

App Store Optimization

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



Section	Do's	Don'ts
1. App name	<ul style="list-style-type: none"> ✓ Include brand name and 1-3 keywords. ✓ Frontload important terms in first 25 characters. 	<ul style="list-style-type: none"> ✗ Use all of the 255 character limit. Too many keywords looks spammy.
2. Details	<ul style="list-style-type: none"> ✓ Include a description to provide more info. ✓ Make it scannable by listing features and and recent updates with bullet points. 	<ul style="list-style-type: none"> ✗ Use dense paragraphs of text that are hard to read.
3. App icon	<ul style="list-style-type: none"> ✓ Create an original icon. ✓ Use a unique shape or symbol; keep it simple. ✓ Use vibrant colors so your app stands out. 	<ul style="list-style-type: none"> ✗ Make it too complex or include too many colors, shapes, or large amounts of text.
4. Design	<ul style="list-style-type: none"> ✓ Include five images to show off your app. ✓ Use screenshots to walk people through core features and common user flows. 	<ul style="list-style-type: none"> ✗ Only include the one required screenshot. This is your space to differentiate your app from your competition. Use it.
5. Updates	<ul style="list-style-type: none"> ✓ Update your app on a regular basis. ✓ Include release notes so users see changes. 	<ul style="list-style-type: none"> ✗ Launch your app and forget it. An app with no or few updates will fall in the rankings.
6. Ratings	<ul style="list-style-type: none"> ✓ Encourage active users to rate your app. ✓ Try to garner at least 100 reviews per version and monitor for rating drops. 	<ul style="list-style-type: none"> ✗ Ignore negative reviews. If your ratings drop for subsequent iterations, you may have some bugs to fix.
7. Pricing	<ul style="list-style-type: none"> ✓ Offer competitive pricing in your category. ✓ If your app is free, monetize by including in-app purchases and list these in your app listing. 	<ul style="list-style-type: none"> ✗ Make your app more expensive than other apps in your category without making it clear why your app is worth more.
8. Reach	<ul style="list-style-type: none"> ✓ Make your app available in multiple languages. ✓ Be compatible with several devices/OS versions. 	<ul style="list-style-type: none"> ✗ Only release your app in English for the latest devices and operating systems released.

