A Beginners Guide to

App Store Optimization

How to optimize your mobile apps to rank higher in app store rankings.

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App Store Optimization

App Store Optmization or ASO is the process of improving visibility of mobile apps to rank higher in app store searches.It is similar in principle to conventional search engine optimization, and you could do a lot of simple things to improve your mobile apps rankings.

The fundamental goal of successful ASO is to drive more traffic to your app detail page and in turn drive more downloads.

”For the average app, search actually makes up the vast majority of installs.”

- Ankit Jain,Head of Search at Google Play

Optimizing for App Store Search

In AppStore Searches are the most popular way of discovering and installing new apps.
While creating your app detail page your should take care of the following

App Title

- Since most of the users search for new apps directly , you should select title carefully and have high trafiic keywords in your app title.
- We also need to make sure that our app name does not closely resemble a popular app. The app store often autocorrect wrong queries and the searches would go towards the popular apps.

App Description

- App Description should focus on getting the message out in first few lines. This will make sure that users on phone with smaller screens would get to see the main marketing message as soon as they see your app detail page.
- The copy of app description should clearly explain what your app does.
- You could also add short testimonial from your users in the description. For example , if your app was covered by TechCrunch , it would be good to add it to the description.

Screenshots and Videos

The app store users have millions of apps to download from, and it is very difficult to get discovered. It is also very likely that there are tens or even hundreds of apps providing similar functionality as your app.

It is thus imperative that we try to convert a user who is seeing our app detail page.
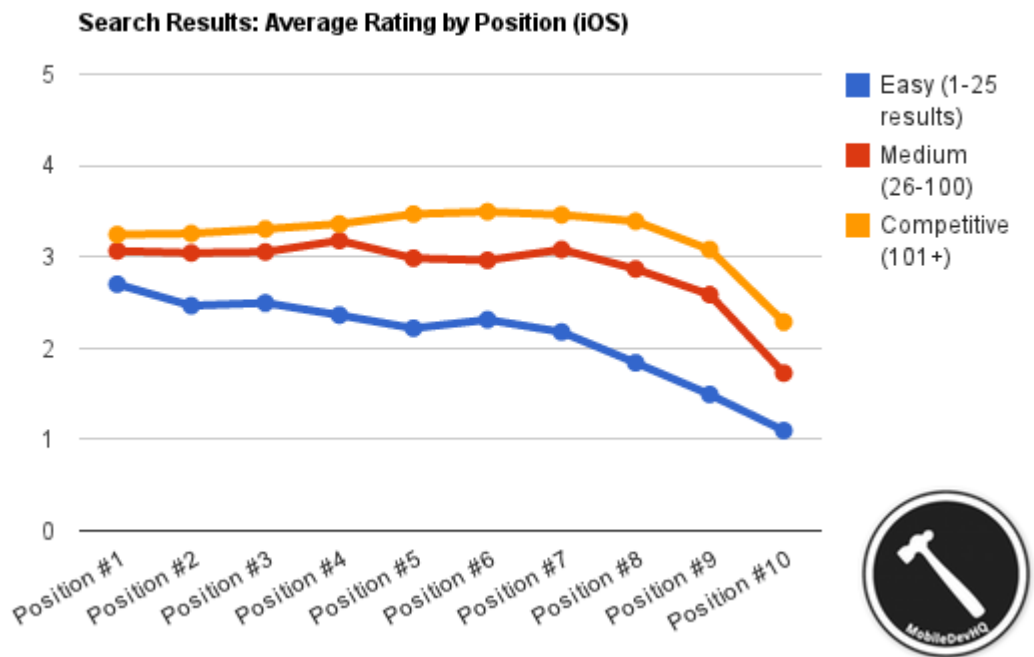
Screenshots and App Icon

- Screeshots are a way to show the user what the experience is going to be like.
- You need to make sure that screenshots closely resemble what your user will see once he installs the apps.
- .It is also important that your app has a stellar icon
- You need to upload to strictly follow app store guidelines for screenshots and upload high res images.

App Video Preview

- Video Previews give you a chance to take your app detail page to the next level.
- You need to make sure that you highlight the distinct features of your app in the video(Ex: Avoid spending too much time showing the login screen)
- Tell the user how to interact with your app, what is fun about your app.
- If your app has sound effects, make sure you include them in the preview vido

Reviews and Ratings

Search Results: Average Rating by Position (iOS)

Easy (1-25 results)
Medium (26-100)
Competitive (101+)

Search and Ratings from MobileDevHQ:
This chart shows clearly shows the corelation between search rankings and ratings. Better the rankings of an app, it will rank higher in the app store.
You can read more on MobileDevHQs blog here

Feedback from Reviews and Ratings

App Store Reviews and Ratings are the most important factor when the user decides to download your app or not.
It is therefore very important that we think carefully about gettng better reviews , hig h ratings and avoid negative reviews.

Getting Reviews

- Ask your users to Rate your App. Include this call to action on your site, marketing material, blogs etc.
- Build an unobtrusive area in your app where the user can go and rate your app. This should not come in the way of the user while using the app.
- Many app developers still use pop up notifications to ask the users to rate the app. We would suggest to avoid this.

Using Reviews to your advantage

- Make sure that you periodically check the new reviews , especially the negative ones
- Find out what the users find negative app and fix them in upcoming releases
- Reviews are a good way to find specific problems with your app. For Example :
      Your app might not be working good on ceratin devices
      Your app might not have a great in certain locations

Header

Subheader

When writing your ebook content, focus on staying succinct, not verbose. Your readers saw a headline that captured their attention. Simply use the content inside your ebook to provide the information you promised in your title.

Bullets can help structure your content. Here are some additional tips for creating ebooks:

- **Incorporate Visuals:** Screenshots, photos, graphics, and other visuals can help further illustrate your core points.
- **Add Links:** Link to other tools or resources that can help your reader. For example, we have 160 free business-themed stock photos that may help you with visuals: http://bitly.com/to other tools or resources that can help your reader. For example, we have 160 free business-themed stock photos that may help you with visuals: http://bitly.com/[1aWz5J4](http://bitly.com/1aWz5J4)
- **Proof Content**: Even if you have no editor in your department, find someone who would be willing to read your content and proof it for basic grammar and spelling.

Caption and Photo Credit: Use this space to provide credit to the original photo or graphic creator and provide context on its meaning.

"This is a quote you can use to further highlight a point or message."

- Author

INCLUDE CALL-TO-ACTION HEADER HERE

A subheader that describes the next step CTA your content is providing, such as a free trial, product demo, coupon, and so on.

SIGN UP TODAY

CHAPTER ONE

Undertanding App Store Optimization

"For the average app, search actually makes up the vast majority of installs."

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