



App Store Optimization Checklist



2017 Edition

www.Zapps.co

ASO Checklist



- Chosen Keywords with a high volume and less competition
- List out the top 3-4 Keywords here
- Added most important keywords in the title
- Removed repeated keywords and stopwords (on, at, the)
- Removed spaces and added commas to separate the keywords
- There are no repeated keywords / stop word (on, at, the)
- Character Limit check:
 - 30 for Google Play Store
 - 255 for Apple App Store

App Description

- Added unique benefits and features of the app in the first three lines of the description
- All features are listed in the description
- Proofread the description for any grammatical error or typo
- Added Social Proof (Awards, Reviews, Testimonials)
- Character Limit check: 4000 for both the stores
- Added contact information
 - Email
 - Website

Localization

- Provided keywords and description in the native language of the countries your app will be available
- Localized the screenshots for the countries your app will be available

App Icon and Screenshots

- Colors used in the icon and screenshots follow your style guide
- Limit for number of screenshots:
 - 5 for Apple App Store
 - 8 for Google Play Store
- Optimized the screenshots for each screen size (Android and iOS)
- Added text to the screenshots to describe them
- Added screenshots with most important features at first 3 places
- Added a Feature graphic (Google Play only)

Checklist



Preview Video

- Playtime limit
 - 30 seconds for Apple app store
 - 2 minutes for Google play store
- Added poster frame for the video

At each Update

- Update screenshots to reflect the current version
- Update the What's New section

Periodical Optimization

- A/B Test your screenshots in first 2 weeks
- Weekly performance tracker with most valuable metrics for your app
- Bi-weekly test your keywords, and replace bad performing keywords with new ones
- Make monthly updates to the app title, icon, video and screenshots
- Add replies to the users' comments asap

[Share on Twitter](#)



About Zapps

We are a Silicon Valley based Mobile Apps Agency helping entrepreneurs solve complex customer problems with amazing apps.

Following are our services in a nutshell:

Technology Consulting
Mobile App Development for iOS
Mobile App Development for Android
Fixed Pricing MVP Development
App Marketing
Digital Marketing

Get in touch

Email: hello@zapps.co

Website: Zapps.co