



*App Store
Optimization*

CHECKLIST

APP NAME

- Choose a name that describes what your app does
- Use URL-safe characters only
- Only a maximum of 3 keywords in your app name
- Keyword used in app name should be the one with heaviest search traffic

APP KEYWORDS

- Research your keywords and the keywords of your competitors
- Use the entire allotted 100 characters
- Don't repeat app name in keyword field
- Don't include company name in keyword field
- Ranking well is more important than traffic
- Use numbers instead of spelled out words
- Localize keywords
- Use singular OR plural, the easier one to rank for
- Use long-tail keywords

APP ICON

- Borders help icon stand out on all backgrounds
- Design an icon consistent with app design and color scheme
- Don't use words in icon
- Keep it simple, one idea or focus

APP DESCRIPTION

- Maximum of 225 characters
- Make the first 3 lines count, people see them the most
- Include social proof (awards, blog/users reviews)
- Localize your description
- Include a list of main benefits
- Focus on convincing reader, keywords are secondary

APP UPDATES

- Fill the "What's New" field thoroughly
- Add a prompt to encourage updating
- Encourage users to write positive reviews

APP SCREENSHOTS

- Use all screenshot slots
- The first 2 screenshots are the most important, make them count
- Focus on benefits, not just features
- Add explanations
- Combine screenshots if necessary
- Avoid generic screens like menus

APP RATINGS

- Give contact information: Website, email, etc.
- At launch, have friends/family give 5-star ratings and reviews
- Make sure that support page URL is valid and useful
- Let users know how to reach you directly regarding any issues
- Use SDK to send only positive reviews to App Store
- Use SDK to send negative reviews to support
- Listen and fix problems quickly, respond to users

APP PREVIEW VIDEO

- Keep Apple's guidelines in mind
- Do not localize, make sure it works for all countries
- Use the entire 30 seconds allotted
- Explain how your app works
- Highlight your app's features
- Make it fun and include music
- End video with a prompt to download

APP CATEGORY SELECTION

- Choose 2 categories for Apps & 3 categories for Games

NEED HELP WITH YOUR
APP STORE PAGE?

REQUEST MARKETING SUPPORT

Help