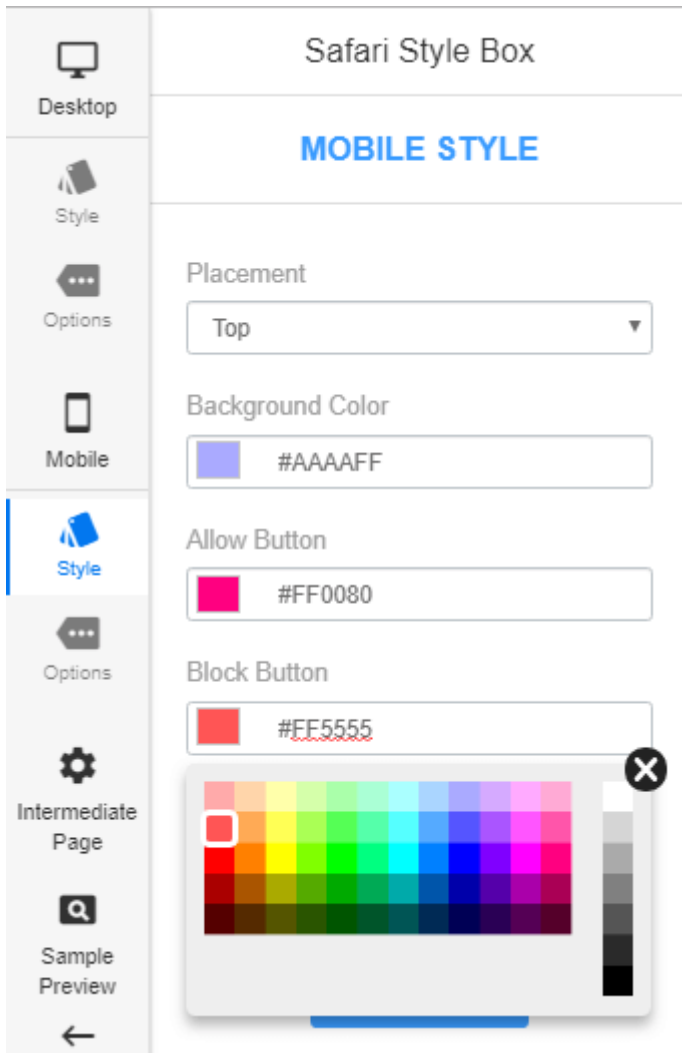
- **Allow Button** – Select Background color for the Allow Button or enter the hex code.

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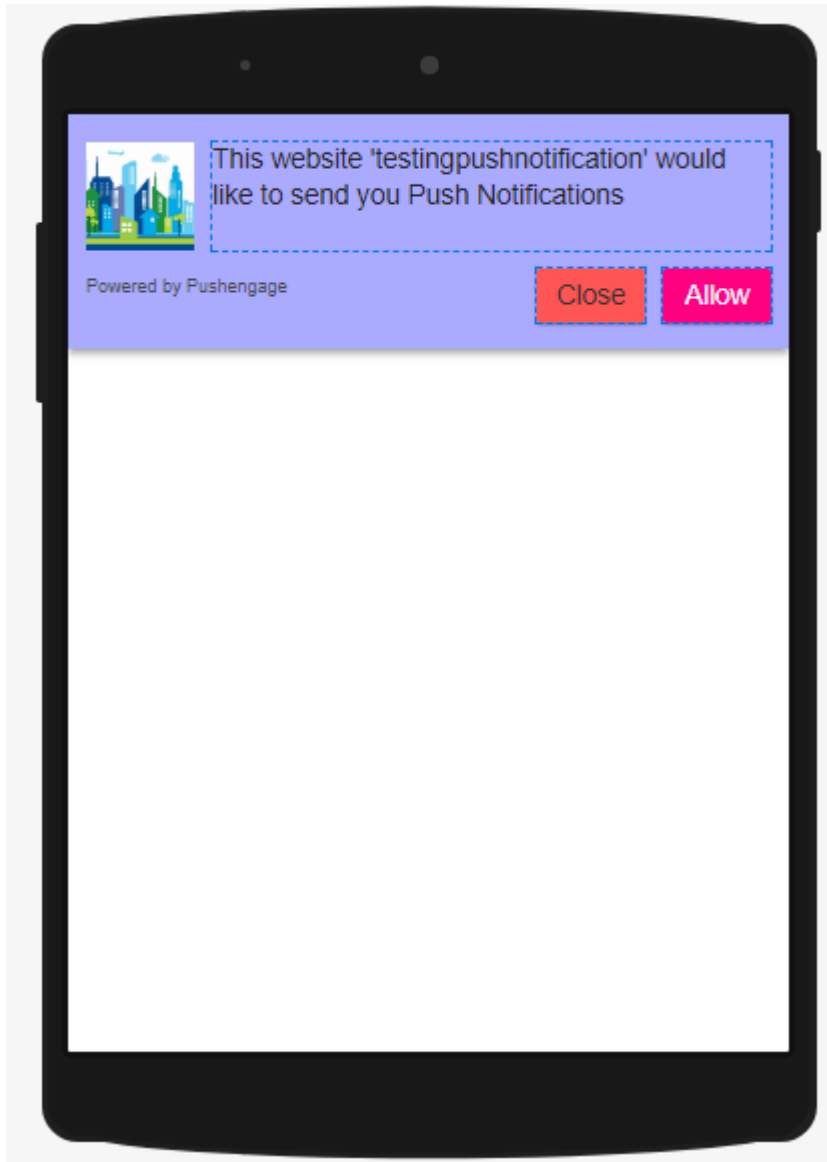
- **Block Button** – Select Background color for the Block Button or enter the hex code.

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Save the changes and check the preview on the right side of the dashboard.

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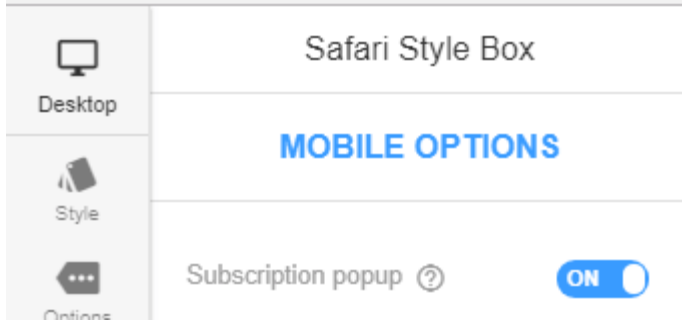


Options :

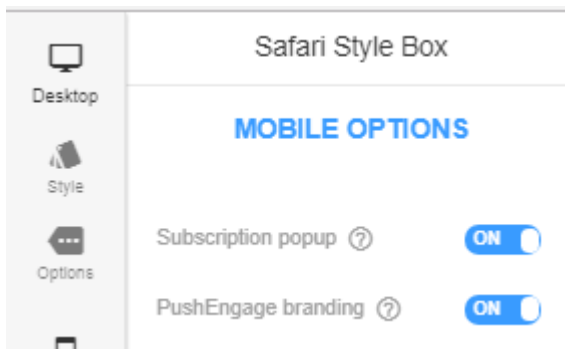
Here you can change Subscription Dialogue box settings whether to show it on your website or not (that is when the user visits the website using a desktop), PushEngage Branding, and opt-in delay time.

- **Subscription Popup** – The setting can turn on or off your subscription showing on your site. If you turn the toggle button off, visitors will not get the opt-in for the subscription.

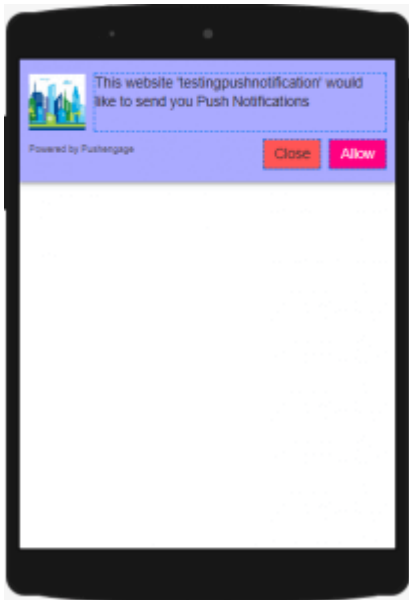
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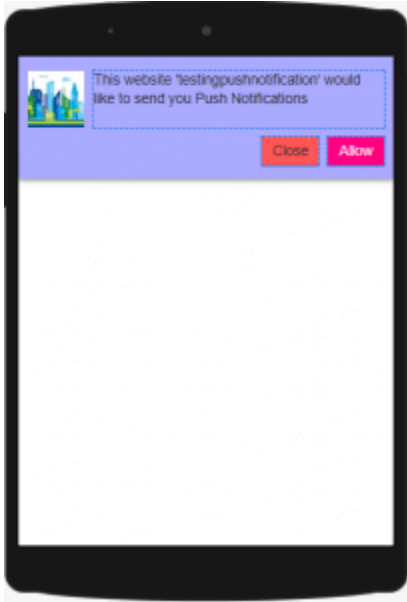
- **PushEngage Branding** – You can turn off “Powered by PushEngage”, by turning off the Toggle Button.



Check the Preview on the right side of the dashboard.



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With and Without PushEngage Branding

- **Opt-in delay Time** – This setting will show the subscription popup after some delay on your site.

Safari Style Box

MOBILE OPTIONS

Subscription popup ? ON

PushEngage branding ? ON

Optin delay time ?

↕

● ● ● ○ ●

Once it is done save the changes and click Next or go to Intermediate Page.

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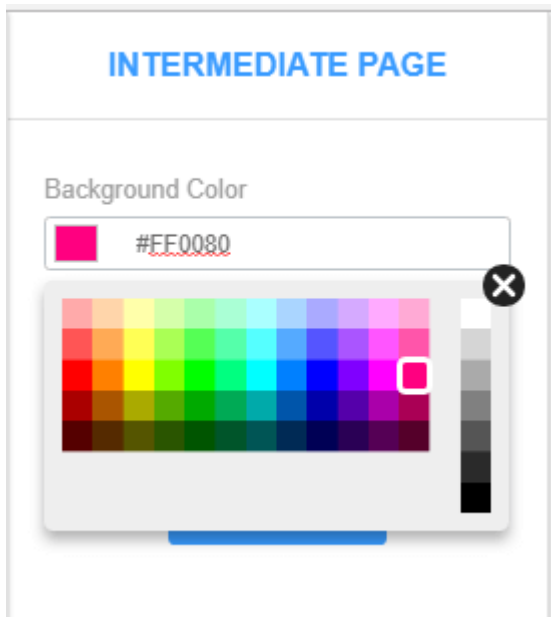
Intermediate Page

This page is used to confirm the subscription or in other words to complete the subscription. You get this popup or 2nd opt-in because the 1st opt-in is a custom popup and another is browser default (native opt-in). So to complete the subscription one has to click ALLOW twice.

How To Customize Intermediate Page?

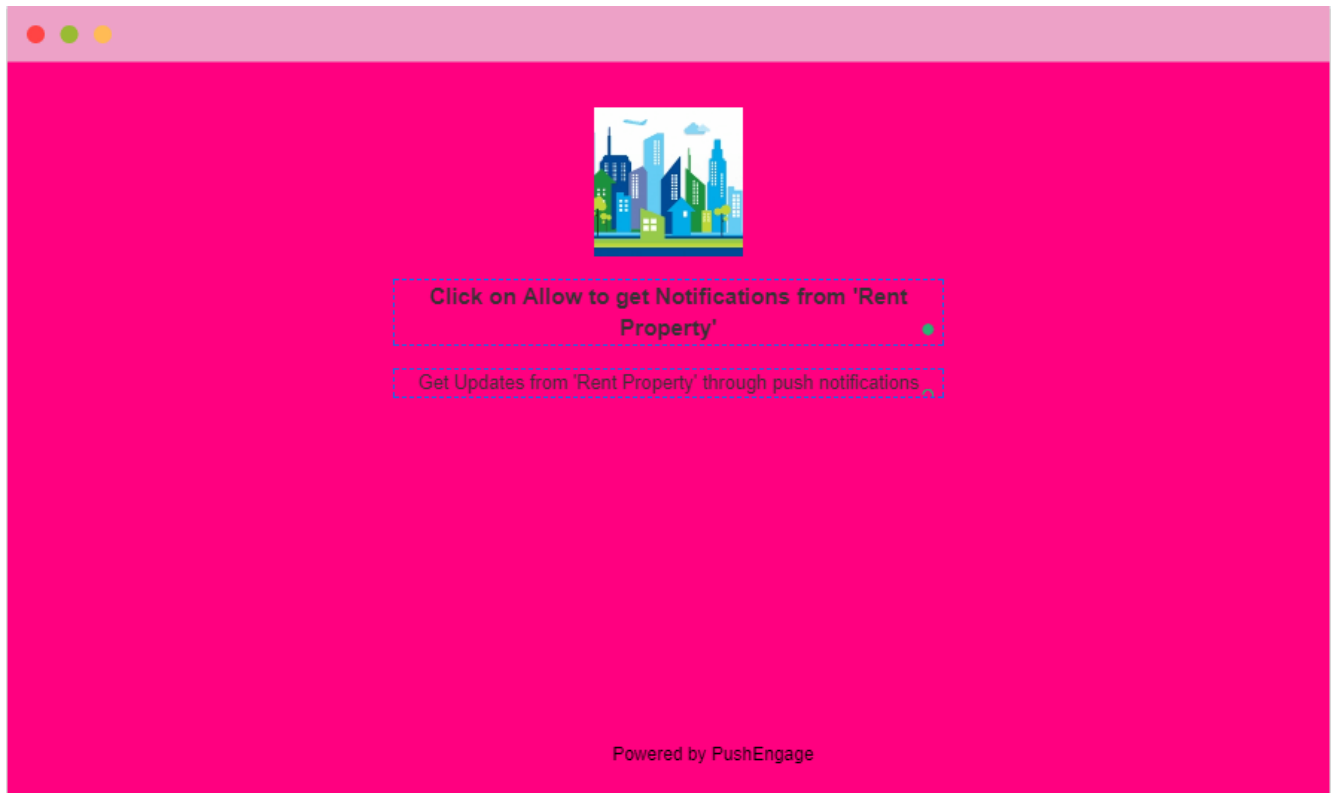
You can change the background color and the text of the intermediate page. Here's how to do it –

- **Background Color** – Select Background color for the opt-in or enter the hex code.

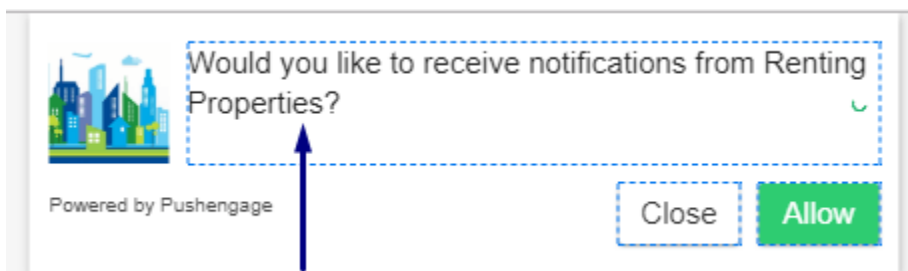


Intermediate Page- Background Color

Once it is done, check the preview on the right side of the dashboard and save the changes.

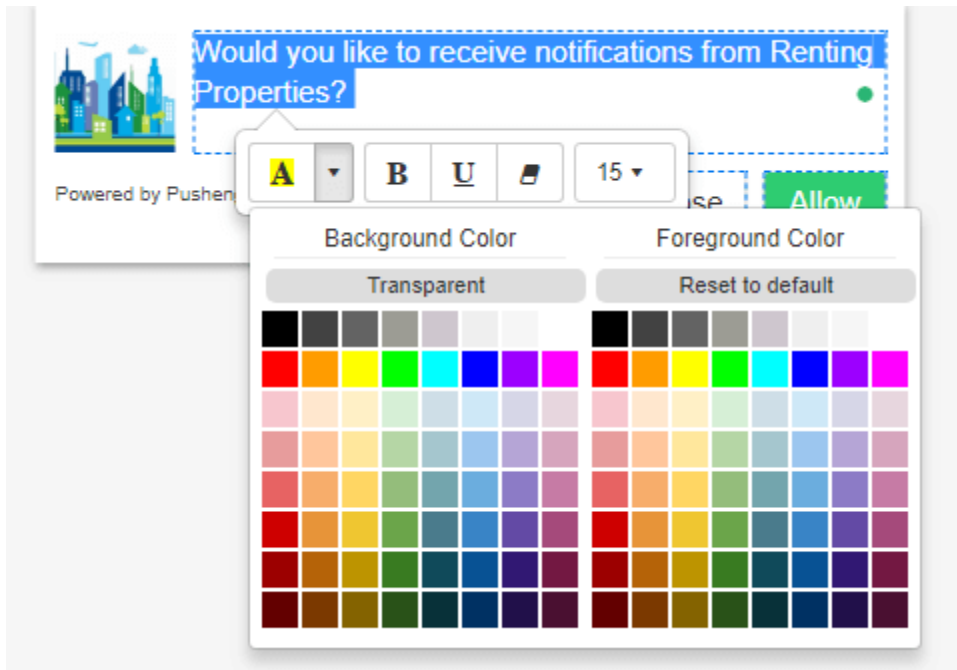


- **How To Change Text, font size and font style, and color?**
Select the highlighted area and change the text inside the box.

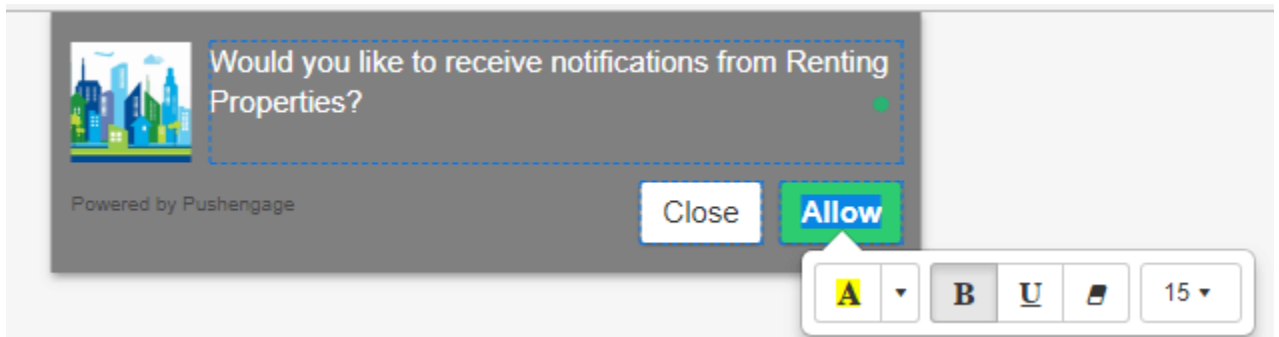


If you wish to change the text color and size then select the text and then you can change text color, highlight it and increase the text size as well.

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You can also change the text style for Buttons as well. Click on the text and then change the text color, and size.



You can have a different style for all three that is for desktop, mobile, and the intermediate page.

Once it is done, save the changes.

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Large Safari Style Box

This appears in the center of the page both for mobile and desktop and as it is customized popup, it's a double step subscription. Here the user has to click ALLOW twice (*in customized opt-in and intermediate page*) to complete the subscription.

Style:

- **Placement** – You can place this opt-in only at the center of the page both for mobile and desktop

For Desktop

1. Once done save the changes, and check the preview on the right side of the dashboard. *Large Safari Style – For Mobile*
2. **Background Color**
3. **Allow Button**
4. **Block Button**

Option:

1. **Subscription Popup**
2. **PushEngage Branding**
3. **Quick Install**
4. **Opt-in Delay**

Intermediate Page

Settings for the above are the same as mentioned in Step 4.

Bell Placed Bar

This appears at the bottom right or left of the page both for mobile and desktop and as it is customized popup, it's a double step subscription. Here the user has to click ALLOW twice (*in the customized opt-in and intermediate page*) to complete the subscription.

Style:

1. **Placement** – You can place this opt-in only at the bottom right or left of the page both for mobile and desktop. Once it is done save the changes and check the preview on the right side of the dashboard.
2. **Background Color**
3. **Allow Button**
4. **Block Button**

Option:

1. **Subscription Popup**
2. **PushEngage Branding**
3. **Quick Install**
4. **Opt-in Delay**

Intermediate Page

Settings for the above are the same as mentioned in Step 4.

Large Safari Style With Segment

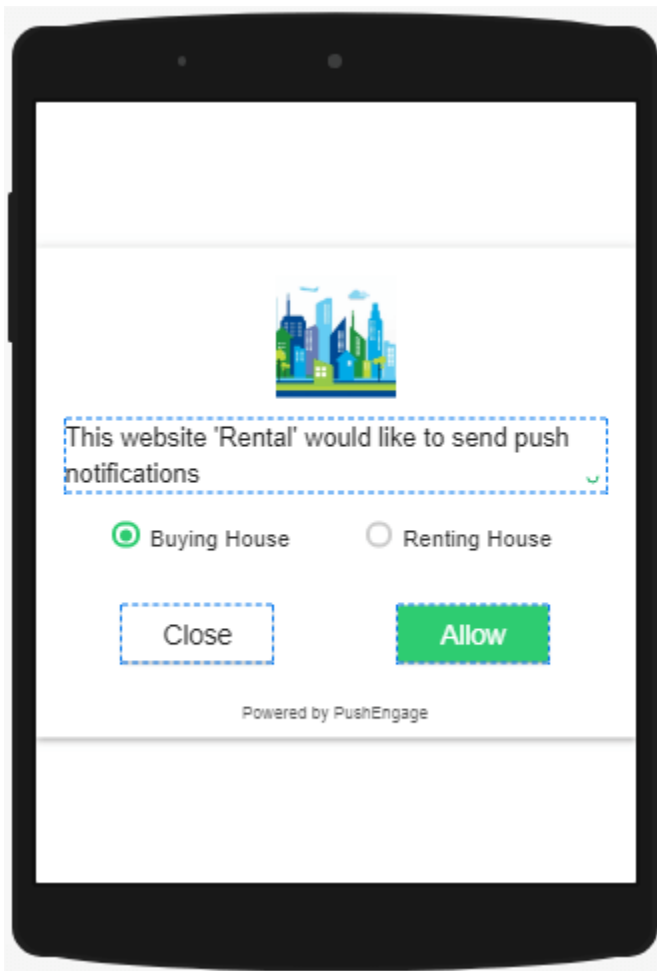
This appears in the center of the page both for mobile and desktop and as it is customized popup, it's a double step subscription. Here the user has to click ALLOW twice (*in the customized opt-in and intermediate page*) to complete the subscription.

This opt-in is also user-driven because here the user decides what notification they would like to receive. Here, if they click on A they will be automatically added to that segment and vice versa.

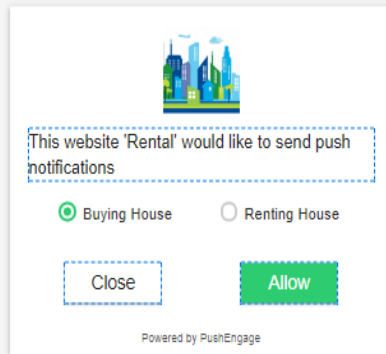
Style:

1. **Placement** – You can place this opt-in only at the center of the page both for mobile and desktop.
2. **Background Color**
3. **Allow Button**
4. **Block Button**

Once this is done, save the changes and check the preview on the right side of the dashboard



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Option:

1. **Subscription Popup**
2. **PushEngage Branding**
3. **Quick Install**
4. **Opt-in Delay**

Intermediate Page

Settings for the above are the same as mentioned in Step 4.

Floating Bar

This appears in the bottom or at the top of the page both for mobile and desktop and as it is customized popup, it's a double step subscription. Here the user has to click ALLOW twice (*in the customized opt-in and intermediate page*) to complete the subscription.

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Style:

1. **Placement** – You can place this opt-in only at the top or at the bottom of the page both for mobile and desktop.
2. **Background Color**
3. **Allow Optin**
4. **Block Optin**

Option:

1. **Subscription Popup**
2. **PushEngage Branding**
3. **Quick Install**
4. **Opt-in Delay**

Intermediate Page

Settings for the above are the same as mentioned in Step 4.

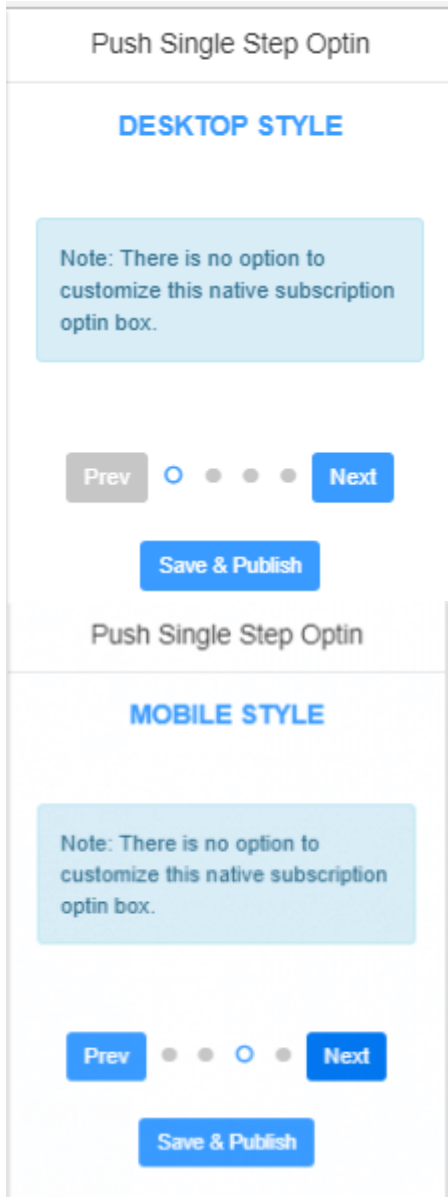
Location + Push Single Step Opt-in with Location

This appears in the left corner of the page for desktop and at the bottom for mobile devices. As it is native opt-in, no customization can be done here.

One can only set opt-in delay and as it single-step opt-in, the user is not redirected to Intermediate Page after clicking ALLOW.

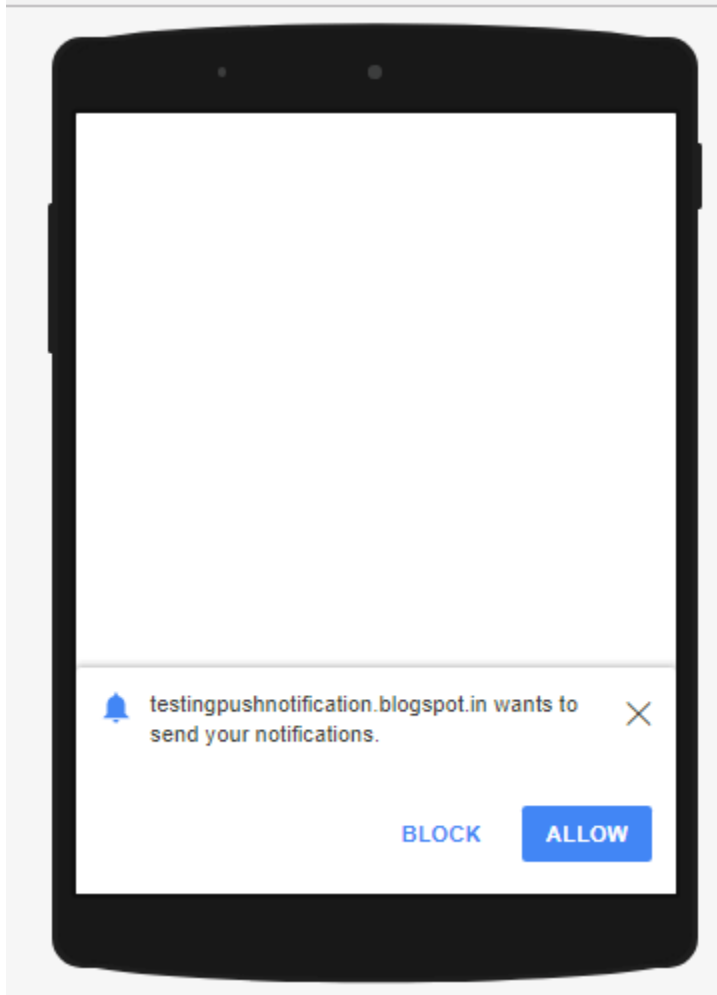
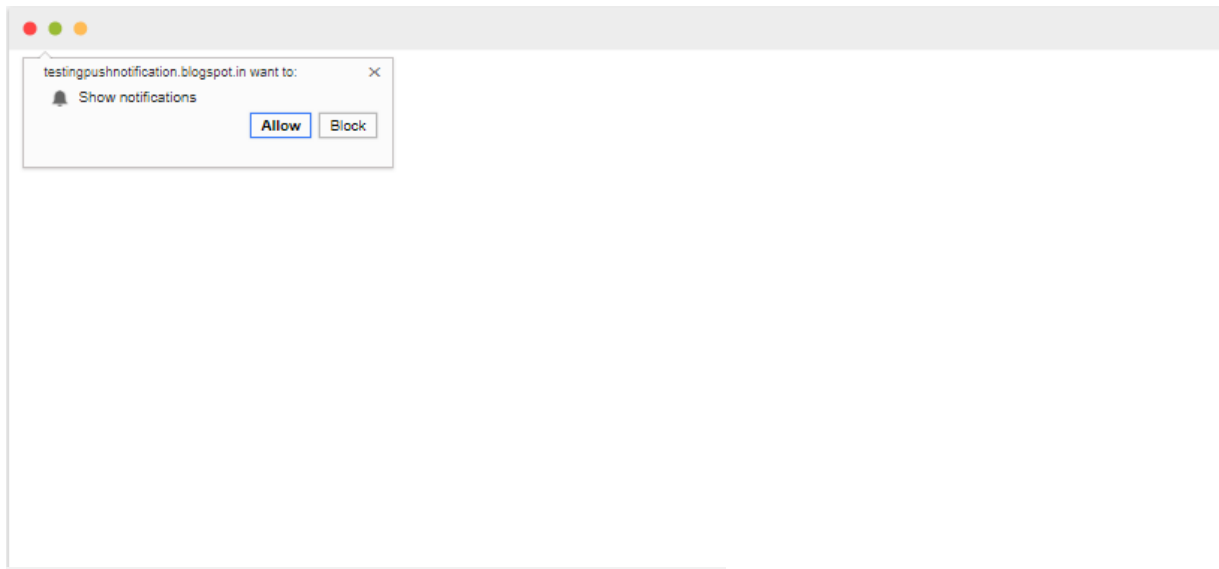
Style:

1. **Placement** – Optin appears on the top left corner on the desktop and at the bottom on mobiles.



Once it is done save the changes, and check the preview on the right side of the dashboard.

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Options:

1. **Subscription Popup**
2. **Opt-in Delay**

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The image displays two panels of a web interface for configuring a 'Push Single Step Optin'. The top panel is for 'Desktop' and the bottom panel is for 'Mobile'. Both panels have a sidebar with icons for Desktop, Style, Options, Mobile, Style, and Options. The 'Options' icon is highlighted in blue in both panels.

Desktop Panel:

- Section: Push Single Step Optin
- Section Header: **DESKTOP OPTIONS**
- Subscription popup: ON
- Optin delay time: Second
- Navigation: **Prev** (blue), (selected), (disabled), (disabled), **Next** (blue)
- Action: **Save & Publish** (blue)

Mobile Panel:

- Section: Push Single Step Optin
- Section Header: **MOBILE OPTIONS**
- Subscription popup: ON
- Optin delay time: Second
- Navigation: **Prev** (blue), (disabled), (disabled), (selected), **Next** (grey)
- Action: **Save & Publish** (blue)

Once it is done save the changes.

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Here's the list of push notification opt-in that supports HTTP and HTTPS site –

Subscription Dialog Box Type	HTTP	HTTPS
Safari Style Box	Yes	Yes
Large Safari Style Box	Yes	Yes
Floating Bar	Yes	Yes
Bell Placed Bar	Yes	Yes
Push Single step Opt-in	No	Yes
Location + Push Single step Opt-in	No	Yes
Large Safari Style with segment	Yes	Yes

In case you want an easy way for subscribers to unsubscribe from your push notifications, you can enable easy unsubscription options for web push subscribers as well.

But you're not quite finished yet!

There's a next step.

And it's a very important one!

‘How To Increase Your Web Push Notification Opt-In Rate!’

Now, the goal for web push notification marketing is obviously getting more subscribers for your web push notifications, right?!

Similar to any marketing activities, converting your visitor to a subscriber is always the biggest challenge.

So, that’s why we wanted to include this for you too!

Following are the exact steps to increase your push notification opt-in rate.

Here we go!

There are three main areas that will have a direct impact on the subscription rate of your web push notifications opt-ins. Plan your opt-in strategy in these areas to increase your opt-in rate.

- **When To Ask For Push Notification Opt-In**
- **Where To Ask For Web Push Notification Opt-In**
- **How To Ask Permission For Web Push Notifications**

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6 ways to increase push notification opt-ins

When To Ask User To Subscribe To Push Notifications and It Will Impact Opt-in Rate

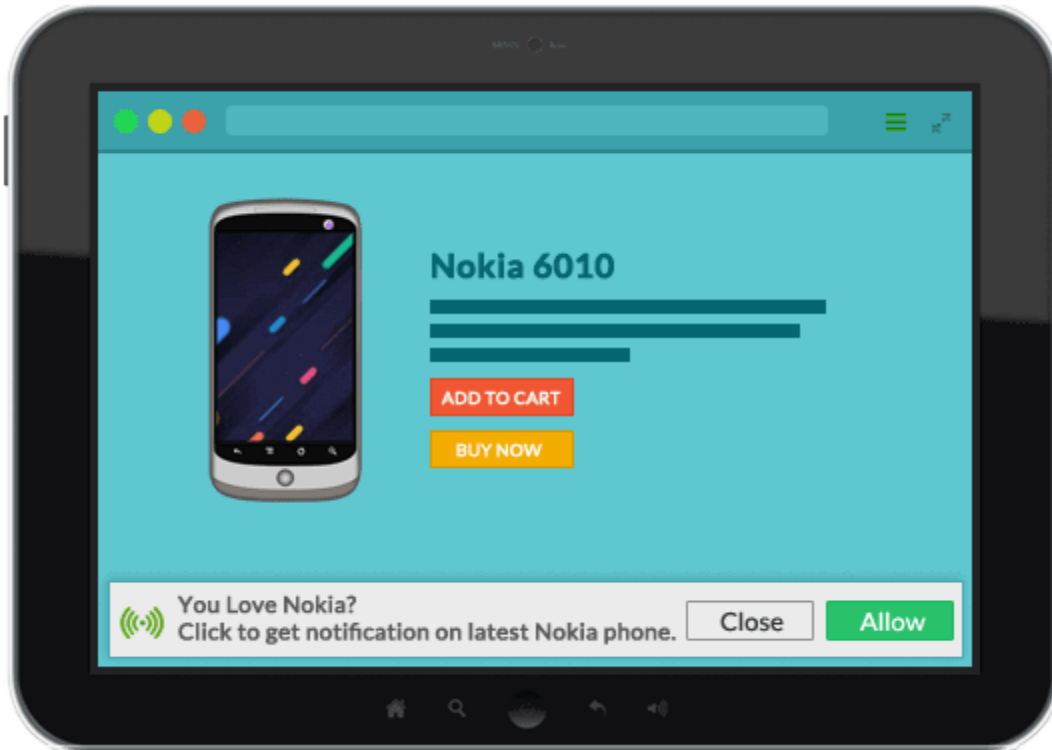
Timing is very crucial when you ask for user permission for push opt-ins. Before showing your opt-in, always wait for the user to get confidence on your website.

Below are the cases which can help you pick the right time for showing the Push Opt-In message:

Based on the User Activity

If your site is a blog or news site, you want a user to read your blog post or the news. Show your push notification opt-in only when a user has read one of your articles or a portion of the article.

Similarly, for e-commerce websites, show your opt-in if the user has viewed the product or browsed through multiple products. This will indicate that the user is interested in your content and then when you show your opt-in, the chances of subscribing increase.



Above is an example of a push notification opt-in appearing at the bottom. You can see that the opt-in appeared on the product view page with targeted messaging.

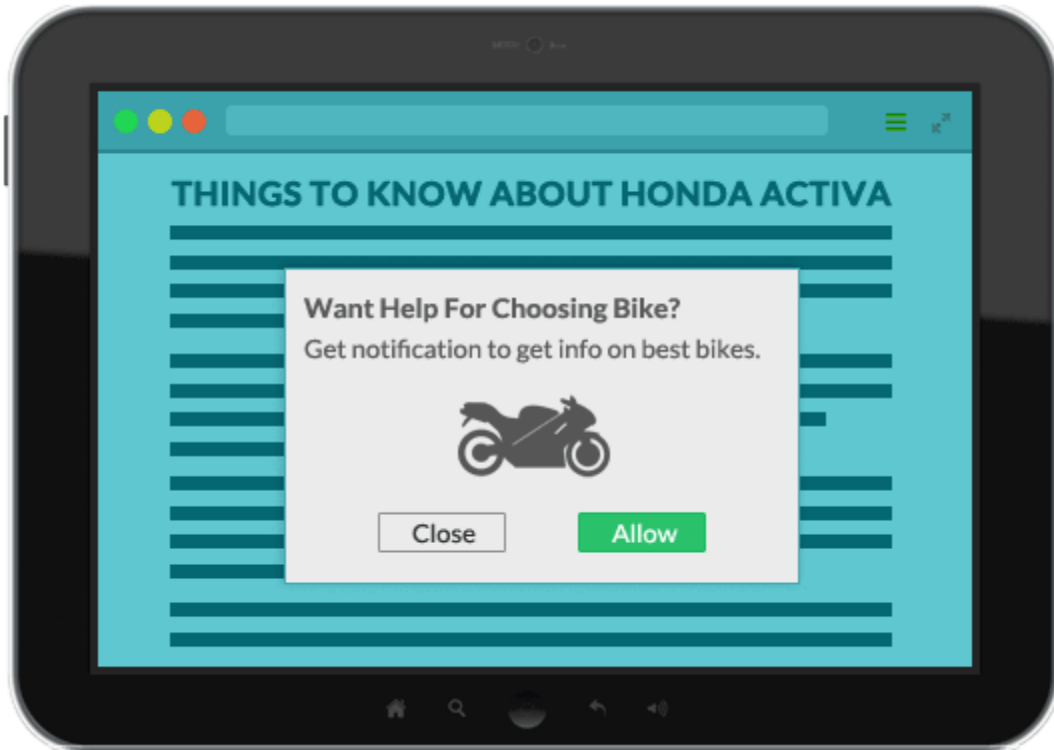
Based on time spent

Nobody likes to get bombarded with pop ups the moment they land on a website. Never show users your opt-in the moment they land up on your website. Give them some time to know your website before showing the opt-in.

Once the user has browsed through the minimum number of pages or spent X time on your site, then you trigger the push notification opt-in.

Since the user has already browsed your site, they are interested in your product and content and is ready to receive push notifications.

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Always remember to put a delay in showing your push notification opt-in. To start with, put a minimum delay of 10 seconds before showing a push notification opt-in. We recommend you to test different opt-in timings to get the right time to show your opt-in on your website.

Always remember that the user came to your site to read your articles or purchase product and not for subscribing to your push notifications.!

First, let them browse your website. Subscribing to your push notification is for their benefit to get updated about any offers or news.

So, once they have found value in your website is when you show the opt-in and increases the chances of subscribing to your push notifications.

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Where To Ask For Push Notifications Opt-ins & How It Can Increase Your Push Notifications Opt-In Rate

Since push notifications are permission-based, you need to first build trust with your user so that they are confident in clicking the “Allow” button.

To do this, you can trigger your opt-in during the user journey on your website.

Here are some cases that will illustrate show this point:

Intent Oriented Push Notification Opt-In

Tracking Pages

For an e-commerce site, once a user makes the purchase, we usually send an email to them about the product status. They then can also land up on the tracking page to see the product status.

At this point, you can trigger your push notification opt-in on this page asking them to “Allow Notification” to get tracking updates.

Similarly for travel sites. Once a user books the ticket, you can ask them if they would like to “get notifications” on their flight status.

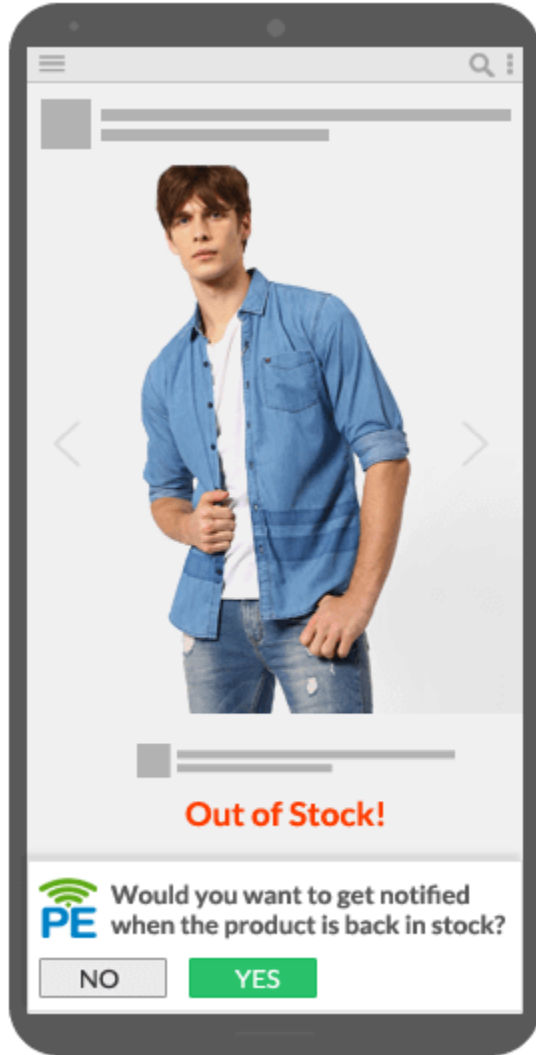
Since they have already bought their tickets or products, the chances of subscribing to push notifications will likely be very high. It will also increase the click-through rate of web push notifications.

Out Of Stock Pages

Many times the product a user is looking for might be out of stock. If a user lands on those pages, they are already convinced that they need that product. Trigger your push subscription pop-up asking if the user would like “get a notification” when the product is back in

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stock. Since they are looking for this product to buy the chances of them subscribing to push notification is very high. You can then trigger the push notification inventory alert campaign to update the subscriber. How cool is that!



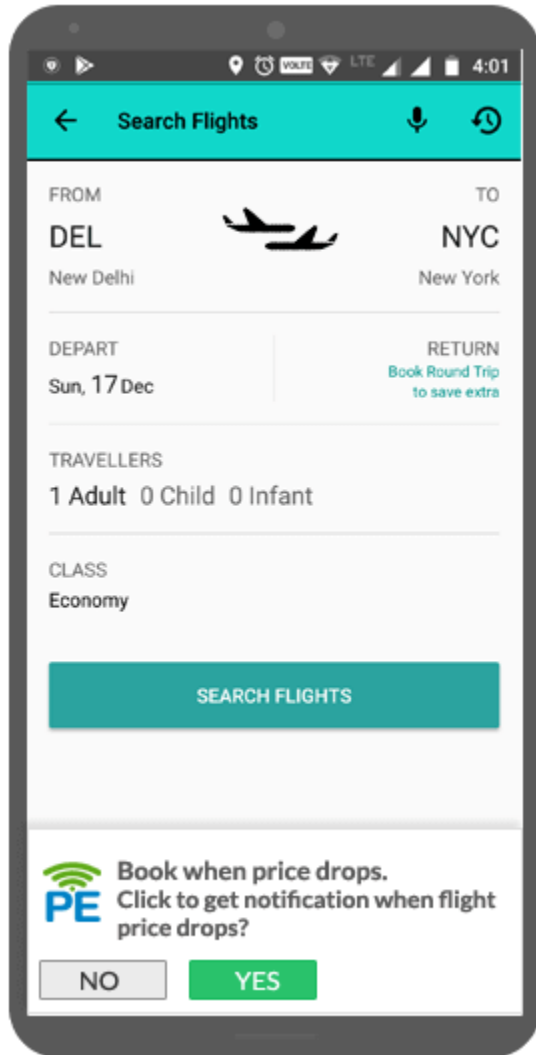
Price Alert

As consumers, we are all price sensitive. For higher value products, users will usually wait for the right price to buy. So even if they don't buy a product now, you can capture that intent and ask if they'd like to a "get push notification" when the price drops.

Travel sites can easily benefit from this. Since flight tickets are always high, the user looks for cheaper tickets. A flight site can use this as a trigger to ask for sending "Push notifications" when the flight price drops. This can easily increase the subscription rate of

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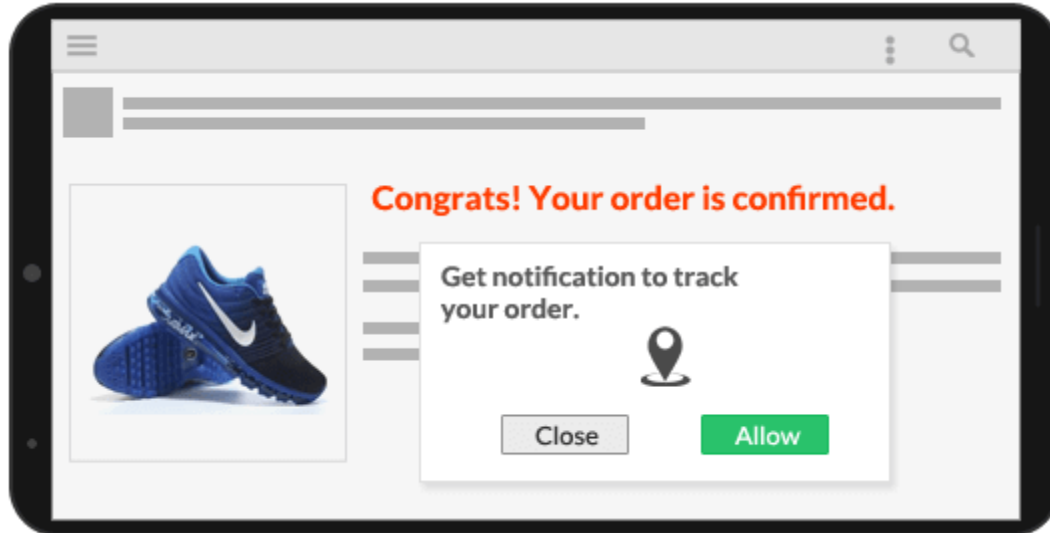
push opt-in for notifications. You can activate the price alert campaign in your push notification platform to update the subscriber on a price drop.



Check Out Pages

On an e-commerce website, once a user buys a product, it shows they are confident about the website. They would definitely want to get updated about their product status. Use this opportunity and ask them if they would like to “get a notification” when their product is ready for delivery. Since the user has already bought your product, the chances of clicking “Allow” on Push Opt-in increases dramatically.

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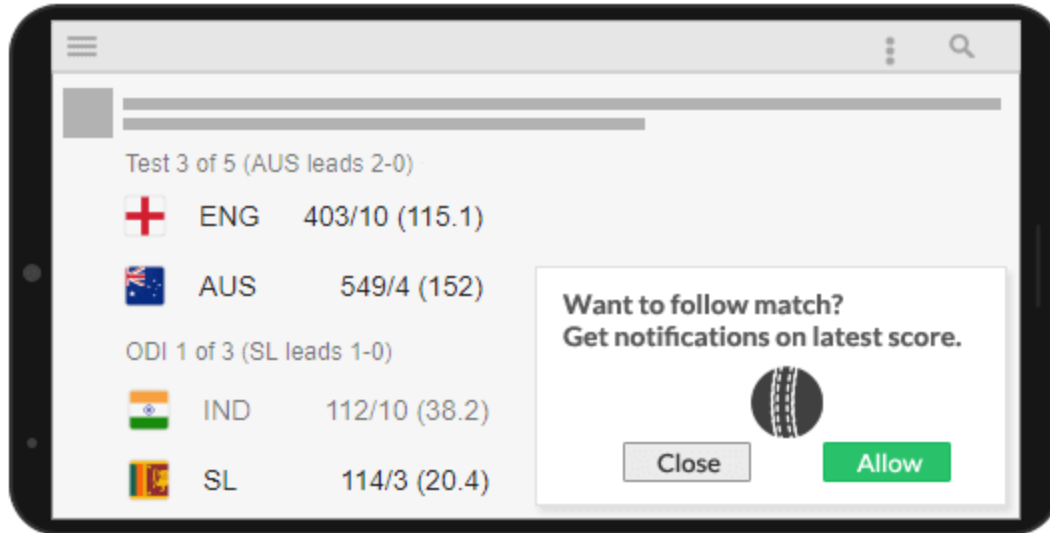
New Release And Updates

When a user lands on a news site's page, it usually means they are interested in the latest news and current affairs.

For example, during elections people want to be updated with the results. They keep checking the news site for the latest updates. Use that intent and ask the users if they would like to "get a notification" on the latest updates on politics/election results.

Similarly, for a sports blog, as they keep their site updated with the latest events in sports. For example, during a ball game, users keep visiting the site to know the updates on live scores, next game dates, etc. You can use that intent and ask the user if they would like to receive "push notification opt-in" for instant updates. Since the user is already reading the content of your site, the chances of them subscribing to your push opt-in is high.

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Benefit Oriented Push Notifications Opt-In

Discount

On an e-commerce website, once the user lands and views certain products, you can offer them an exclusive discount when signing up for push notifications. Since the user has already browsed through your page, the chance of accepting your request for a discount is high.

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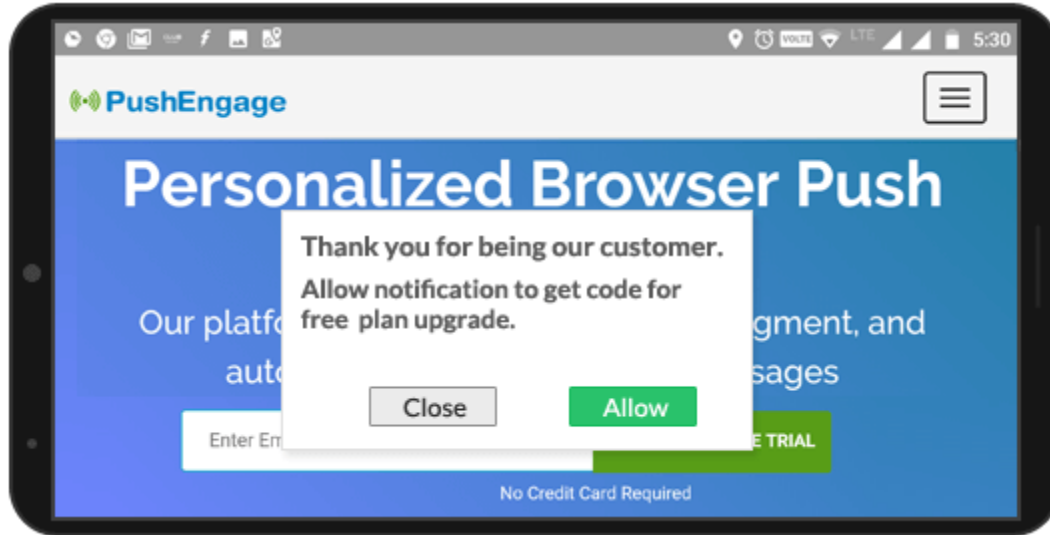
Free Trial

For SaaS product, you can create a landing page. Mention all the benefits of the product and also offer a free trial once they subscribe to push notifications. This way you are not only getting subscribers for your product but a potential lead. Even though they don't purchase your product but now you can still entice them with a series of drip notifications to nurture them to convert him to a customer in the future.

Free Upgrade

If you have a lot of users using your product but haven't started push notifications offer them a free upgrade on their account or give them free access for 15 days to a higher plan. This way you can increase your push notification opt-in rate.

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Free Goodies

If you run a blog, then offer a free e-book or custom gift products on signing up for push notifications. This will increase your Web Push Notifications subscription rate and helps you with the branding of your blog.

How To Ask Permission For Web Push Notifications

Asking for permission is an important aspect of the web push notification opt-in rate. You have limited space to message in your opt-in. The push opt-in pop up should convey the benefits of push notifications. The opt-in popup should be in sync with your site's value proposition.

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Web Push Notifications Opt-in can be

Single Step Opt-in: Single-step opt-in is available only for the HTTPS site.

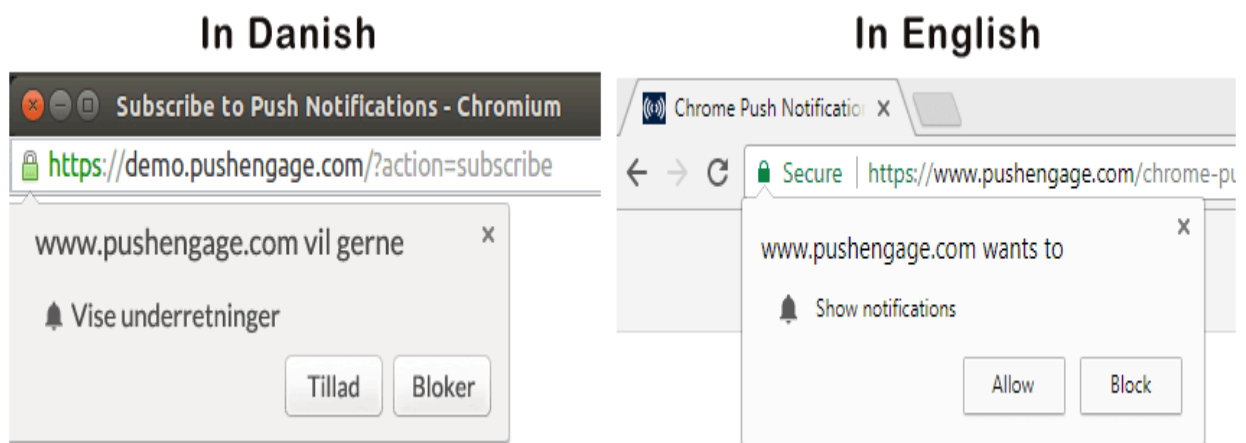
Two-Step Opt-in: All non-https can have only a two-step opt-in process. HTTPS site can have single-step opt-in as well as two steps opt-in for their push subscription.

It's interesting to see that the Single Step Opt-in process can outperform the 2 step process by as much as 150%. So, it stands to reason that if you can make your site an HTTPS site, it would benefit you immensely!

Type of Site	Type	Range Observed
HTTPS	Single Step	7 to 15%
HTTP	Multi-Step	2 to 6%

Single Step Opt-In

In single-step opt-in, all the texts are the default from the browser. We cannot edit any text nor can we add an image. That being said, based on the language of the browser, you would get this opt-in. See the images below.



However, the process is simpler and leads to a higher web push notification opt-in rate. To improve your single step-opt in, the

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messaging on your website should be strong enough for a user to “Allow” push notifications.

Here are some points to keep in mind when composing a message for a Push Opt-in.

Benefits of push notifications

Clearly mention the benefits of subscribing to your push notifications and if the user shows interest then trigger the push opt-in.

Other benefits

Since single-step opt-in doesn't allow any modification, your messaging on the website should be strong enough to entice the user to say “Yes” for your notifications. Always mention the additional benefits of push notifications. However, limit it to 2 so that the message doesn't get lost.

Privacy

Always respect a user's privacy. Clearly, mention that you respect their privacy and they can turn off the notification anytime they want. Since push notifications are still relatively new and a user doesn't know how they can turn off the notification, educating them will create more confidence in your brand and service in their mind.

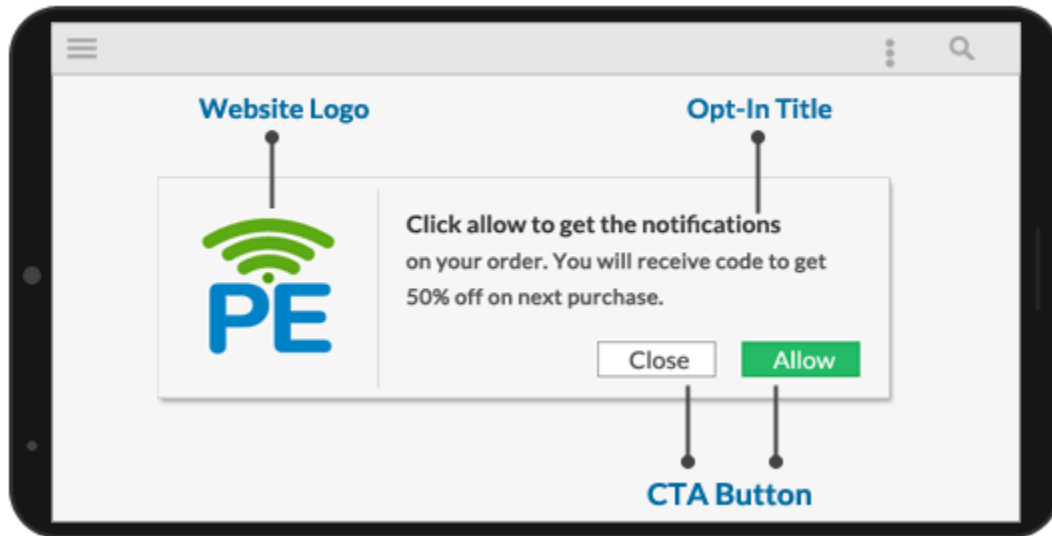
Two-Step Opt-In

Two-step opt-in gives you the flexibility of reiterating your message on the opt-in popup. Web push opt-in has 3 parts:

- **Opt-in Title:** Keep your title crisp and to the point. Try something catchy which resonates with benefits and also easy to get.
- **Website Logo:** Always put your logo on the opt-in. Without the logo, it will look like spam, and the user may not subscribe to your push.

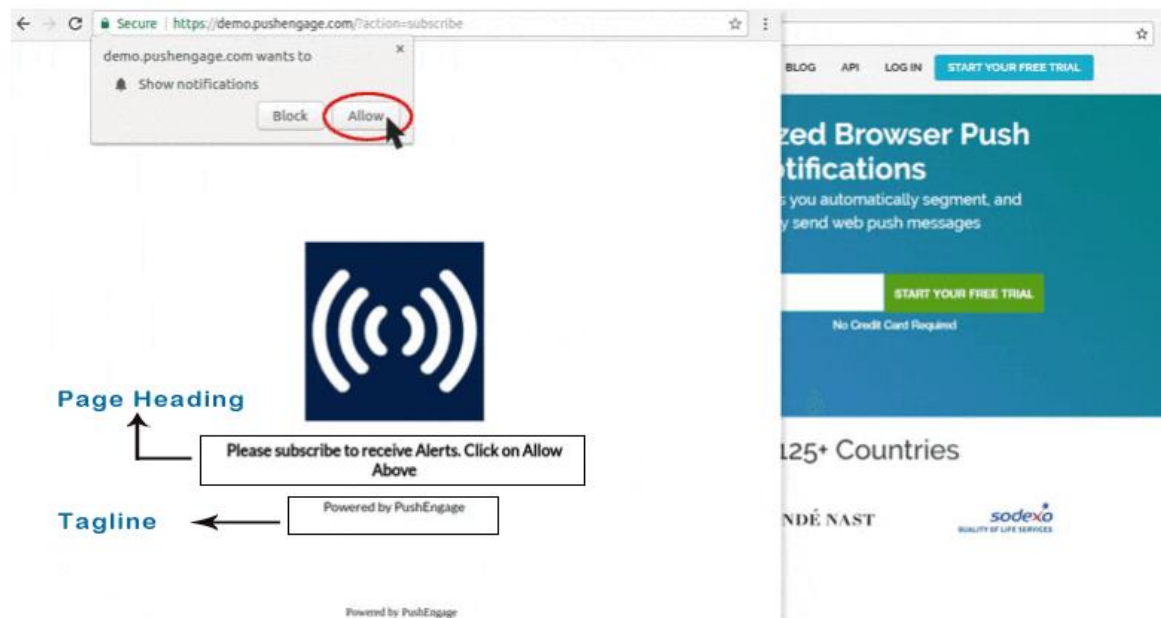
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- **CTA button:** You can even change the text for the 'Call To Action' button. The usual one is “Allow” and “Deny”. You can test different text for your CTA. For e.g., if your message is to show **Discount**, then you can use “Show” as a CTA button.



Two-step web push opt-in has an intermediate page. So you get one more chance to show users the benefit of opt-in for push notifications. It has two parts:

Intermediate Page



Page Heading: Mention the benefits again so that the user is convinced of what they are getting when they subscribe to your

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notifications. For e.g., if your benefit is getting a discount, then mention “Click Allow And Get 50% Instant Discount Coupon”

Tag Line: This is another space for you to brand your opt-in message. You can mention the privacy factor here. Every user is concerned about their privacy. In the tagline, you can say for e.g. “We respect your privacy. You can opt-out anytime.” Keeping things transparent always bring confidence in user about your brand.

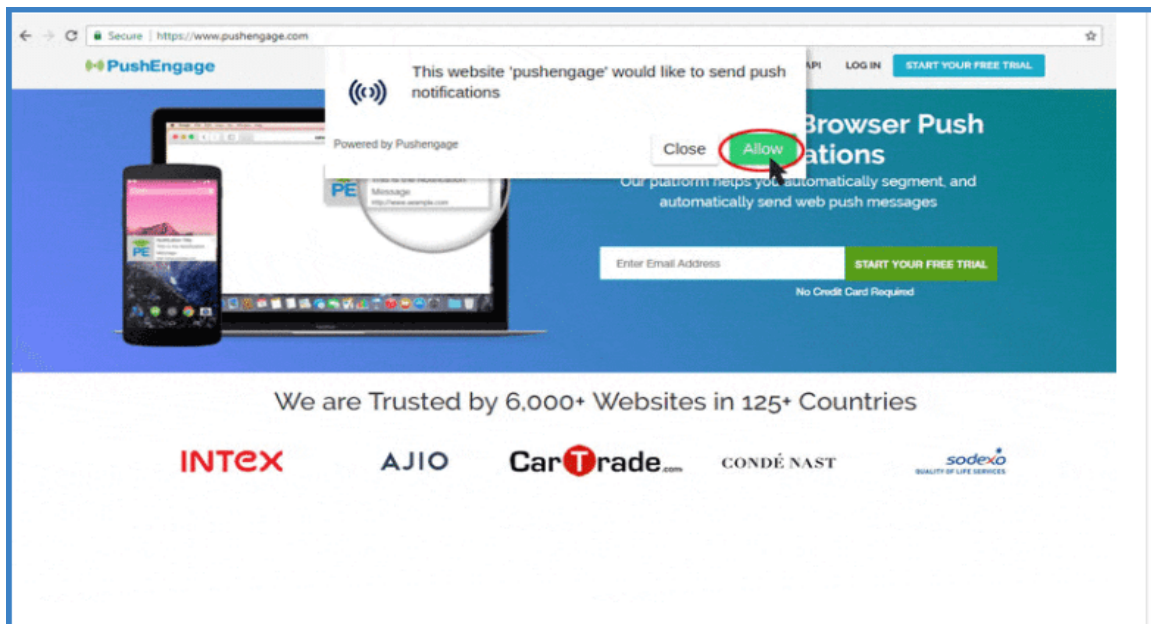
Placement Of Push Opt-Ins

The right placement of a Push Opt-In can also affect the Push Notification Opt-In Rate.

With [PushEngage](#), you can up to 7 different types of Push Opt-In templates to choose from.

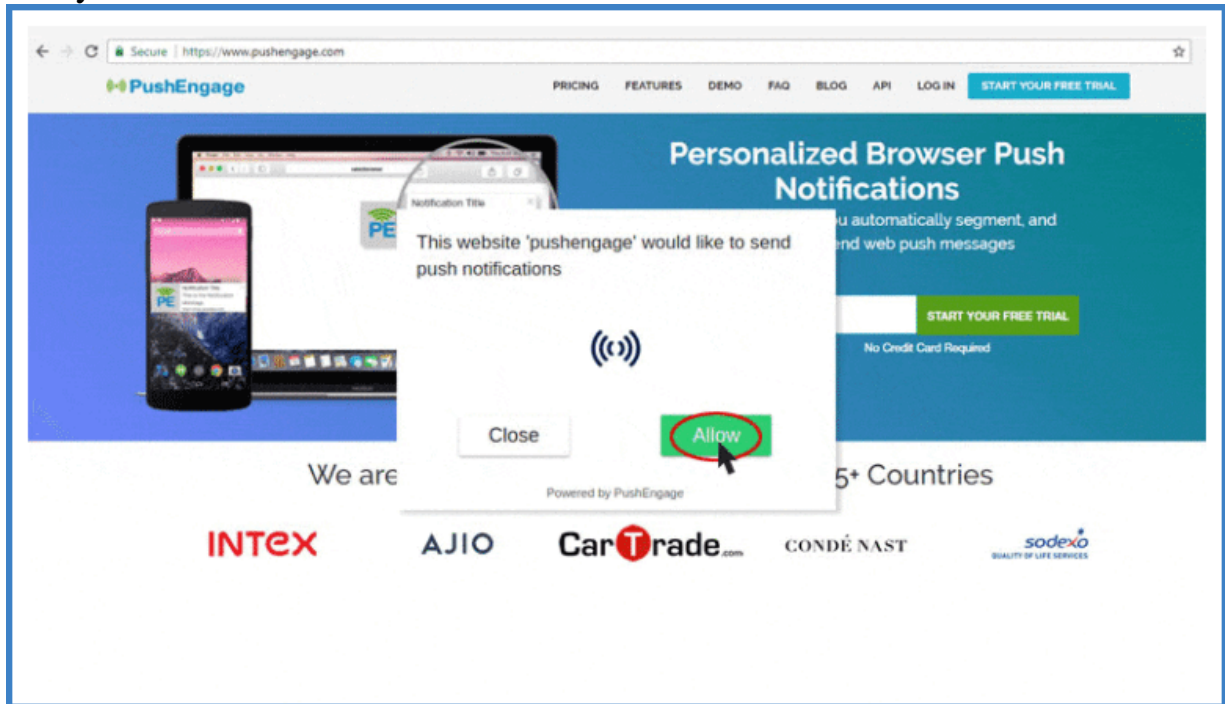
Below are the different Opt-In templates you can choose to display:

- **Safari Style Box:** Safari-style box appears at the top-center of your website. You can even change the location of the web push opt-in. You can place it on the "Top Right or Top Left Or Top Center".

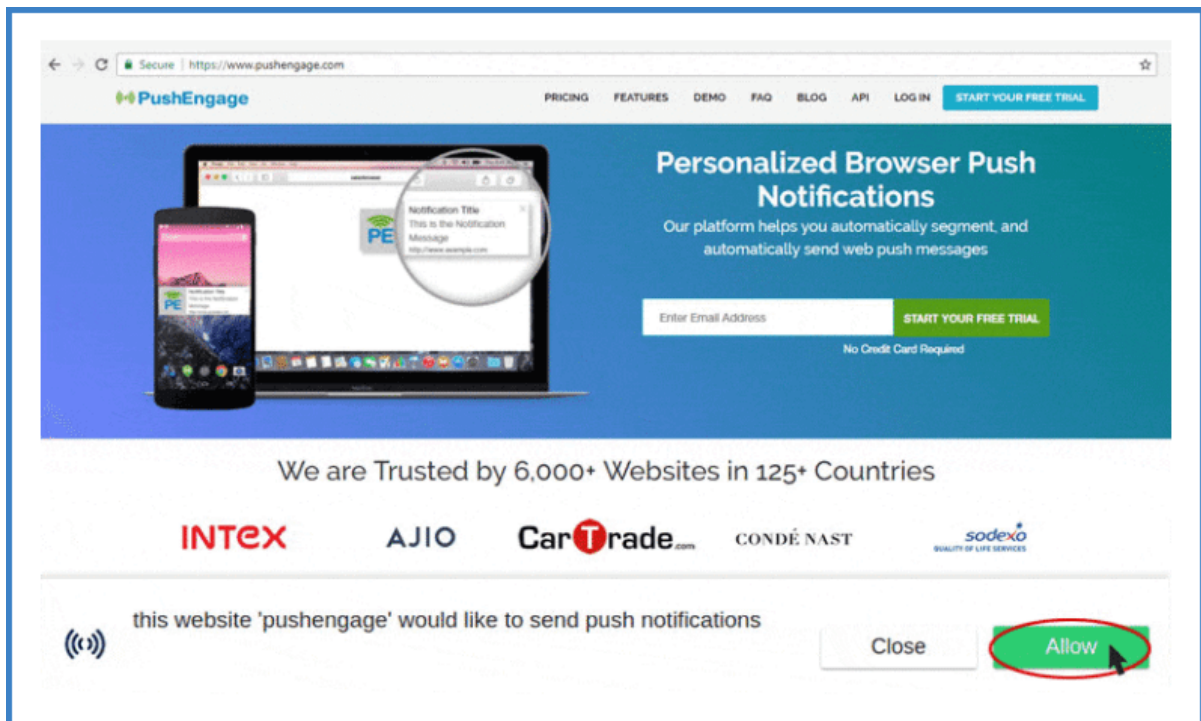


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- **Large Safari Style Box:** The Push Opt-In appears at the center of your website.

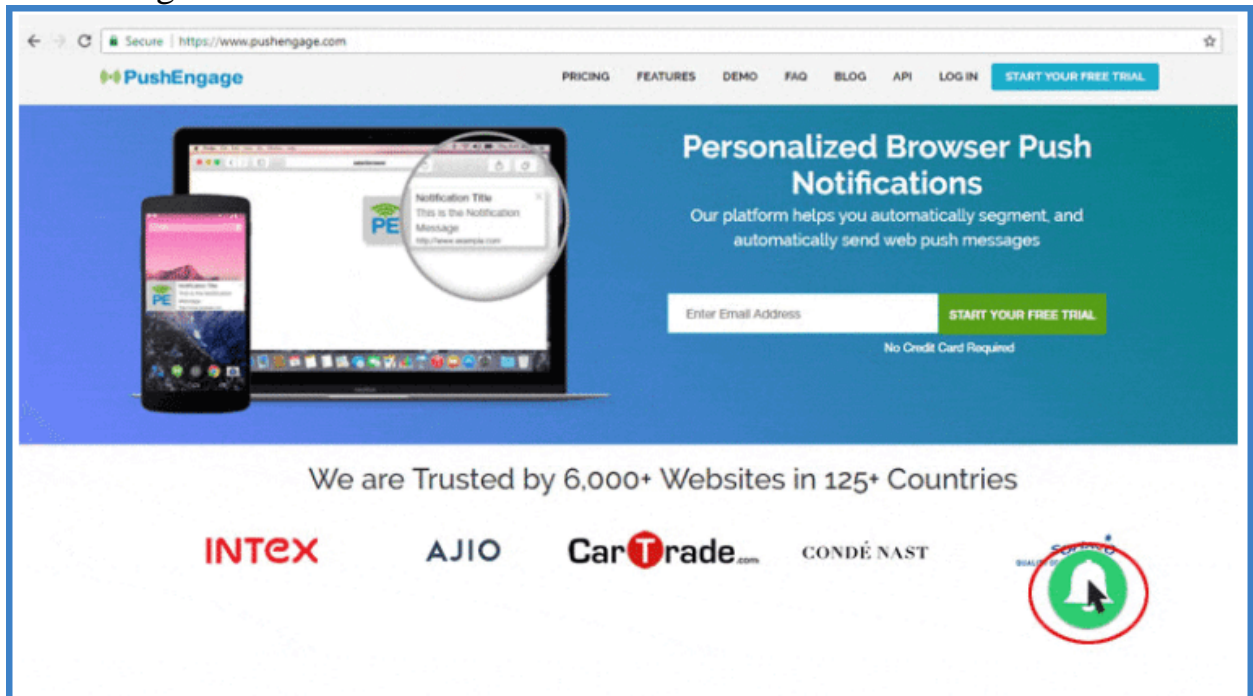


- **Floating Bar:** The Push Notification Opt-in appears at the bottom bar. You can change the location to show the opt-in box at the top as well.

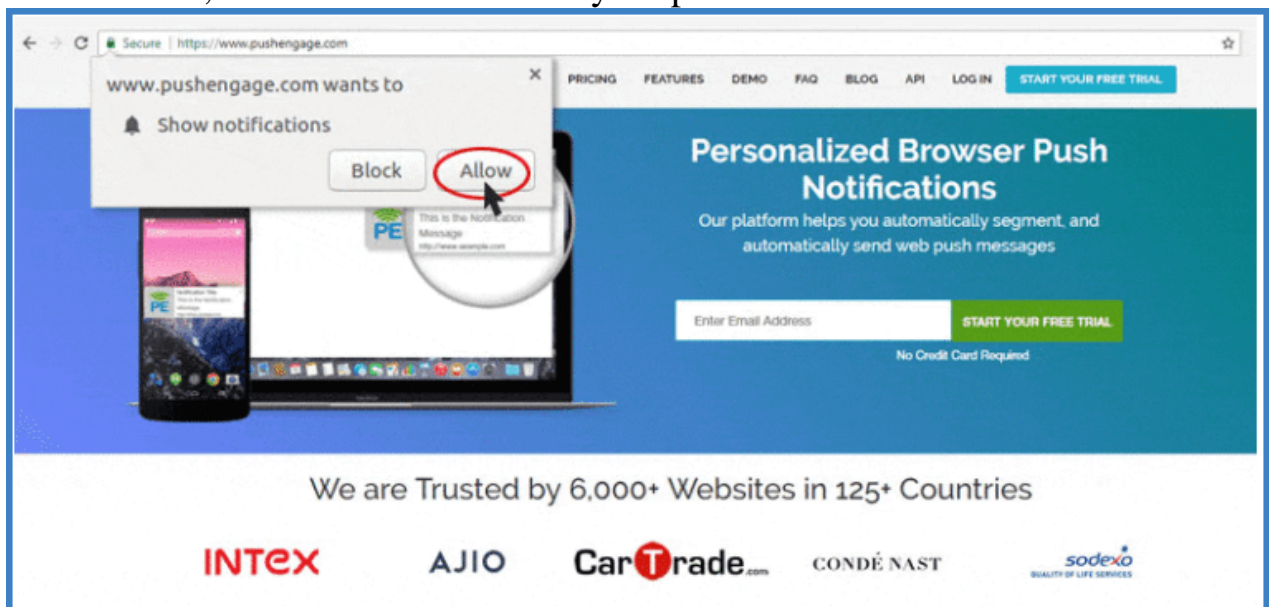


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- **Bell Placed Bar:** The bell appears at the bottom right corner. You can choose to show the bell push opt-in either on the left side or on the right side of the website.

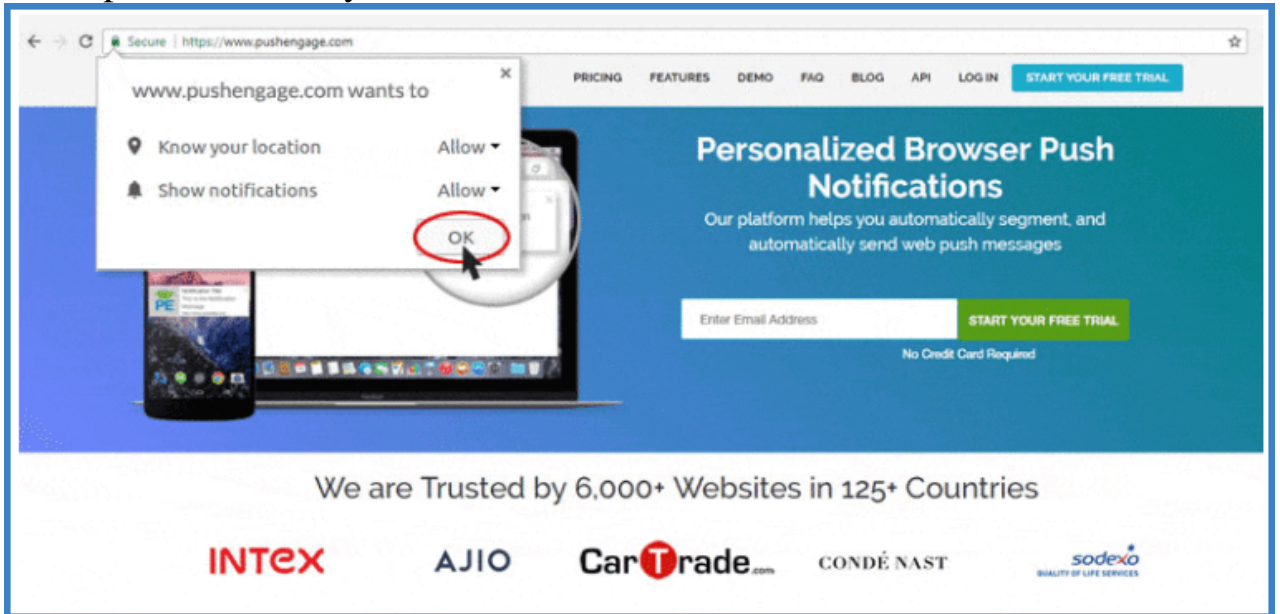


- **Push Single Opt-In:** The Opt-In appears at the top left corner of your website. This is the default location. Once the user clicks "Allow", he /she is subscribed to your push notifications.

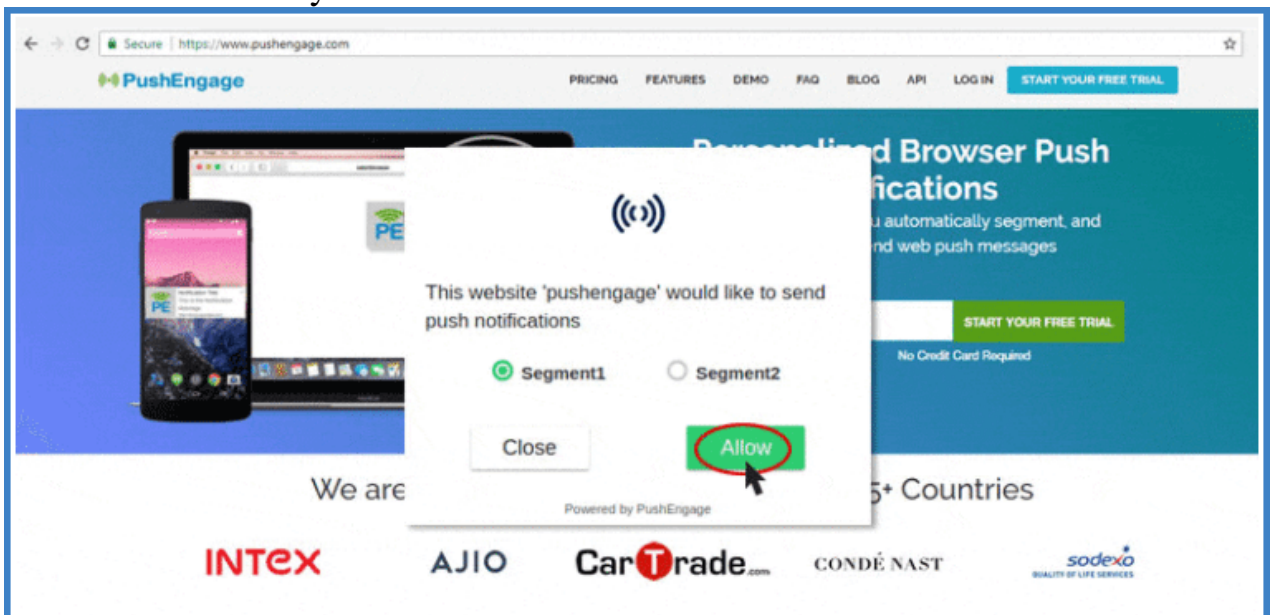


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- **Location + Push Single Opt-In:** The Push Notification Opt-In includes location options along with the notification. It appears at the top left corner of your website. This is the default location.



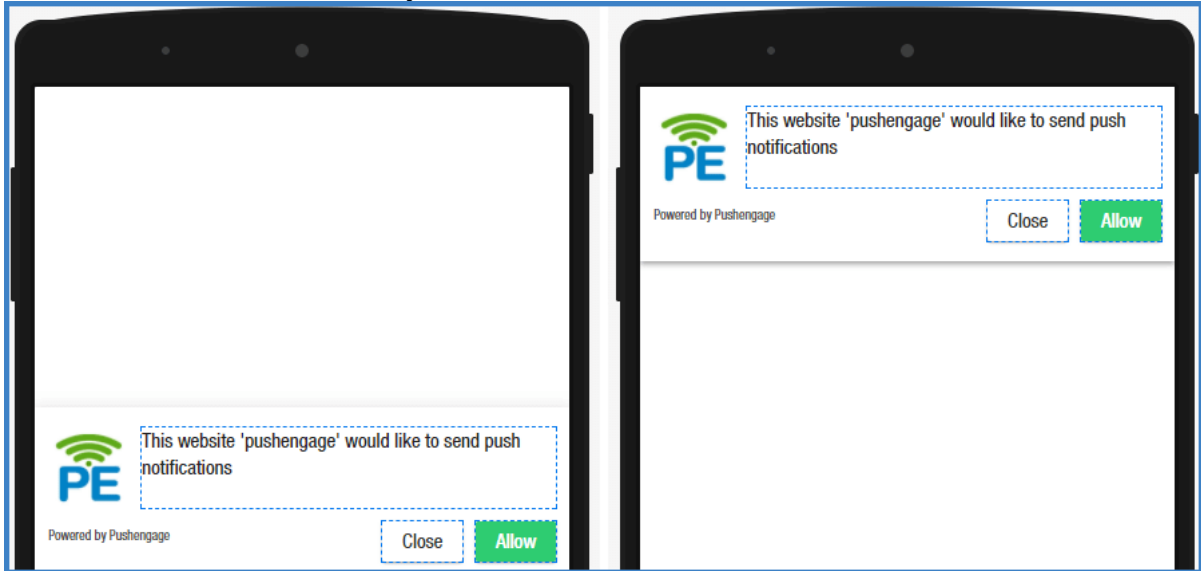
- **Large Safari With Segment:** The Opt-In appears at the center of your website. The Opt-In offers users to choose which type of notification they would like to receive.



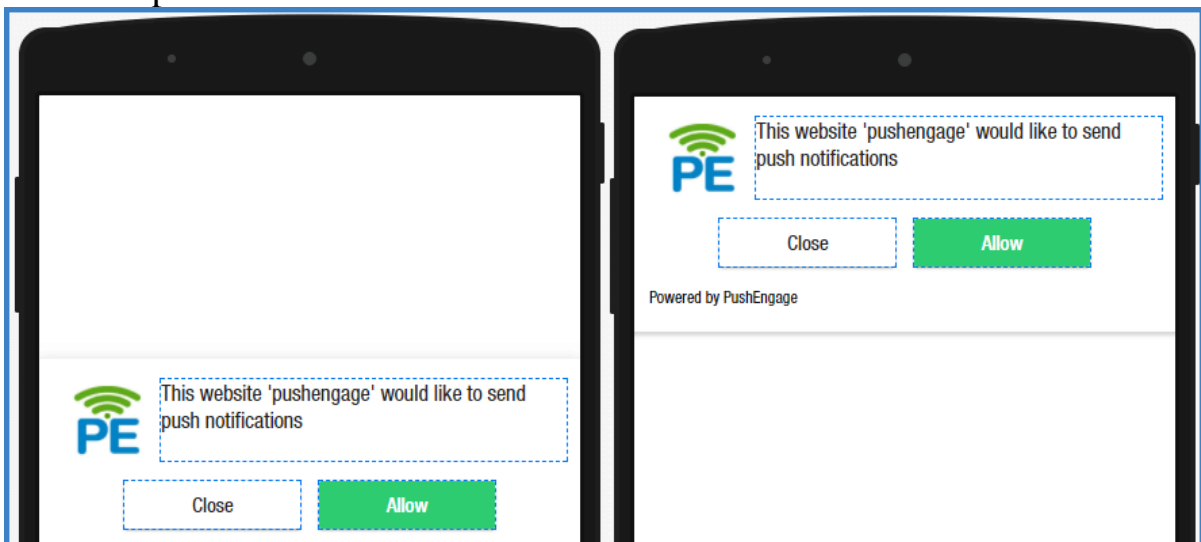
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You can also show different placements in mobile and on the desktop. In mobile, you can choose whether you want to display the Push Opt-In at the top or at the bottom or on the left side or right side. The flexibility of showing different placements is available in below Opt-In Styles:

- **Safari Style Box:** You can choose to show Opt-In Either at top or bottom with Safari Style Box.

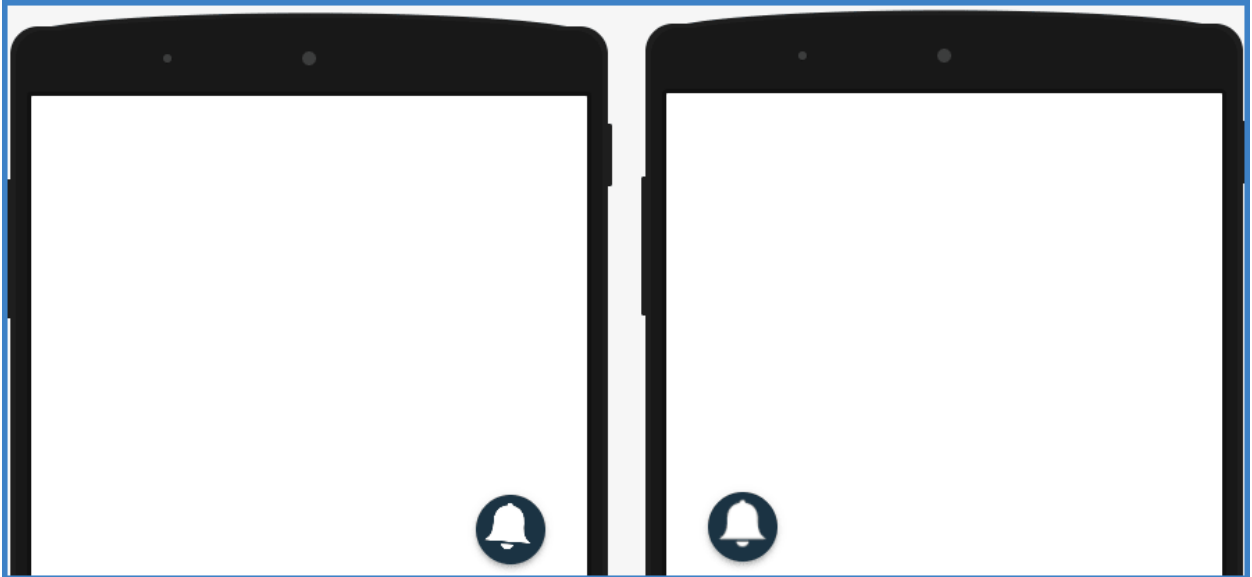


- **Floating Bar:** You can choose to show Floating Bar Opt-In either on top or at the bottom in mobile.



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- **Bell Placed Bar:** You can choose to show the Bell either on the left bottom corner or right bottom corner on mobile.



After using different types of opt-ins, use the [PushEngage](#) Funnel Analytics to see which opt-in has worked best for you.

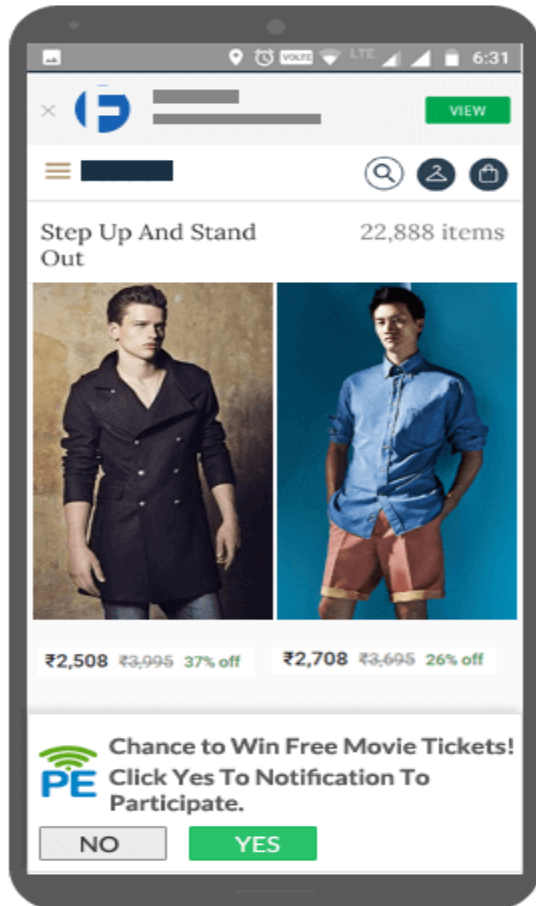
Promotional tactics to increase Web Push Opt-ins

Contests

Run push notification opt-in only contests. Ask the users to subscribe to a notification to participate.

For e.g. A quiz contest where you ask your user questions in your notification or Treasure Hunt contest where you give clues in your notification. It will increase your opt-in rate as well as brand recall in the user's mind. Keep the prize so compelling that the user cannot refuse. For e.g. If you are a travel site, you can offer free stay for a couple to a romantic destination.

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Testimonials

Customers always check for reviews before buying anything. Why don't you share the user experience of your push notification?

You can ask the user who is already subscribed to your notification for testimonials. I am sure many of your subscribers must have benefited from your "Order tracking notification" or "price drop alert notification" or "free upgrade notification".

Run a review campaign and ask your subscribers for a testimonial.

Showcase these testimonials on your website. This will create a brand image for new users and increase your web push notification opt-in rate as well as push notification click-through rate.

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Benefits Landing Page

How about creating a landing page that describes all the benefits of subscribing to your notifications. You can include your testimonials on this page too.

You can even run paid promotions to bring more visitors to your site.

Another most important factor to increase your opt-in rate is to configure the **Welcome Push Notifications**.

Your visitor has just subscribed to your push notification for certain benefits.

To ensure that he/she has been subscribed successfully, you should always send a Welcome Notification. You can automate it or you can create a separate Web Push Drip Campaign for new subscribers.

For a service-based company, a drip push notification campaign can be very helpful in converting subscribers to customers.

And of course, a well-crafted Welcome Notification reinforces a positive image of your brand.

How to convert users who have clicked “Deny” or “No” for your push notifications?



Many times users are not interested or not convinced enough to subscribe to web push notifications.

Once a user clicks “Deny”, the opt-in is not shown. However, you can even convert those users with simple Subscription Widget available at [PushEngage](#) This will appear only to these users as a widget on the right corner and this way these customers will have another option to subscribe.

You can even edit the **Title** for your widget.

For e.g., if your benefit is to offer a Discount to your subscriber, then mention “Get Discount” as widget title. Keep your title in sync with what you are offering a benefit to customers.

So, there you have it!

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And now you're done!

Are push notifications for every business?

Honestly, I'd have to say yes!

Personally, I believe that push notifications are extremely helpful for all types of online businesses out there that want to 'up their game'.

Businesses that are headed by smart, savvy business owners who want to utilize current 'modern day' communications platforms that most people online these days actually expect & are comfortable using.

Bottom line...

More conversions = More Sales!

Push notifications can do fantastic things for your visitors, your customers, your brand & your bottom line!

What's stopping you from testing out push notifications on your site?

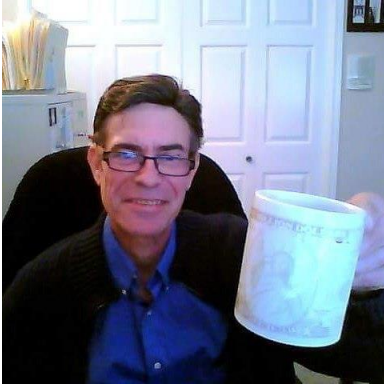
We've just given you a head start over your competition in this 'quick start' guide?

Now, go get 'em tiger!

The results could literally astound you!

Cheers!

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Mark Huber

PS: Questions? Eager to get started fast with push notifications? We're always here to help. Book your 30 min. (pitch free) chat via our online calendar here <https://bit.ly/MarkHubersCalendar>

PPS: Want us to show up occasionally in your 'in box'? [Click Here](#) to join our 'In Crowd' email newsletter. We'll share what we're up to so you can stay in the loop and discover even more powerful ways to drive more onsite conversions & revenue through the power of modern day communications platforms & conversational marketing.

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