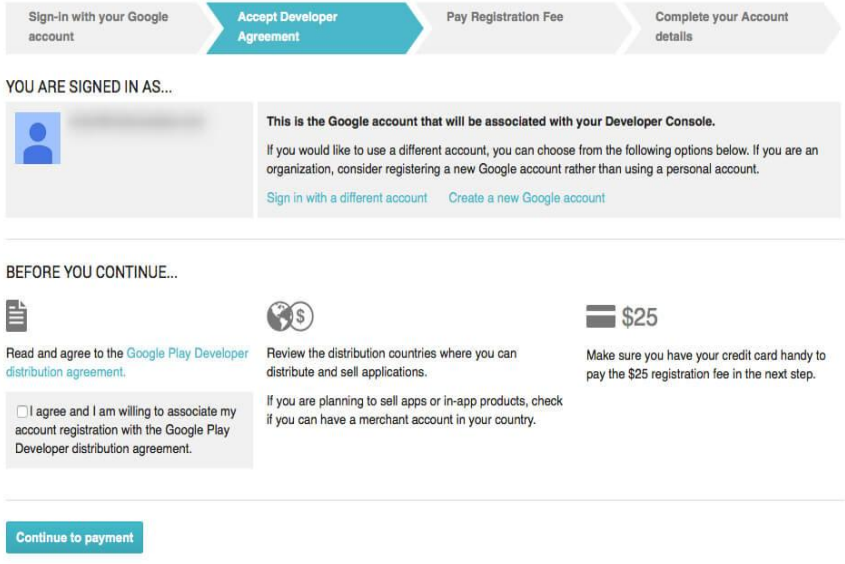
Apps Publishing

Step 1: Create a Google Developer account

- Do at the beginning of the app development process
  - Register a Google Developer Account to publish apps on the Play Market
  - Use any of current Google accounts or create another one to sign up for a Google Developer Account
  - A private or corporate account is fine
  - Any app is transferable to another account
- Creation process
  - Signing the Google Play Developer distribution agreement
  - Adding some personal information
  - Paying a **one-time** registration fee of **$25**
    - Usually, it takes no more than two days to get approval from Google
  - Information can be add or updated later



Step 2: Add a Merchant Account

- If you plan to sell paid apps or in-app purchases, you have to create a Google Merchant Account
  - You may need to provide additional information like a valid photo id (NID/Passport/ResidentCard/DrivingLicence/etc.)
  - Why?
- There you can manage app sales and your monthly payouts, as well as analyze sales reports
- Once you finish creating the Merchant profile, the developer account gets automatically linked to it

- **Note:** You don't need a merchant account for earning from ads
  - For monetizing from ads, you need
    - AdMob account to create and provide ads in your app
    - AdSense account for getting payments and accumulates payments from other platforms (i.e. website, youtube)
  - Payments from ads and sales/in-app purchase are paid by different transactions

Step 3: Prepare the Documents

- Paperwork always requires much effort, especially when it comes to any kind of legal documents
  - It is highly recommended starting to prepare the End User License Agreement (EULA) and Privacy Policy in advance
  - You can take the documents from similar apps as references and create your own based on them, or ask a lawyer to make everything from scratch.
- EULA is an agreement between you as an owner and a user of your product
- It contains:
  - What the users can do with the app, and what they aren't allowed to do
  - Licensing fees
  - Intellectual property information, etc.
  - Terms of Use or Terms and Conditions explain
    - What services you offer the users and how you expect them to behave in return
    - Though Google doesn’t demand Terms of Use, it’s better to publish them
- You can create one document, adding there Privacy Policy and Terms of Use chapters
- Pay special attention to include in the Privacy Policy the following information:
  - A complete list of personal data that is collected, processed and used through the app
  - Technical information that is collected about the device and the installed OS
  - Functional features of the app, its paid and free functionality
  - Place of registration of the company and/or location of the copyright holder of the application
- The chosen legal system and legislation that will be applied in resolving disputes and regulating legal relations
- The terms of subscription
  - Citizenship (residence) of the overwhelming majority of application users
  - Age criteria, the presence of specific content

Step 4: Study Google Developer Policies

- These documents explain how apps need to be developed, updated, and promoted to support the store's high-quality standards
- If Google decides that your product violates some policy chapters, it may be rejected, blocked, or even deleted from the Play Store
- Besides, numerous and repetitive violations may lead to the developer account termination
- **Read also**: Why Google and Apple May Remove Your App and How to Deal With That
- So study all the available information carefully about:
  - Restricted content definition
  - Store listing and promotion
  - Impersonation and intellectual property
  - Rules for monetization and ads
    - **Whatever is displayed in an ad is also consider as the content of your app**
  - Privacy, security and deception regulation
  - Spam and minimum functionality
- Google is constantly working on its policies, and it’s important to monitor the changes and stay up to date even after your app is released

Step 5: Technical Requirements

- You went through the development process, endless testing, and bug fixing, and finally, the “X-day” comes.
- Before moving on to the upload process, you need to check the following things:
  - Unique Bundle ID
    - The package name should be suitable over the life of your application.
    - You cannot change it after the distribution. You can set the package name in the application's manifest file.
- Signed App Release With a Signing Certificate
  - Every application should be digitally signed with a developer's certificate
  - The certificate is used to identify the author of an app and can’t be generated again
- The App Size
  - Google set the limit size of the uploaded file: 100MB for Android 2.3 and higher (API level 9-10, 14 and higher) and 50MB for lower Android versions.
  - If your app exceeds this limit, you can always switch to APK Expansion Files.
- The File Format
  - Two possible release formats are accepted by Google: app bundle and .apk. However, .aab is the preferred one. To use this format, you need to enroll in app signing by Google Play.
- You may learn more about app file technical requirements in the Developer Documents, Prepare for the release guide.

Step 6: Creating the App on the Google Console

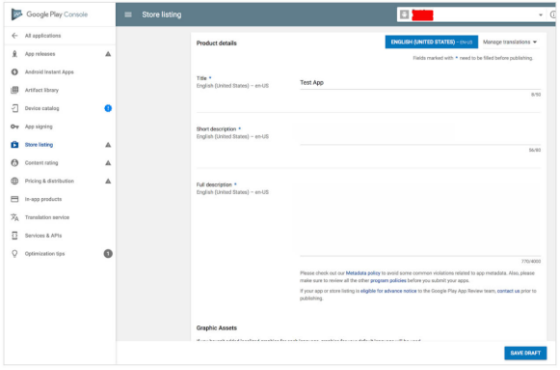
- Now you have the file that is ready for uploading. It’s time to get to the fun part.
- select *Create Application* from the app developer console
- Choose the app’s default language from the drop-down menu
- Add a brief app description (you can change it later)
- Tap on *Create*
- After this, you will be taken to the store entry page, where we will add the complete data about the app.

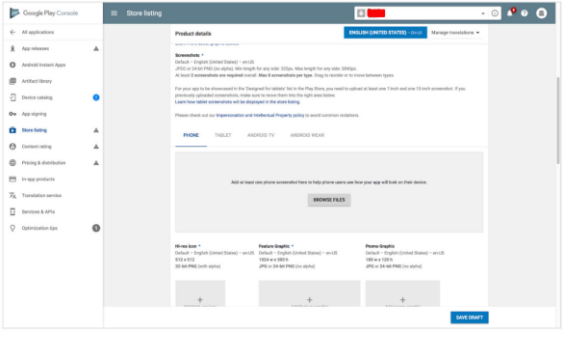
Publish an App

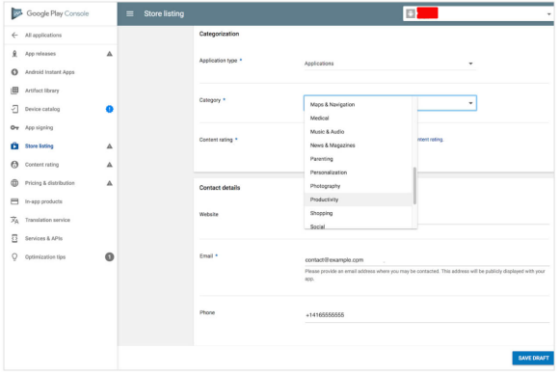
- There are few things that you need to provide with your application while publishing it
- Such as:
  - ✓ Listing details
  - ✓ Store Graphics
  - ✓ Screenshots (Minimum 2/3)
  - ✓ Videos (Optional)

Step 7: Store Listing

- **App Name :-** Give suitable app name for your application.
- **App Description :-** Write suitable description for your app, not exceeding 4000 characters.
- **Category :-** It is required that you select an appropriate main category for you application
    - You can add another four categories as well (used for indexing)
- **Application Type :-** It is also required that you set a category for your application. This could be either set **as application or game**
- **Organization Name :-** It is also required that you mention the name of organization while filling up the details.
- **Support information :-** This includes URL , Email, Phone number etc.







Store Graphics

- **App Icon**
  - ✓ 512 x 512 px
  - ✓ 32-bit PNG
  - ✓ Max size 1024KB
  - ✓ Transparency allowed

- **Feature graphic** This is also optional but is required to get your app featured anywhere. This image has the following constraints
  - ✓ 1024 x 500 px
  - ✓ 24-bit PNG
  - ✓ **No Transparency**

Screenshots

- Screenshots are important because people will see screenshot before installing app on phone. So it must convey your main functionality.

- **Constraints for the screenshots** are
  - ✓ 5/6 additional optional
  - ✓ 480 x 800 px, or 480 x 854 px
  - ✓ 72dpi, RGB, flattened
  - ✓ No transparency
  - ✓ High quality JPEG or 24-bit PNG
  - ✓ No borders
  - ✓ Can show status bar

Video (Optional)

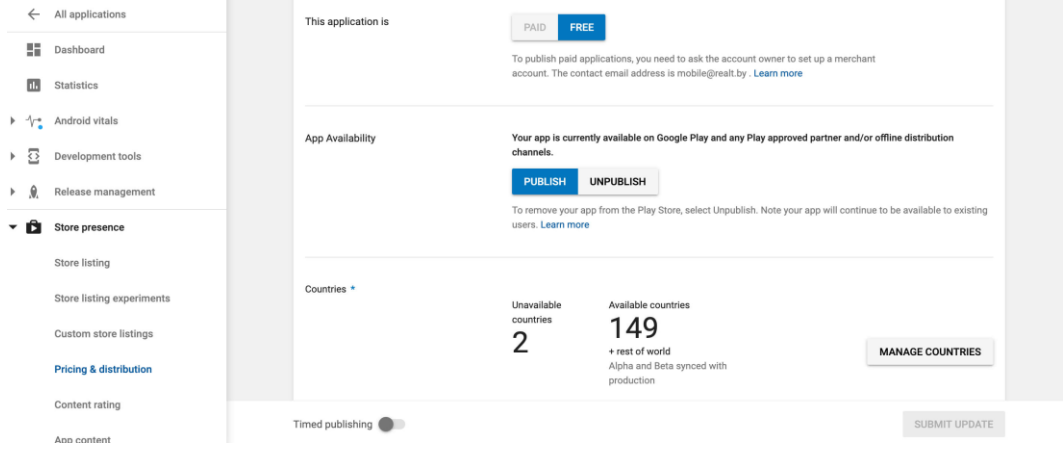
- Finally you can even show how your app works through a video
- This can greatly increase the chances of popularity of your app as the viewer can get synopses of your application
- Google recommends the length of the video to be anything between 30 seconds to 2 minutes

Step 8: Content Rating

- In order not to be marked as an Unrated App (that may lead to app removal), pass a rating questionnaire.
  - You can easily find this section on the left-side menu.
- The information provided in the questionnaire must be accurate.
- Any misrepresentation of your app's content might lead to suspension or removal of the Play Store account.
- Click on *Save Questionnaire* once you complete the survey
- Click on *Calculate Rating*
- In the end, click on *Apply Rating* to confirm the rating and move forward with the pricing & distribution plan

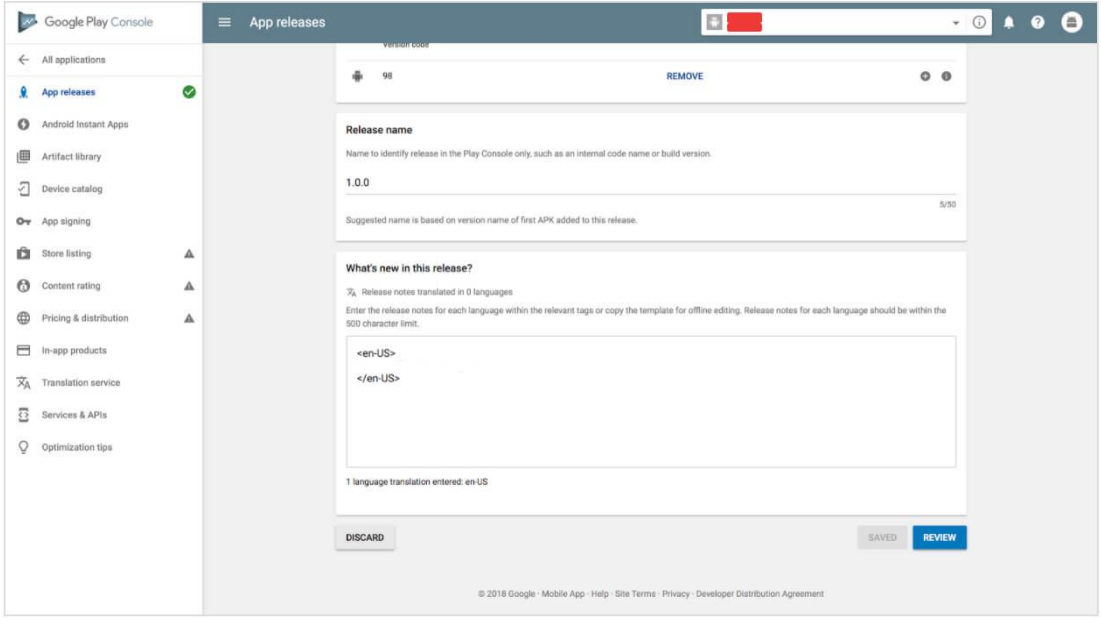
Step 9: Pricing the Application

- In the *Pricing and distribution* section, you need to fill the following information:
  - Whether your app is free or paid
  - Where the app will be available (just choose the countries from the list)
  - Whether your app will be available only on the specific devices
  - Whether the app has sensitive content and is not suitable for children under the age of 13
  - Whether your app contains ads
- Remember that you can change your paid app to a free one later, but you cannot do the vice versa. If you decide later that you want to distribute it for money, you'll have to create another app.



Step 10: Upload APK/AAB and Send for Review

- Finally, you are ready to upload your app file.
- Go to the *App Releases* section on the left panel
  - Three options for publishing the app: Production, Beta and Alpha tracks.
- The Alpha version assumes closed testing and is available only to those who you invite as testers
- The Beta version means that anyone can join your testing program and send feedback to you.
- Recommended starting with Alpha or Beta versions
  - After passing the review process, your app will not be available to everyone on the Play Store.



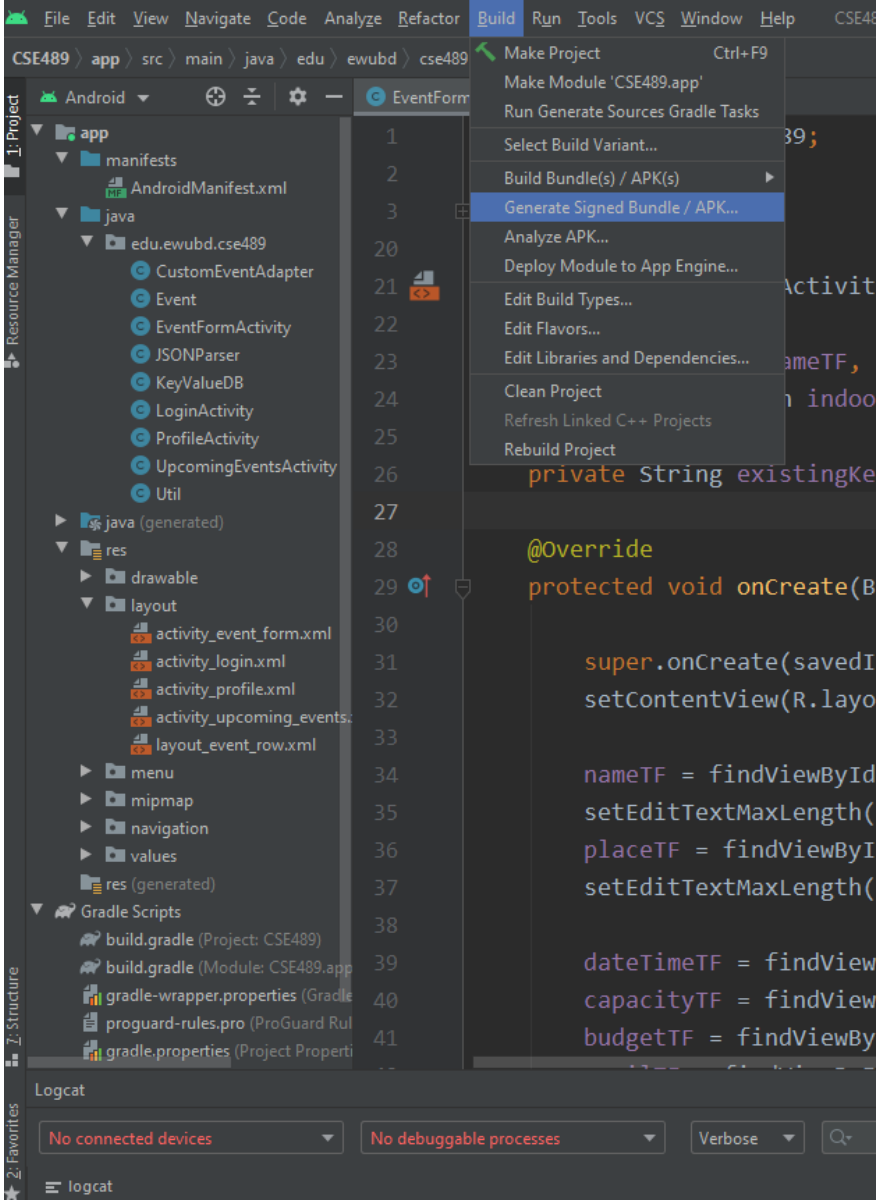
Final Check

- Apart from this you need to set some other parameters as well. Like

  - ✓ **Size- the size of the app should not exceed 50 Mb**
  - ✓ **Pricing- you need to decide whether your app should be free or priced.**
  - ✓ **Country distribution**- you get to decide which country or territories your app should be distributed.
  - ✓ **Rating-** This is the maturity rating required of your app. You can set is as everyone, low maturity, medium maturity, high maturity.

- **At least once you need to read Google play store policies** □
- This APK is then uploaded. This includes
  - ✓ Optimization
  - ✓ Building
  - ✓ signing with your release key
  - ✓ Final testing.
- **All this and you are good to go.**

Exporting APK from Android Studio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Run Generate Sources Gradle Tasks
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Generate Signed Bundle / APK...
Analyze APK...
Deploy Module to App Engine...
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Edit Flavors...
Edit Libraries and Dependencies...
Clean Project
Refresh Linked C++ Projects
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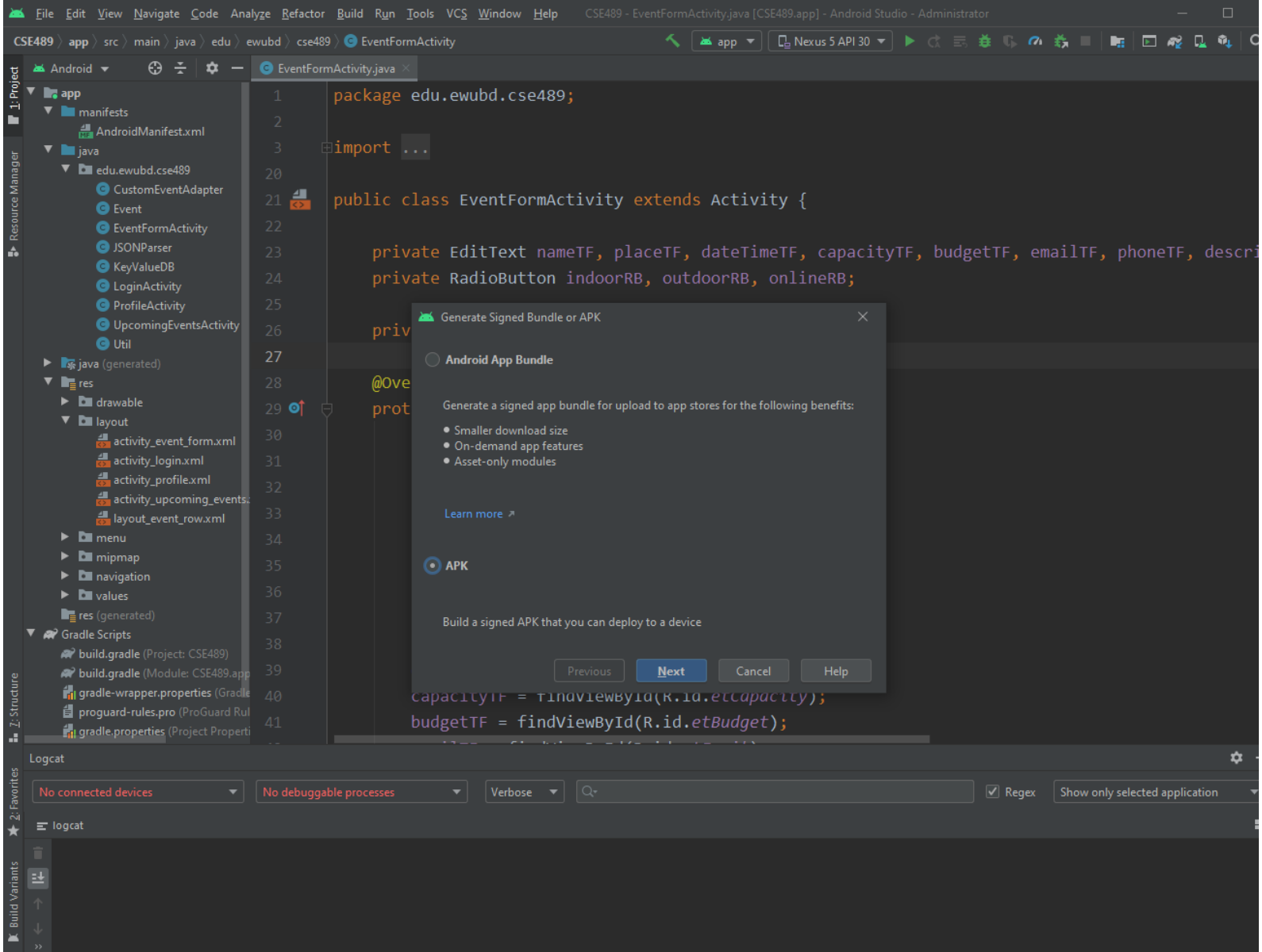
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Generate Signed Bundle or APK
Android App Bundle
Generate a signed app bundle for upload to app stores for the following benefits:
Smaller download size
On-demand app features
Asset-only modules
Learn more
APK
Build a signed APK that you can deploy to a device
Previous
Next
Cancel
Help
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No debuggable processes
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Show only selected application
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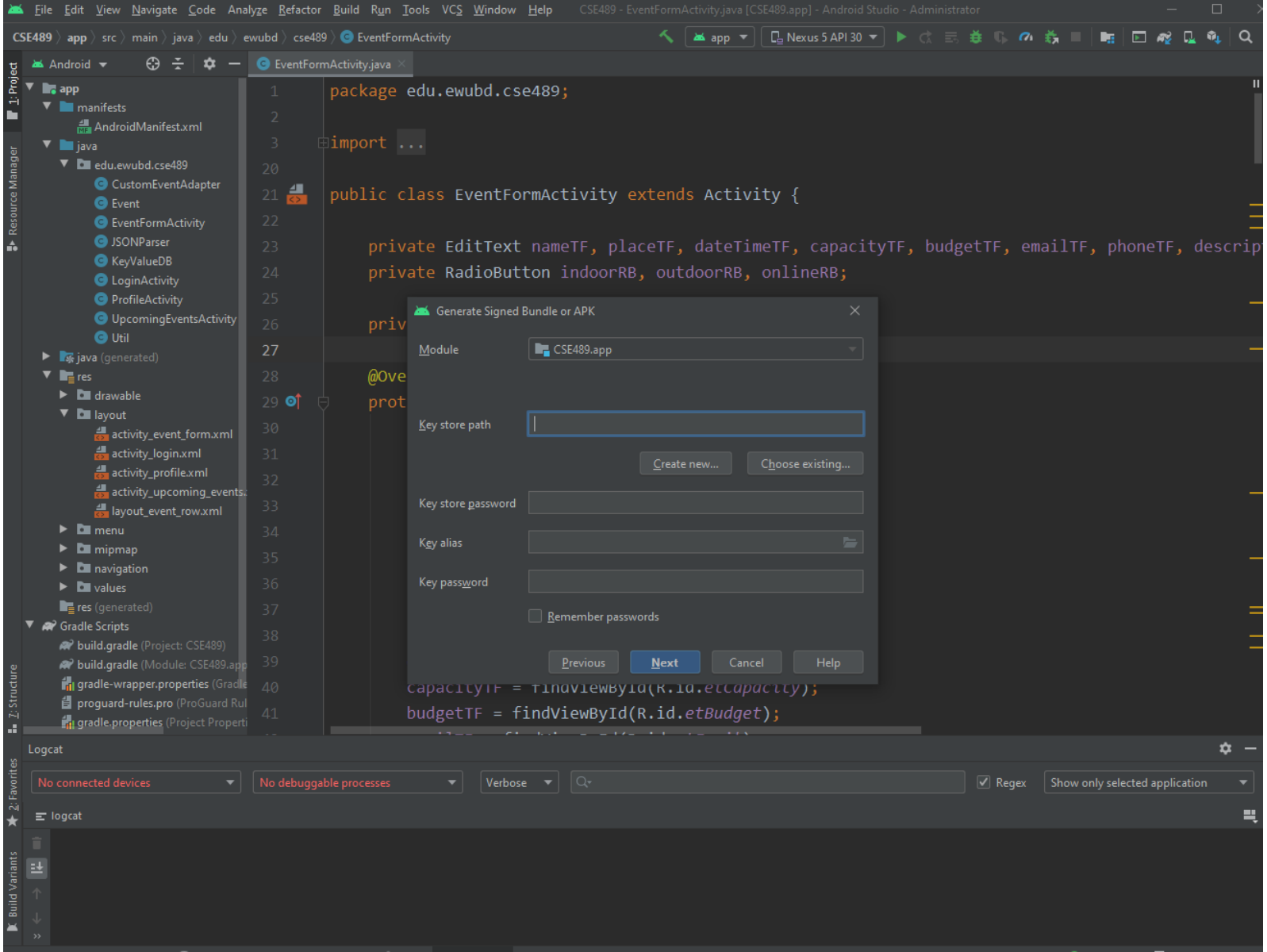
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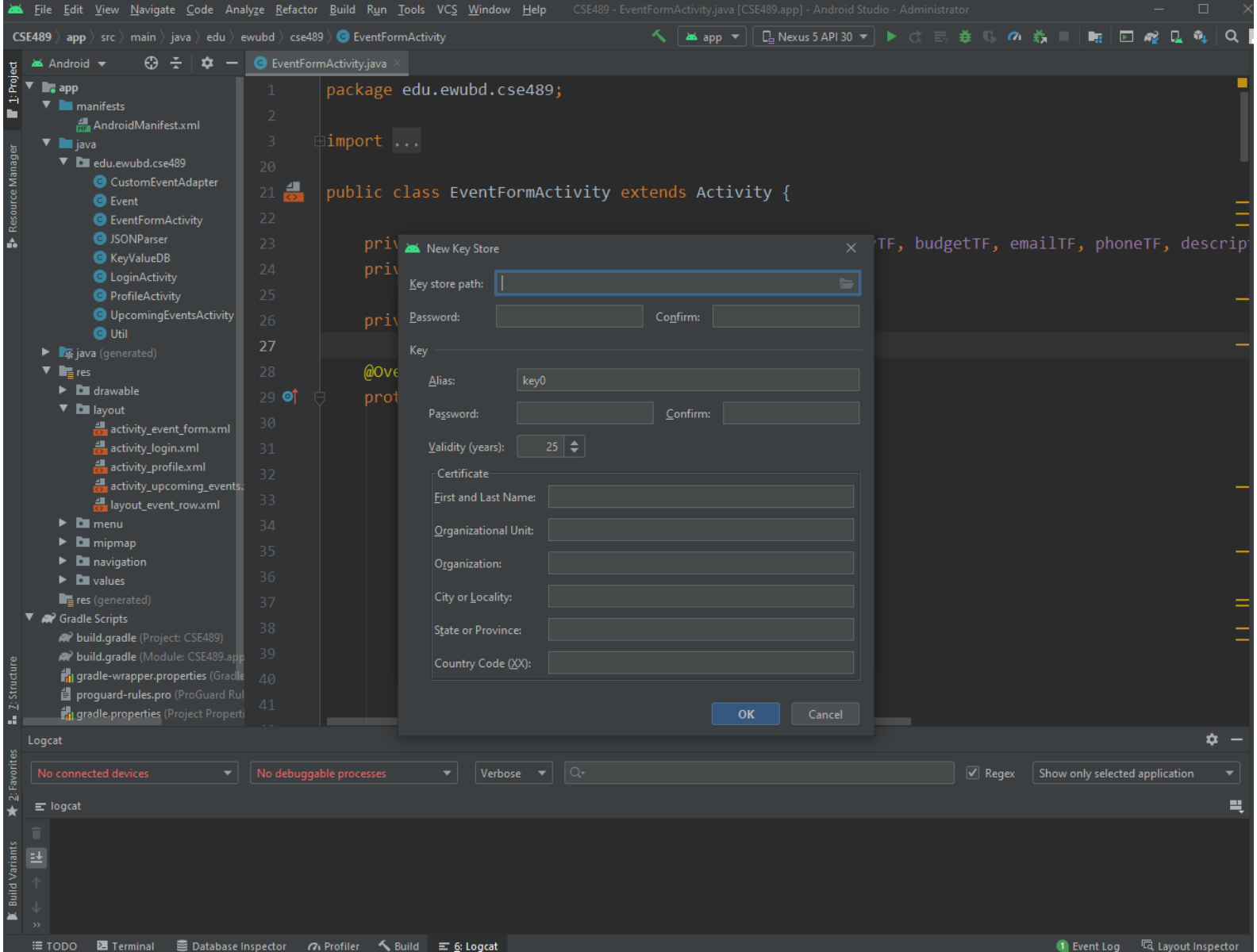
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Organizational Unit:
Organization:
City or Locality:
State or Province:
Country Code (XX):
OK
Cancel
Logcat
No connected devices
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Terminal
Database Inspector
Profiler
Build
6: Logcat
Event Log
Layout Inspector

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