Publishing Android Application

Step 1

- **Regression Testing** Before you publish your application, you need to make sure that its meeting the basic quality expectations for all Android apps, on all of the devices that you are targeting. So perform all the required testing on different devices including phone and tablets.

Step 2

- **Application Rating** When you will publish your application at Google Play, you will have to specify a content rating for your app, which informs Google Play users of its maturity level. Currently available ratings are (a) Everyone (b) Low maturity (c) Medium maturity (d) High maturity.

Step 3

- **Targeted Regions** Google Play lets you control what countries and territories where your application will be sold. Accordingly you must take care of setting up time zone, localization or any other specific requirement as per the targeted region.

Step 4

- **Application Size** Currently, the maximum size for an APK published on Google Play is 100 MB. If your app exceeds that size, or if you want to offer a secondary download, you can use APK Expansion Files(up to 2GB), which Google Play will host for free on its server infrastructure and automatically handle the download to devices.

Step 5

- **SDK and Screen Compatibility** It is important to make sure that your app is designed to run properly on the Android platform versions and device screen sizes that you want to target.
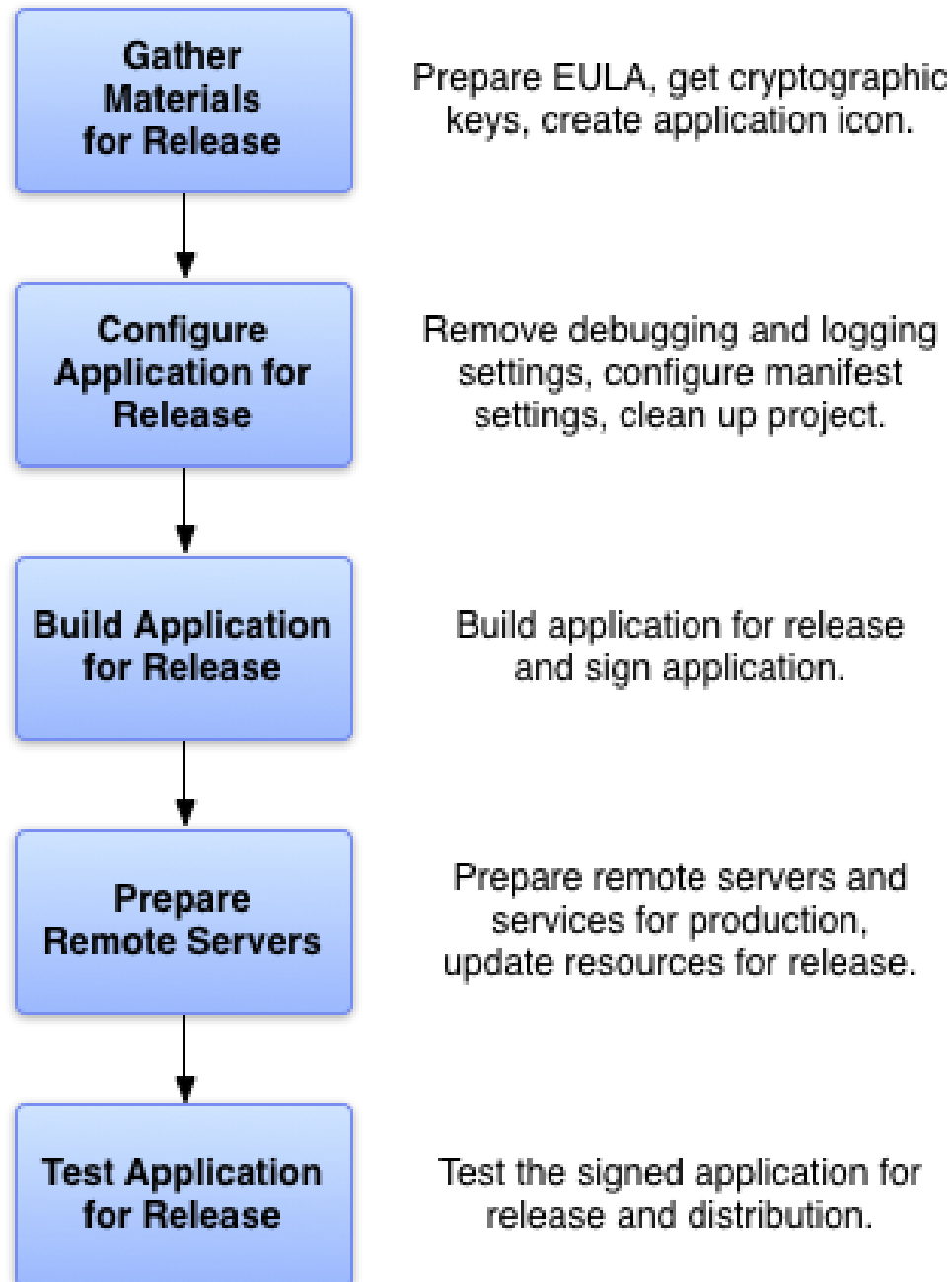
Step 6

- **Application Pricing** Deciding whether your app will be free or paid is important because, on Google Play, free apps must remain free. If you want to sell your application then you will have to specify its price in different currencies.

Step 7

- **Promotional Content** It is a good marketing practice to supply a variety of high-quality graphic assets to showcase your app or brand. After you publish, these appear on your product details page, in store listings and search results, and elsewhere.

Step 8

- **Build and Upload release-ready APK** The release-ready APK is what you will upload to the Developer Console and distribute to users.

Gather Materials for Release	Prepare EULA, get cryptographic keys, create application icon.
↓	
Configure Application for Release	Remove debugging and logging settings, configure manifest settings, clean up project.
↓	
Build Application for Release	Build application for release and sign application.
↓	
Prepare Remote Servers	Prepare remote servers and services for production, update resources for release.
↓	
Test Application for Release	Test the signed application for release and distribution.

Reference Links

- https://www.cuelogic.com/blog/publishing-android-app-play-store

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- https://themanifest.com/app-development/how-publish-app-google-play-step-step-guide

- https://android.jlelse.eu/publishing-an-android-app-da3502c652af