App Submission Guideline

(for iPhone/iPad apps)

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Reference: Apple Official

Outline

1. App Name
2. Subtitle (optional)
3. Promotional Text
4. Description
5. Keywords
6. Primary Category
7. Copyright
8. Price Tire
9. Privacy Policy URL
10. Support URL
11. Marketing URL (optional)
12. Contact Information (First Name, Last Name, Address, City, State, PostalCode, Country, Phone Number with country code, Email)
13. Screenshots

1- App Name:

The name of your app as it will appear on the App Store. *This can't be longer than 30 characters.*

2- Subtitle:

A summary of your app that appears below your app name throughout the App Store in iOS 11 or later and the Mac App Store in macOS Mojave or later. *This can't be longer than 30 characters.*

3- Promotional Text:

Promotional text lets you inform your App Store visitors of any current app features without requiring an updated submission. This text will appear above your description on the App Store for customers with devices running iOS 11 or later, and macOS 10.13 or later. *This can't be longer than 170 characters.*

4- Description:

A description of your app, detailing features and functionality. It will also be used for your Apple Watch app if exists. *This can't be longer than 4000 characters.*

5- Keywords:

Include one or more keywords that describe your app. Keywords make App Store search results more accurate. *This can't be longer than 100 characters as of total.*

6- Primary Category:

The category that best describes this app. Your primary category should be the one that best describes the main function or subject matter of your app. You can choose any two from below:
- Books
- Business
- Education
- Entertainment
- Finance
- Food & Drink
- Games
- Health & Fitness
- Lifestyle
- Kids
- Magazines & Newspapers
- Medical
- Music
- Navigation
- News
- Photo & Video
- Productivity
- Reference
- Shopping
- Social Networking
- Sports

- Travel
- Utilities
- Weather

You can learn more about the categories [here](#).

7- Copyright:

The name of the person or entity that owns the exclusive rights to your app, preceded by the year the rights were obtained (for example, "2008 Acme Inc.").

8- Price Tier:

Not applicable if free.

9- Privacy Policy URL:

A URL that links to your privacy policy. A privacy policy is required for all apps.

10- Support URL:

A URL with support information for your app. This URL will be visible on the App Store.

11- Marketing URL:

A URL with marketing information about your app. This URL will be visible on the App Store.

12- Contact Information:

Contact information must specify the following fields:
- First Name
- Last Name
- Address Line
- City
- State
- Postal Code
- Phone Number with Country Code
- Email Address

13- Screenshots:

Provide at least 1 or maximum 10 screenshots of your app. You can also provide a short video captured from your app that will display on your App Store product page. Uploading video is optional.