

# **Are You Getting Enough Downloads?**

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# No?

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# No?

appfiguresexplorer

New searchSaved searches

Supportaf

New search

Save this search

Filter 1 × +

MARKETING

PERFORMANCE

SDKS

AD INTEL

AUDIENCE

PERMISSIONS

TEXT SEARCH ⓘ

Q All

ANYALLNOT

☒ App name☒ Developer name☒ Description☐ Release notes

STORES ⓘ


















ANYALLONLYNOT

Q Filter

☒ iOS App Store☐ Google Play☐ Mac App Store☐ Apple TV☐ Roku

1,639,241 Results

Download ▾Fields: Basic ▾

NAME	DEVELOPER	STORES	PRICE	RATING	RATINGS
 Instagram	Instagram, Inc.		Free	★★★★★	101.6M
 Spotify - Music and Podcasts	Spotify	 	Free	★★★★★	90.5M
 YouTube: Watch, Listen, Stream	Google LLC	 	Free	★★★★★	112M
 TikTok	TikTok Ltd.	 	Free	★★★★★	39.9M
 WhatsApp Messenger	WhatsApp Inc.		Free	★★★★★	64.4M
 抖音	Beijing Microlive Vision Technology Co., Ltd.		-	★★★★★	45.5M
 高德地图-高德打车,导航,公交地铁出行	AutoNavi Information Technology Co. Ltd.		Free	★★★★★	24.6M

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# You Won't Find Them in Xcode

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# Let's Do It Right

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***Waaaaaaait...***

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# App Store Optimization

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# Why?

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***Waaaaaaait...***

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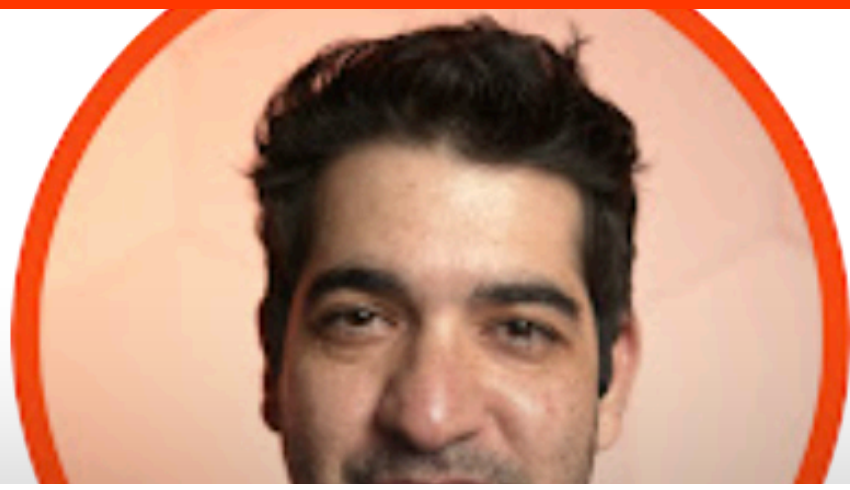
**Ariel from Appfigures**

@appfigures 2.44M subscribers 159 videos

👋 Hi there. I'm Ariel and I like to talk about mobil... >

 **Subscribed** 

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# Ariel from Appfigures

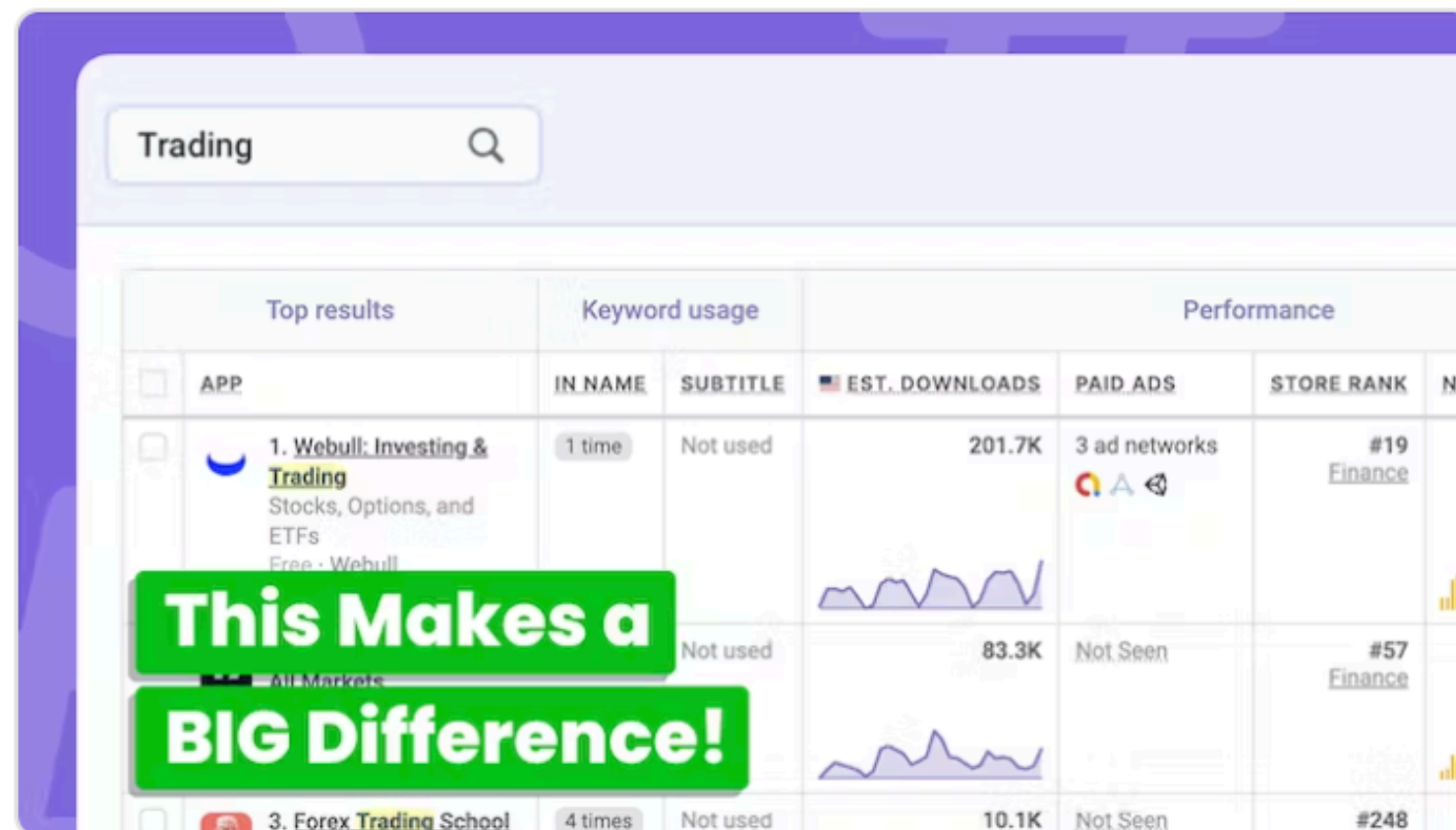
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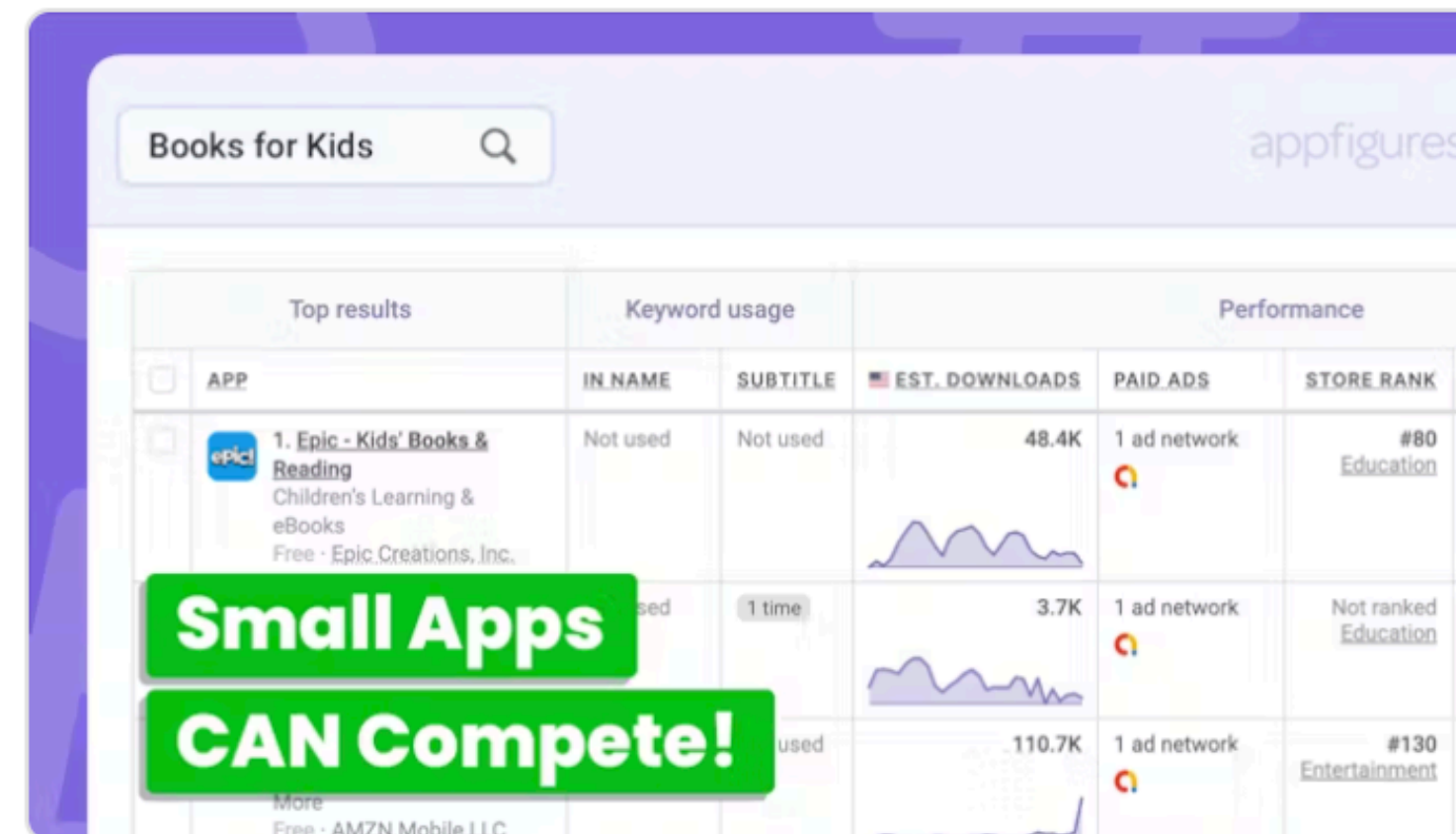
## KEYWORD TEARDOWNS



### Keyword Teardowns

#### #99 - Poor Keyword Placement is ASO's Worst Enemy

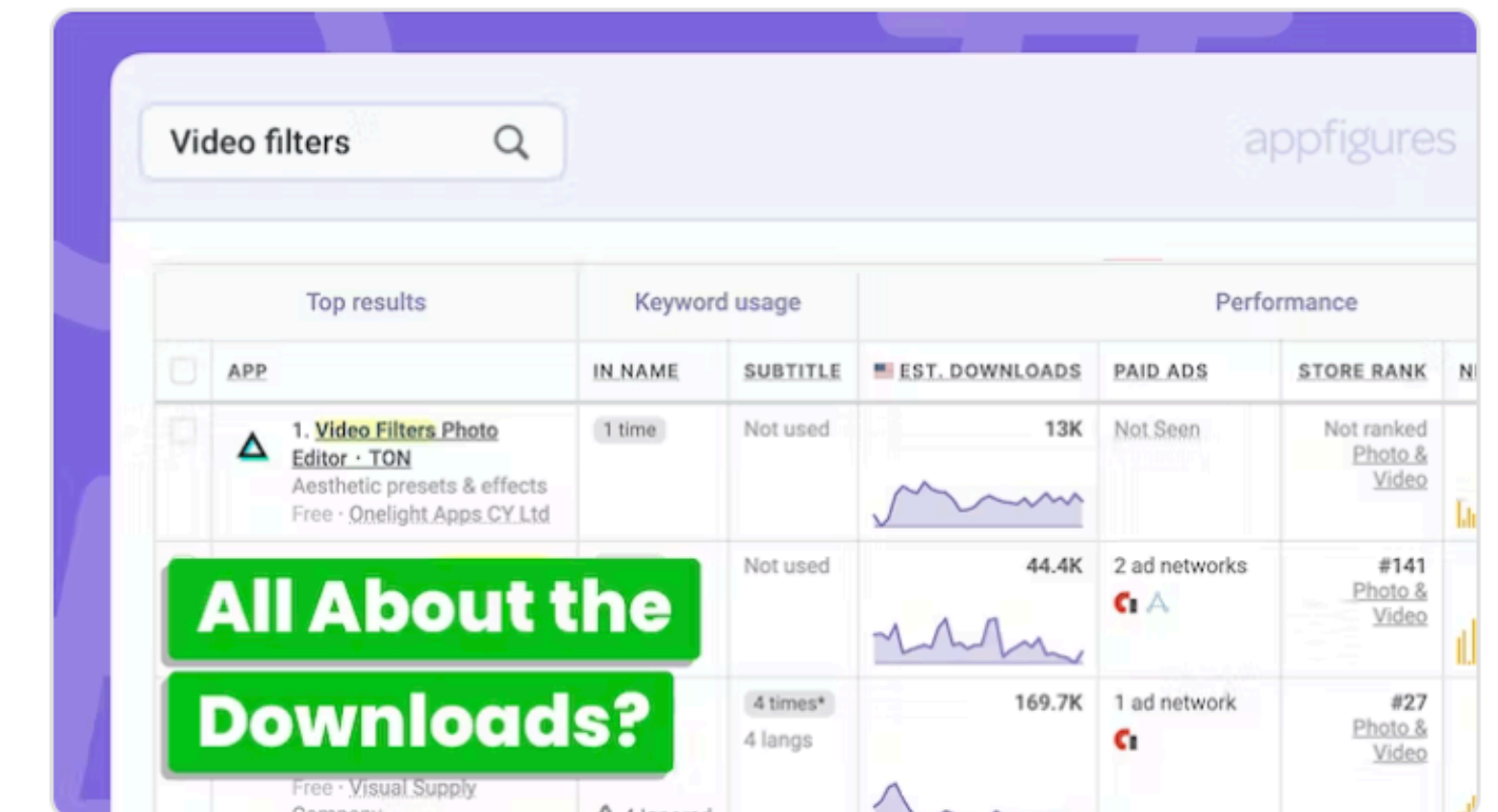
Apple's algorithm looks for specific patterns in order to rank apps. Knowing what they are can change everything for your ASO.



### Keyword Teardowns

#### #98 - Little Changes Make a Big Difference for App Store Optimization

Small apps have just as many opportunities for discovery as the big ones with App Store Optimization



### Keyword Teardowns

#### #97 - How Important Are Downloads for App Store Optimization?

Do you think the App Store ranks apps with more downloads higher?

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Trading						
Top results		Keyword usage		Performance		
APP	IN NAME	SUBTITLE	EST. DOWNLOADS	PAID ADS	STORE RANK	NE
1. Webull: Investing & Trading Stocks, Options, and	1 time	Not used	201.7K	3 ad networks	#19 Finance	

Books for Kids						
Top results		Keyword usage		Performance		
APP	IN NAME	SUBTITLE	EST. DOWNLOADS	PAID ADS	STORE RANK	NE
1. Epic - Kids' Books & Reading Children's Learning &	Not used	Not used	48.4K	1 ad network	#80 Education	

Video filters						
Top results		Keyword usage		Performance		
APP	IN NAME	SUBTITLE	EST. DOWNLOADS	PAID ADS	STORE RANK	NE
1. Video Filters Photo Editor - TON Aesthetic presets & effects	1 time	Not used	13K	Not Seen	Not ranked Photo & Video	

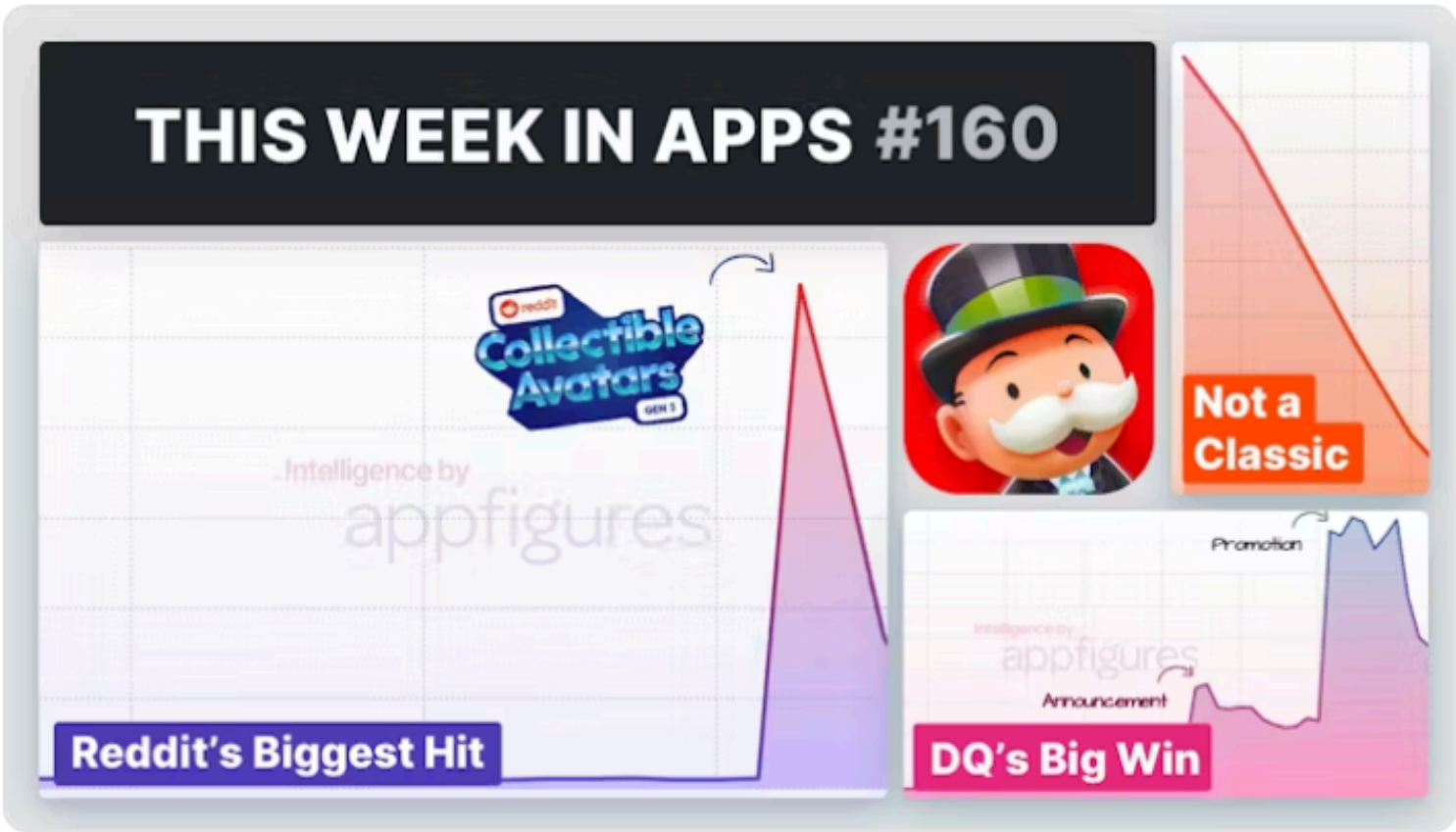
# THIS WEEK IN APPS



This Week in Apps

## This Week in Apps - Drop Everything and Do This!

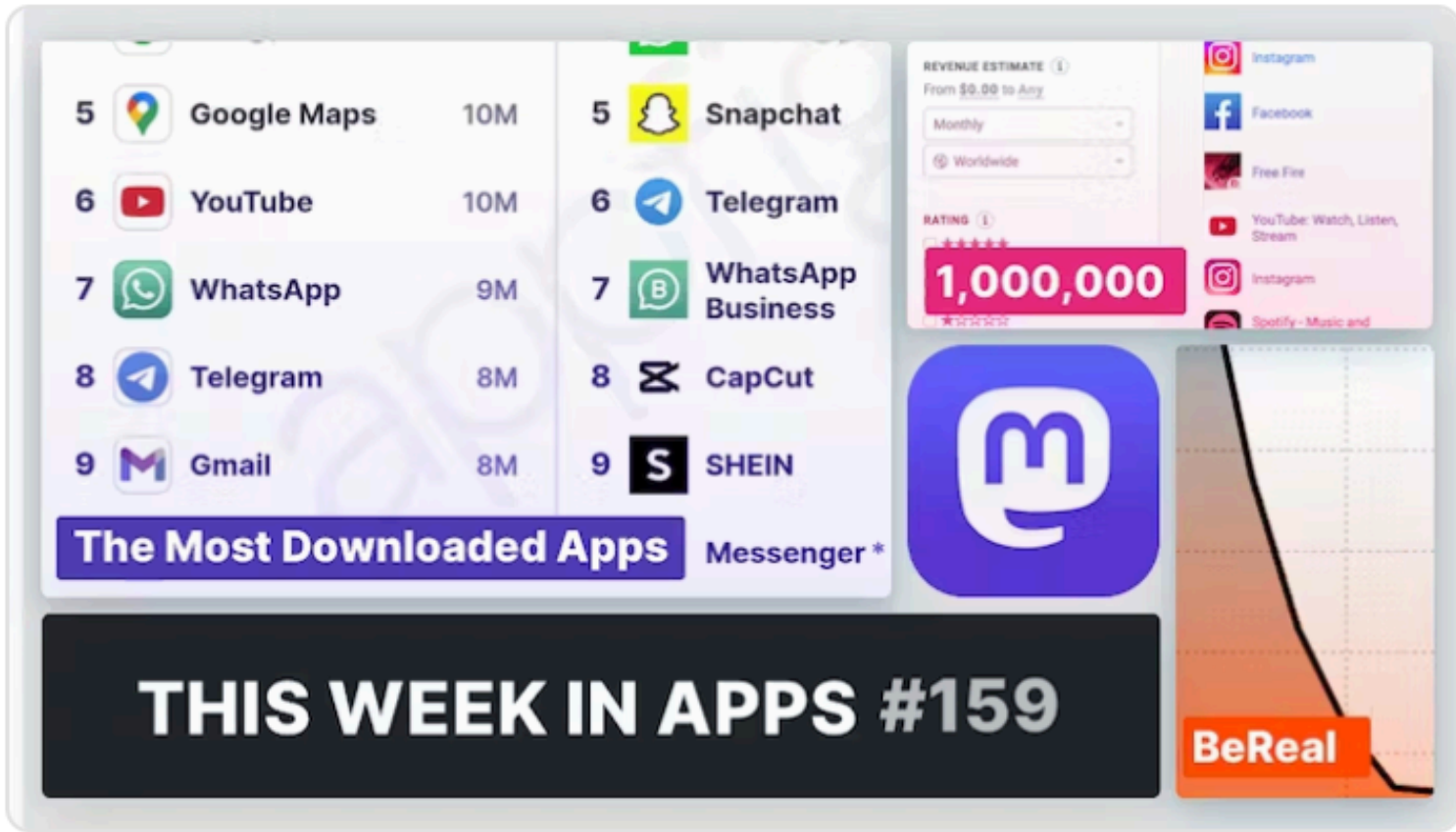
#161 - ChatGPT is earning millions, a new Twitter alternative, Google almost lost, and more!



This Week in Apps

## This Week in Apps - The Comeback?

#160 - Reddit's biggest day of revenue, AI art is back, Monopoly Go scores, and more.



This Week in Apps

## This Week in Apps - Millions of Downloads

#159 - The most downloaded apps and games, Mastodon, BeReal, and a look at apps and games getting millions of monthly downloads.

***Waaaaaaait...***

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# ***Myths + Rules***

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MYTH #1

# ***Only Big Companies Succeed on the App Store***

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MYTH #1

*Only Big Companies*  
*Succeed on the*  
*App Store*



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MYTH #2

***But... The Search  
Favorites **BIG** Apps***

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MYTH

***But... I've Search  
Favorited Apps***

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MYTH #3

***Need a Lot of Downloads  
to Show Up In Search***

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MYTH #

*Need a Lot of Downloads  
to Show up in Search*

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***RULE #1***

# ***Choose the **Right** Keywords***

👉 <https://appfigures.com/resources/guides/which-keywords-to-optimize-for>

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***RULE #2***

***Use Those Keyword  
Correctly***

👉 <https://appfigures.com/resources/guides/app-name-optimization>

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**RULE #3**

# ***Ratings Are the Algorithm's Currency***

👉 <https://appfigures.com/resources/guides/grow-app-ratings-overnight>

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**RULE #4**

***You're Competing with  
the Competition***

👉 <https://appfigures.com/resources/keyword-teardowns>

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# Advanced Stuff!

👉 <https://appfigures.com/resources/guides/advanced-aso-secrets>

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# ~~Don't~~ Need Tools

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***Let's Do It!***

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***Oh, Share Your  
Success***

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***Say Hi.***

***Subscribe.***

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