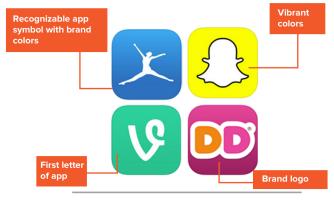
App Store Optimization

Follow these best practices to get more downloads and rise in the rankings.



| | Section | Do's | Don'ts |
|----|----------|---|---|
| 1. | App name | Include brand name and 1-3 keywords.Frontload important terms in first 25 characters. | Use all of the 255 character limit. Too many keywords looks spammy. |
| 2. | Details | Include a description to provide more info. Make it scannable by listing features and and recent updates with bullet points. | Suse dense paragraphs of text that are hard to read. |
| 3. | App icon | Create an original icon. Use a unique shape or symbol; keep it simple. Use vibrant colors so your app stands out. | Make it too complex or include too many colors, shapes, or large amounts of text. |
| 4. | Design | Include five images to show off your app. Use screenshots to walk people through core features and common user flows. | Only include the one required screenshot. This is your space to differentiate your app from your competition. Use it. |
| 5. | Updates | Update your app on a regular basis.Include release notes so users see changes. | Launch your app and forget it. An app with no or few updates will fall in the rankings. |
| 6. | Ratings | Encourage active users to rate your app. Try to garner at least 100 reviews per version and monitor for rating drops. | Ignore negative reviews. If your ratings drop for subsequent iterations, you may have some bugs to fix. |
| 7. | Pricing | Offer competitive pricing in your category. If your app is free, monetize by including inapp purchases and list these in your app listing. | Make your app more expensive than other apps in your category without making it clear why your app is worth more. |
| 8. | Reach | Make your app available in multiple languages.Be compatible with several devices/OS versions. | Only release your app in English for the latest devices and operating systems released. |



App Icons

