App Store Optimization (ASO) Rules & Best Practices

⬚ Keyword Optimization Rules

- Use Full Keyword Capacity:
  - Title: 30 characters
  - Subtitle: 29 characters (avoid the 30-character bug)
  - Keywords field: 100 characters, no spaces—use commas only
- Avoid Special Characters That Count as 2:
  - Characters like &, ™, ®, emojis, and non-Latin letters may count as two characters
- Don't Repeat Keywords:
  - Repeating offers no ranking benefit and wastes valuable space
- Use Keyword Variations with Dots:
  - 'shop.ping' indexes as both "shop" and "shopping"
- Don't Use Spaces in the Keyword Field:
  - Use: convert,pdf,image,compress
- Target Low-Competition Keywords First:
  - Prioritize less competitive phrases to build early traction
- Use Localizations to Boost Discovery (US Trick):
  - Add English keywords in localizations like Spanish (Mexico), Arabic, or Chinese (Simplified)
- Use Keyword Placement Strategically:
  - Put your most important keywords early in the app title and subtitle
- Don't Split or Reverse Multi-Word Keywords:
  - "image to pdf" ≠ "pdf image" — order matters!

⬚ Screenshot Optimization Rules

- Use All Available Screenshot Slots (Up to 10)
- Highlight Benefits, Not Just Features
- Use High Contrast for Readability
- Add Actionable Captions
- Humanize Screenshots with People
- Use Familiar or Contextual Colors
- Guide the Viewer's Eye
- Don't Use Complex or Crowded UI Images
- Never Skip Captions or Use Only 1–2 Screenshots

A/B Testing Rules (Product Page Optimization)

- Run A/B Tests in App Store Connect
- Start Simple:
  - Test 1 variable at a time (e.g., different caption or image order)
- Give Tests Enough Time (At Least 1–4 Weeks)
- Track Conversion Rate AND Revenue
- End Tests Based on Data, Not Gut Feelings

★Rating & Review Optimization Rules

- Ask for Ratings at Happy Moments
- New Ratings Matter More Than Average Score
- On Google Play Only: Keywords in Reviews Count (not for iOS)

Extra App Store Strategy Tips

- Promote In-App Purchases (IAPs)
- Run In-App Events (Even for Minor Updates)
- Set a Secondary Category
- Use Apple Search Ads to Boost Keyword Rank