

APP STORE OPTIMIZATION



WHAT IS IT ABOUT?

In order to make your app successful, you have to optimize its listing in the Apple App-Store or in the Google Play-Store. In general, there are two main categories you can optimize: Findability and Appearance.

Optimizing the findability of your app means taking care of the ranking algorithm and how to improve your rank with the textual content on the app store page itself.

Optimizing the appearance of your app store page is taking care about how to convert a visitor into a customer. It is about the optimization of the visual elements of your app store page.



Findability



App Name



- Catchy and unique
- Limited to 50 signs
- Include main keyword
- No Special characters



- distinct
- limited to 30 characters
- include two of your keywords

Keywords

Mobile Game

- Designated keyword field
- Separate them with commas
- No complete phrases
- Find new and unused keywords

- Keywords are pulled from the description
- Google will recognise a keyword a maximum of 5 times

3 Influencing Factors

Relevance - How likely is it to get the user to download your app if he uses the keyword you've chosen?

Competition - How difficult is it for you to rank with the keyword in the top 10?

Searches - What amount of searches does the targeted keyword get?

Brand & Backlinking – Website, Social Media & Other Channels

Brand
For app store optimization you should create a brand relating to your mobile app. Like this, potential users can recognize your app and associate all the benefits they will get from downloading.

Social Media
If you create social media channels you can reach out to many users very easily. And you add all your social media profiles to your app store page so users will be aware of how they can be always up-to-date.

Landing Page
It is always a good idea to have an own website for your app. It should be informative and well-designed. Users should get access to all the information they need so they learn about all your app's features. Make sure to include links to your app store pages in order for the users to get to it without any hurdles.

Blog
Another factor when creating a brand is to write an interesting blog. This is a good way to keep your users informed about updates of your app and the brand in general. Always use the design and visual language you determined for your brand before.



Appearance



Icon

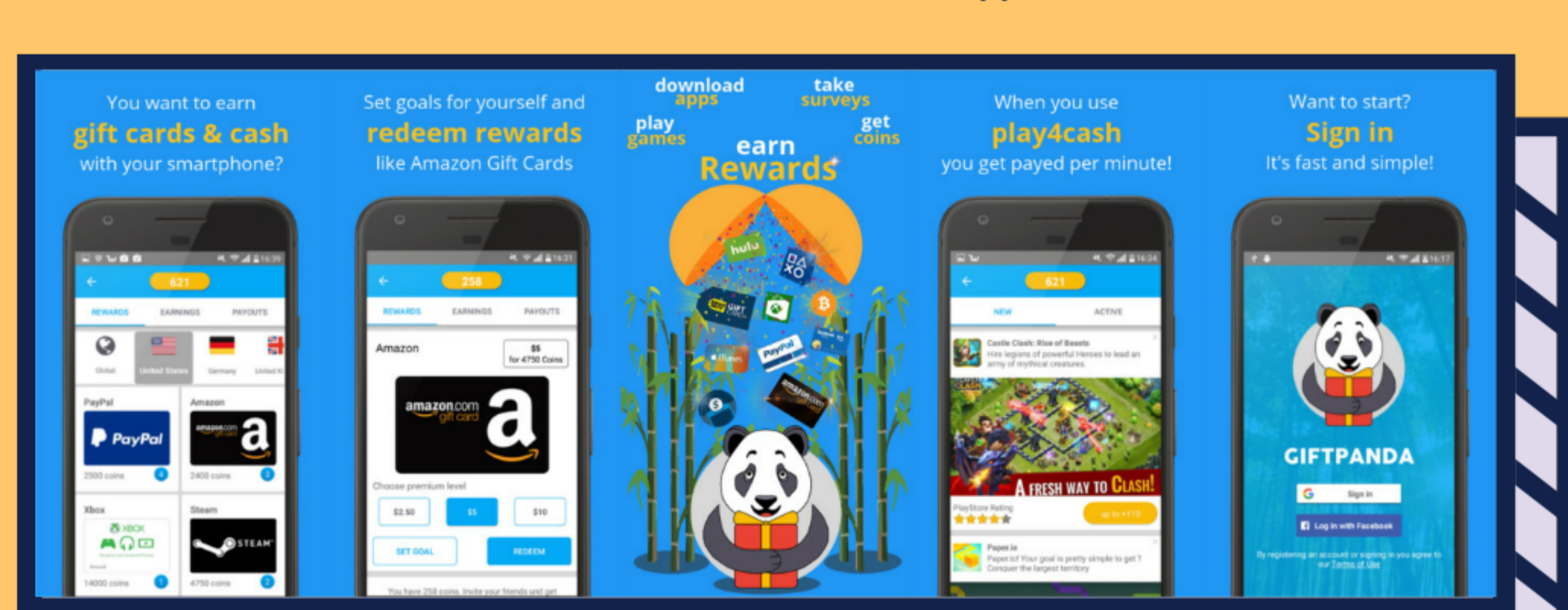
The icon is one of the first things a user will see of your app. So you should create an extraordinary and distinct icon every user can understand and recognize easily. It should invite the user to visit your page in the app store and finally download your app.

Try not to use words in your app icon and keep it simple. The most successful apps, like Spotify, Instagram or Snapchat just use a simple symbol, which makes it easy to recognize their app – a great advantage for app store optimization.



Feature Graphics, Screenshots and Videos

A picture is worth a thousand words. At least if you add screenshots that make it easier for users to understand what your app is about.



Great screenshots emphasize the app's sales arguments and its unique selling point. Don't use the same or same looking image twice because users want to get a general overview of your app.

Description

If you managed to get users to your app store page you can now show them what your app is capable of in detail. You should focus on the main aspects.

Try to find a compressed phrasing in the beginning because this is declared for the short description. It is always displayed so if it is interesting and inviting enough, the user will be eager to read more about your app. Your chances for a download will increase so make sure to get to the point in this element of app store optimization.

The description should be well-structured and show clearly what the app is about. Try to keep it simple and inviting and list the main features and functionalities of your app.

