

App Name

Choose a descriptive app name, with most relevant keywords
Use URL-safe characters only

[Get details](#)

App Keywords

Use the whole allotted 100 characters
Don't repeat app name as keywords
Choose keywords for which you can rank high
Use numbers instead of spelled out words
Research your competitor's keywords
Localize keywords
Use single form keywords to save chars

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Resources: [AppTweak](#) [MobileDevHQ](#) [SearchMan](#)
[Sensor Tower](#) [App Annie](#) [AppCod.es](#)

App Description

Keywords not searchable: focus on convincing the reader
Get the first 3 lines very right (most users just see those)
Include social proof (awards, blog/users reviews)
Insert main features and **benefits** list
Localize description

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App Icon

Don't use words in icon
Keep it simple
Design with details
Design an icon consistent with app design
Stand out from the crowd / innovate
Consider using borders on icon so it looks good on all backgrounds
Resources: [iOS Icon Gallery](#) [App Icon Template](#)

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App Screenshots

Use all available screenshots, **most relevant screenshots first (first 2 show in results)**
Use non-generic-in-app screenshots (not your splash screen)
Localize screenshots
Add explanations / combine screenshots

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App Ratings

Let users know how to reach you directly (website, app page, within app)
Have friends & family download and give 5 star reviews at launch
Make sure the support URL on App page is correct (and useful)
Ask (only) engaged users for ratings - use third party SDK/code
Listen, reply quickly and fix problems

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Resources: [AppBoy](#) [Apptentive](#)

[Find more resources & tools here](#)

App Previews

Keep in mind Apple's guidelines
Plan and prepare your video - write a script
Show the "magic moment" as soon as possible
Pick carefully your poster frame - it's the first visual users see!

[App Previews Properties](#)

[Apple's guidelines](#)

[Get an App Preview](#)

App Updates

Fill the "What's New" field thoroughly
Add call to action to encourage updating

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