

# How to Submit an App to the App Store [Updated]

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App submission is often an afterthought. But ensuring you submit your app to the App Store properly (a service included in our [end-to-end development](#)) is an important first step to ensure exposure and enable users to download.

That's why we made this step-by-step guide to App Store submission. This guide contains all the steps required to properly submit an iOS app to the App Store.

## Prerequisites

1. Project that is ready for submission and passes [Apple's App Store Guidelines](#)
2. Valid [Apple developer program account](#) (not the Apple Developer Enterprise Program)



3. Computer that runs Mac OS X
4. Xcode installed.

## Step Overview

Below you will find a list of guides, each describing how to do one of the steps required for submitting an app.

1. Create an iTunes Connect app record
2. Configure your XCode project for distribution
3. Archive your app
4. Run iTunes Connect validation tests
5. Upload your app
6. Submit Version for Review
7. Release

### 1. Create an iTunes Connect app record

You have to create a record in iTunes Connect before you can upload an app for distribution on the App Store. This record includes all the information that needed to manage the app through the distribution process and how it appears on the store for the app. [More information can be found here](#)



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### 2. Configure your XCode project for distribution

You have to set Identity and Team, Bundle ID, [create a provisioning profile](#) and set version number and release string. All that could be done from the General pane in the project editor. [More information Here](#)

### 3. Archive your app

You create an archive of your app regardless of the type of distribution method you select. Xcode archives allow you to build your app and store it, along with critical debugging information, in a bundle that's managed by Xcode. Choose Product > Archive to create archive. Xcode will create and store archive in Archives organizer. [More information Here](#)

### 4. Run iTunes Connect validation tests

Validate your archive before uploading it to iTunes Connect. In the Archives organizer select the archive you want to upload, click Validate. Review and fix validation issues, if found.

## 5. Upload your app

To upload your app to iTunes Connect, in the Archives organizer select the archive you want to upload, click “Upload to App Store” Provisioning Profiles are packaged with iOS apps so users devices can install them.

## 6. Submit Version for Review

Every app that is submitted to the store has to be reviewed by the Apple team before release. The app must comply with App Store guidelines.

You can request Manual or Automatic release of the approved app. We recommend manual release of the app.

### ***Recommended Reading: What do the App Store Updates Mean for Your App?***

Ensure that all relevant infrastructure (backend servers, etc.) is running in production mode before you submit the app.

App review usually takes 2-3 days (you can check current expected review time [here](#)). If your app was rejected, you can request a review of the app.

approved, review the notes in the Resolution Center and make any necessary changes to the app or v information then resubmit. Common reasons and statistics for app rejections is available [here](#).

## 7. Release

Enjoy the final, most satisfying step.

1. If you selected Manual release, click Release your app when ready
2. Wait for the green “Ready for Sale” version status (This might take from 1 hour to 1 day after release)
3. Search for your app on the App Store
4. Celebrate!

When submitting a new version of your app, you will only have to repeat steps 2 through 7.



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## About The Company

Clearbridge Mobile is an award-winning mobile app development company that provides user-centric product design and engineering services to rapid-growth startups and enterprises.

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