



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](#).

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](#)
- Use long-tail keywords [Details](#)

App Description

- People see first 3 lines most, make them count [Details](#)

(App Description continued)

- Include social proof (awards, blog/users reviews) [Details](#)
- Localize description [Details](#)
- Include main benefits list [Details](#)
- Focus on convincing reader, keywords secondary [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](#)
- Borders help icon stand out on all backgrounds [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](#)

(App Screenshots continued)

- Focus on benefits, not just features [Details](#)
- Add explanations / combine screenshots [Details](#)
- Avoid generic screens like menus [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 and fix problems quickly [Details](#)

App Preview Video

- Keep in mind Apple's guidelines [Details](#)
- Plan and prepare your video - write a script [Details](#)
- Show the "magic moment" as soon as possible [Details](#)
- Have attention grabbing "splash/poster" frame [Details](#)
- Cannot localize, make sure works for all countries [Details](#)