ASO *App Store Optimization* CHECKLIST

SF [SFAW] AppWorks

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, maket 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
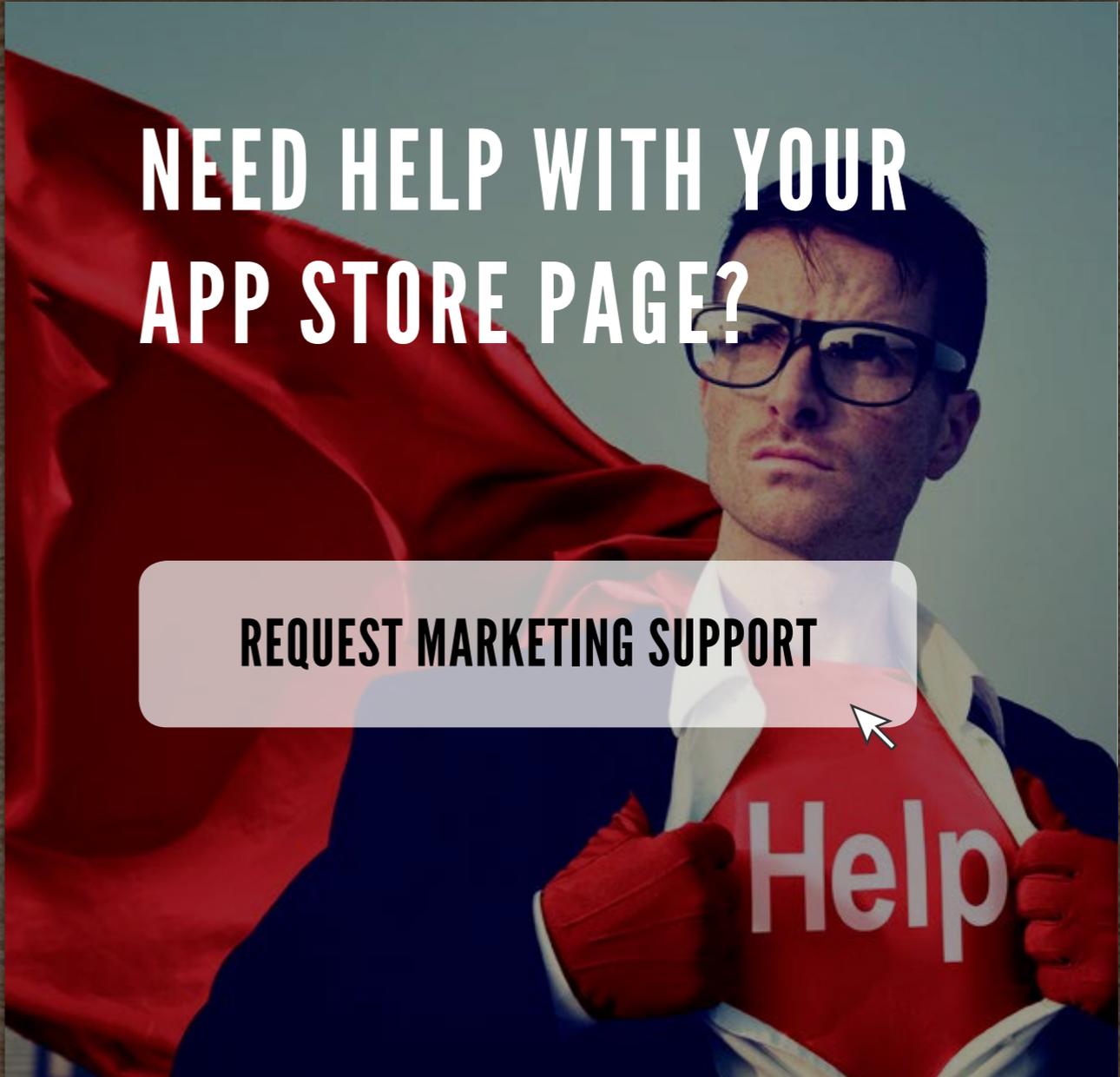
Explain how your app works

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