The App Store Optimization Cheat Sheet for iOS

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.
## The App Store Optimization Cheat Sheet for iOS

### App Name
- Choose a descriptive name [Details]
- Use URL-safe characters only [Details]
- Only use 3 keywords max [Details]

### App Keywords
- Use the whole allotted 100 characters [Details]
- Don’t repeat app name in keyword field [Details]
- Ranking well is more important than traffic [Details]
- Use numbers instead of spelled out words [Details]
- Research your competitor’s keywords [Details]
- Localize keywords [Details]
- Use singular OR plural, the easier one to rank for [Details]
- No need to include company name [Details]
- Requires continuous optimization [Details]
- Do Review Mining for keywords [Details]

### App Description
- People see first 3 lines most, make them count [Details]

### App Icon
- Use URL-safe characters only [Details]
- Include social proof (awards, blog/users reviews) [Details]
- Focus on convincing reader, keywords secondary [Details]

### App Ratings
- Focus on benefits, not just features [Details]
- Add explanations / combine screenshots [Details]
- Avoid generic screens like menus [Details]

### App Preview Video
- Use numbers instead of spelled out words [Details]
- Design with details [Details]
- Use SDK to send only positive reviews to App Store [Details]
- Use SDK to send negative reviews to support [Details]

### App Updates
- Fill the "What's New" field thoroughly [Details]
- Add call to action to encourage updating [Details]
- Encourage positive reviews [Details]

### App Screenshots
- Use all screenshot slots, first 2 most important [Details]
- Include main benefits list [Details]
- Include social proof (awards, blog/users reviews) [Details]

### App Icon
- Don’t use words in icon [Details]
- Design an icon consistent with app design [Details]
- Stand out from the crowd / innovate [Details]

### App Rating
- 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]

### App Description
- Use all screenshot slots, first 2 most important [Details]
- Include main benefits list [Details]

### App Screenshots
- Include social proof (awards, blog/users reviews) [Details]
- Include main benefits list [Details]

### App Icon
- Don’t use words in icon [Details]
- Design an icon consistent with app design [Details]

### App Rating
- 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]

### App Description
- Use all screenshot slots, first 2 most important [Details]

### App Screenshots
- Include main benefits list [Details]

### App Icon
- Design an icon consistent with app design [Details]

### App Rating
- 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]

---

Get our App Marketing Newsletter [here](#)  

Brought to you by [Apptamin - We Craft Professional App Marketing Videos](#)