**6 Tips to Submit Mobile Apps for Review**

Mobile app development is in itself a highly complex, time-consuming process. It is then another struggle to get your app approved by app stores, each of which has its own [pros and cons](http://mobiledevices.about.com/od/mobileappbasics/tp/Pros-And-Cons-Of-Major-Online-App-Stores.htm). While it is a great feeling to get app store approval, the next step is even more critical. This next step involves giving your app the required exposure in the app store. How do you go about doing this? The best way is to [submit your app](http://mobiledevices.about.com/od/mobileappbasics/qt/Tips-To-Submit-Mobile-App-To-App-Stores.htm) for review. Competition is high everywhere and it is very important that you create a great pitch, if you want to get impressive reviews for your app.

**Include All Necessary Information**

It is very important that you provide all the necessary information on your app, before submitting the same for review. Supply reviewers all the basic information such as app name, description, features, company name, your contact information and also link to the app store page.

Remember, no matter how great your app may be or how [engaging](http://mobiledevices.about.com/od/marketingapps/ht/Mobile-App-Marketing-How-To-Engage-Your-Mobile-App-User.htm), no one is going to go hunting for it online. An app that does not fulfil this condition will most likely get ignored among reviewers.

**Description is the Key**

A winning app description is a great pitch in itself. Be precise with your app description. Your prospecting letter should clearly mention the segment to which your app belongs (for instance, “games”) and state what it is that makes your app interesting or unique.

It is better to chart out points in bullets, rather than ramble away uninterestingly. Also, keep it simple and do not try unnecessary gimmicks – that will never work with app reviewers.

**Promotion Code**

Make sure to supply publishers with a promotion code, so that they get a hands-on with your app, right away.  Doing this might require you to be more selective with the app review sites you choose. But it is worth the extra effort, as it will also bring your app more mentions.

**Create an App Video**

Remember to create a video of your app, showing visitors all that your app can accomplish. This is a great [tool](http://mobiledevices.about.com/od/thirdpartyservices/tp/5-Useful-Tools-For-Amateur-Mobile-App-Developers.htm), which helps reviewers get the complete feel of your app, along with the UI, the graphics, sounds and so on. Make this video short and as entertaining as possible.

Sometimes, app reviewers prefer to take a look at an app video instead of actually downloading and testing it. See to it that your app video is clear and has good audio quality as well.

**Create an App Website**

Create a nice website for your app, if possible. Include all your app information therein, along with photos and videos of the same. This gives it all a very professional touch, also giving the app reviewer the impression that you are truly serious with your work.

**Take Your Time**

Take your time to present your app in the best possible way. Do not be in a hurry to complete the process and get as many reviews as possible, because you will never get good enough reviews this way.

Polish up your app well and present it beautifully to publishers, so that they are encouraged to go ahead and try it. This will also increase the chances of them giving your app better, more positive reviews.

**In Conclusion**

The more reviews your app gets, the better are its chances of faring well in the app marketplace of your choice. Though submitting your app for review does take that bit of extra trouble on your part, it is well worth it, as it gives your app much more exposure in the mobile market. Follow the above-mentioned steps and succeed further with your [mobile app marketing](http://mobiledevices.about.com/od/additionalresources/a/Advantages-And-Disadvantages-Of-Mobile-Marketing.htm) efforts.