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Section 1: What are WebPush Notifications?

They are a relatively new, cutting-edge technology that enables a website, whether built on Wordpress or ordinary HTML, to send in-browser messages to its subscribers.

I won't go into all the technical details as I don't really understand them myself, only that the system works and is a novel way of reaching customers and those interested in your business.

A few of the many benefits are:

Webpush notifications work in a similar way to a native mobile push. This means you

don't have to create a mobile app to get the benefit of notifications on mobile.

Using webpush, you can reach users who are not on your website.

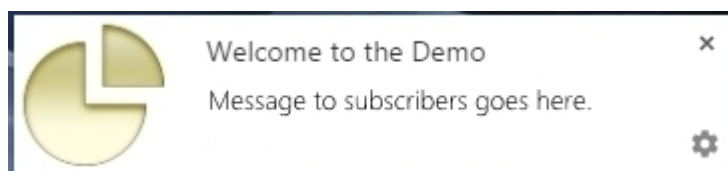They don't require a user's e-mail or other contact details.

Since users don't need to give their e-mail address nor any other contact details, along with the option to easily unsubscribe from receiving messages whenever they choose, the opt-in rate is higher than for e-mails.

Studies have shown that less than 10% of the subscribers who opted-in to receive notifications from a site, unsubscribed within a year.

What we shall be doing in this manual is enabling your website with a red subscribe

button so that customers or visitors can subscribe to receive future messages.

The messages themselves are like this and can contain up to 200 characters, depending on title length. It is best to keep them short and to the point, rather like tweets. The icon can be customised too, and could be the site logo for example.

Tip: a transparent background PNG image works best for this... 80 x 80 pixels.

Before we proceed with the set up I recommend creating a text document to record all the items of data gathered through the various stages. Be sure to label each item so you know what it is later.

Please note that I'm only covering the set up for Chrome and Firefox browsers in this manual. If you have a need to send messages to Safari users then the documentation on XXX's website will point you in the right direction.

Section 2: Signing Up to the Notification Service

The service we will be using in this manual is called XXX. There are other sites that offer a similar service, but XXX is in my opinion the easiest to operate. Please feel free to look at.... read further in the manual.