




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Explore Google Play Academy

[Google Play Academy](#)  is an online learning platform with a focus on helping people learn how to sell apps on the Google Play Store. Play Academy helps you learn how to merchandise an app effectively on the Google Play Store — which is like an e-commerce platform for apps rather than physical products.

Google Play Academy features over 100 courses, all dedicated to aiding learners as they upskill and build out their apps. Courses are offered at no cost. If you join or start a business that develops an app and wish to get it on the Google Play Store, Google Play Academy is your best friend. You can learn how to create optimal app experiences, design a listing in the Google Play Store, boost app performance, learn best practices for keeping users engaged, and more.

After learners spend time learning all about designing, launching, marketing, growing, and maintaining their app, they're encouraged to take an exam. After a learner passes the exam, they are given a certification.

Resources for more information

[Google Play Academy Frequently Asked Questions](#):  A list of questions and answers related to Google Play Academy

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