

App store optimization step-by-step checklist

We all know how important is making your application findable, visible and reachable easy.

So here, you can find the list of the most important ASO tips.

1. Find right keywords

Reaching relevant keywords – is the first, mostly important thing to do when you start your app optimization. Dive deeper- what are the first words comes to your mind when you thinking about your app? What would users shall enter to find it exactly? Do not use the popular words, because they are temporary, concentrate on the matching words. Make a list of 50 main keywords. Then take the relevant ones and shorten your list. It is a very important step, to develop keywords for your App. If you have problems choosing relevant keywords - do not worry, our service can provide you with [an expert help](#).

After your perfect keywords list is ready, you can move to the next step.

2. Reach the top of keywords installs

Nowadays, after preparing your great keywords list, you can see that there is not only your application in the search results. In the most cases, it can be many of the applications in the store, which serve the same purpose as your app do and obviously use the same keywords. Therefore, it is essential to reach the top of the search list. However, you can wait a long time until this happens organically. That is the case. We can provide you with the [keywords installs](#).

3. Find perfect title

When all about the keywords is done, you need to create the perfect app's title. Here are a few tips you should follow:

- Add some keywords to the app's name. This will make your app easy to found one by users and understandable to them. According to the studies - including the keyword in a title can increase app's downloads by 10%.
- Don't use fake words in your app's name. Do not make complicate the finding of the app for your users.

- Shorter - better. Now you can use around 255 characters not the title in the App Store. Almost all developers use this space to include all of the keywords they have. But don't, it's not worth it. Your title will be cut after 23d character at App Store and 30th in Google Play.

4. Optimize description

Don't even think that you can just write a random text including all your keywords in it. It's not working like this. The description should be written for your audience, not for the search engine. It should be like a call-to-action text for your potential users to download your app. Think about your average user, what's he is looking for? Tell your potential user how your app meets his needs. Try to make it simple, no jargon, just show off your app's advantages. Our service can offer you the professional help in creating your [app's title and description](#).

5. Make your logo and screenshot unique

Next important thing is the design. High-quality logo and right screenshots are great tools to stand out from the list of competitors. You should make your icon recognizable and catchy. Do not make it complicated; this is the case when simplicity is a perfect decision. Your icon design should be clear and easy to understand what your app made for. In addition, you should be attentive to the requirements of both stores. Each of them has their own standards of size, colors and geometry of the apps icons.

Choosing right screenshots - a little thing where you can make a total fail. Many are not serious about this. However, you should not. Your screenshots should prove to your description text. They should clearly show off what your app is about and why users should download it. It is perfect chance to show your potential users your app before they get it.

If you met any problem in creating logo or screenshots - we have [special services](#) to help you.

6. A preview video can seriously help your app's rankings

Making a promo video can be an extreme process but it worth. Promo videos can help you to boost your installs to 45% more! You need not just show your app, but

also highlight the most interesting features and its advantages. Don't forget that the first 5 seconds is decisive for your video. It should catch the user's attention even without sound. Moreover, do not forget about the call-to-action. Sometimes the user needs to know what you want him to do. If you need a professional help in **promo video creation**, our experts are always happy to help you.

7. App reviews can bring you up and bring you down as well

Your application optimization can be perfect, but without good reviews, it's not going to work. Well written, high-quality reviews can will increase your ranking. We know it's all about you but you can seriously affect your app's reviews with our help.

Launching your application – not an easy process, but impossible to say what is the essential step in your application's optimization. All of them together will definitely help you to meet your success.



Visit us for any kind of help via www.app-reviews.org