



The App Store Optimization Cheat Sheet for Google Play

This cheat sheet will help you remember what you need to check before you submit an app update. Many of our clients like to print it out, so they have a checklist to reference at all times. The “details” links will send you to the best source of information that we have found on each topic. For questions, suggestions and comments, feel free to [contact us](#).

App Name

- Choose a descriptive name [Details](#)
- Consider if localization is a good idea [Details](#)
- Use a keyword, if you can [Details](#)

App Keywords

- App keywords are pulled from description [Details](#)
- Ranking well is more important than traffic [Details](#)
- Research your competitor's keywords [Details](#)
- Requires continuous optimization [Details](#)

App Description

- Check keyword density [Details](#)
- Don't use testimonials or stuff keywords [Details](#)
- Localize description [Details](#)
- Include main benefits list [Details](#)
- Focus on first 167 characters for web search [Details](#)
- Get related backlinks, if possible [Details](#)
- Optimize the short description [Details](#)

App Icon

- Don't use words in icon [Details](#)
- Keep it simple, one idea/focus [Details](#)
- Design with details [Details](#)
- Design an icon consistent with app design [Details](#)
- Stand out from the crowd / innovate [Details](#)
- Consider Google's guidelines for Material Design [Details](#)

App Promo Video

- Keep in mind Google's guidelines [Details](#)
- Plan and prepare your video - write a script [Details](#)
- Show the "magic moment" as soon as possible [Details](#)
- Have attention grabbing "thumbnail" frame [Details](#)
- Can localize videos [Details](#)

App Ratings

- Give contact information: Website, email, etc. [Details](#)
- At launch, have friends/family give 5-star reviews [Details](#)
- Support page URL is valid and useful [Details](#)
- Use SDK to send only positive reviews to App Store [Details](#)
- Use SDK to send negative reviews to support [Details](#)
- Listen, reply quickly and fix problems [Details](#)

App Screenshots

- Use all screenshot slots, first 2 most important [Details](#)
- Focus on benefits, not just features [Details](#)
- Add explanations / combine screenshots [Details](#)
- Avoid generic screens like menus [Details](#)