Best Practices for Web Push Notifications

Push Title:

The title is the first thing your customer will see. The title should be short and sweet. Keep it crisp and simple. The title should clearly state what the notification is all about. Make the title such that it creates curiosity in the user's mind. A curious user will mostly click on the notification to see what the notification is about.

Push Message:

The description is the space to convey the message. Explain in short-brief about the value proposition of the notification. Keep it informative in sync with the title.

Click Action URL:

This is a click action link of a push notification. If you leave it empty then default PWA Link will be automatically added and it will be redirect the user to your Installed PWA or PWA in browser on click of a push notification. You can even use any external URL there.

Image:

You can make your push notification rich with an image. There's an option to upload a push image. Keep your push image lightweight in size (less than 1 MB) and it should be in png or jpg format.

The actual rendering of the Web Push Notification (length of push title & push message) depends on the device's screen size, OS and browser version being used.

For Android Chrome: The ideal push title character limit is 20 to 30, considering the types of screen size.
For Desktop Chrome: The ideal push title character limit is 40 to 60. Though, it's ideal to use fewer characters to attract your users as well as to fit best view on Android Chrome.

Push message character limit isn't specified, you can expect maximum 120 characters but maximum 100 characters recommended (without push image).
With a push image, push message text will be truncated (usually at 30+ characters) on Android.

Only Android & Desktop (windows) chrome browser supports push image. Chrome removed image support for MacOS in Chrome 59.

Push Image Size:

Chrome on Windows: 360x180 (px) or 2:1 aspect ratio
Chrome on Android: 1024x512 (px) or 2:1 aspect ratio (Maximum: 2048x1024)

So you can use a push image with 2:1 aspect ratio like 1024x512 which fits best on Android & Windows.