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How To Submit An App To The Google Play Store

May 1, 2018  by Britt Armour

App store submission is a crucial step in [releasing a successful app](#). This is your chance to ensure exposure to boost user acquisition. This article will walk you through the process of submitting your app to the Google Play Store, step-by-step.

What You Need To Know Before Starting

Apple has a strict review process. Since its release, the App Store has only allowed the publication of top-quality apps. These release standards benefit mobile users by limiting publication to only the best pro

ability to publish unreviewed apps, developers have easier access to publication on Google Play compared to the App Store.

Google does have the upper hand when it comes to app visibility as the search queries are matched with the app name, down to the description. As a result, Google provides you with better visibility options so that your app finds its targeted audience whereas Apple is more limited in its reach.

Prerequisites

- Unique Bundle ID to represent your app.
- A signed release version of your application as an APK, which means you need a signing certificate.
- A developer account is necessary to distribute an application through Google Play. This only needs to be performed once and does involve a one time fee of \$25 USD.

Ensure Proper Functionality

When it comes to mobile apps, users have incredibly high expectations for performance. Testing your app is crucial to the success of your product. At Clearbridge, we run User Acceptance Tests on your product alongside as well as product demos with you before completing the deployment checklist. Throughout the whole development process, we are continually monitoring and recording any potential issues to address in the testing phase. Learn more about the [Clearbridge QA process here](#).

APK Expansion Files



host and distribute these files at no cost.

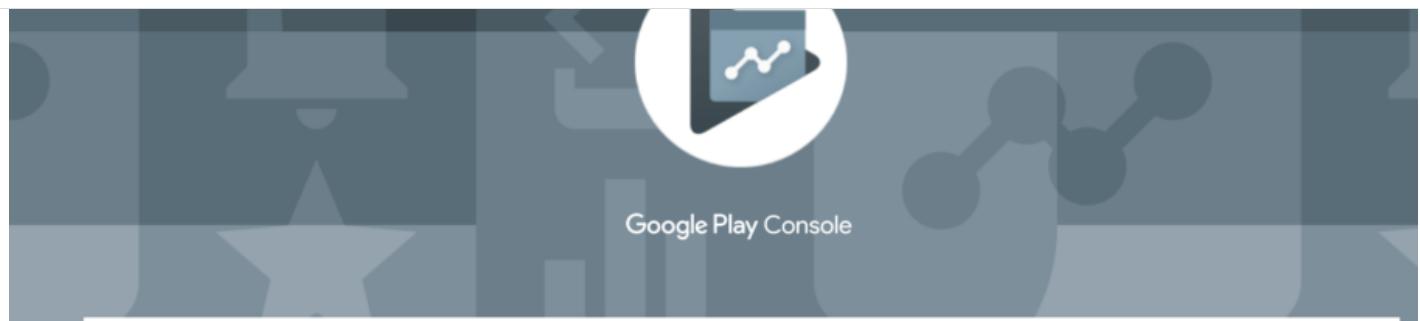
- 100MB for APKs that target Android 4.0 or higher (API level 14 or higher).
- 50MB for APKs that target Android 3.2 or lower (API level 13 or higher).

Getting Started

Become a Publisher by going to [Google Play Console and log in.](#)

Sign in with your Google account, then read and accept the Developer Agreement to continue to paym





Sign-in with your Google account



Accept Developer Agreement



Pay Registration Fee



Complete your Account details

You are signed in as...



dev@example.com

This is the Google account that will be associated with your Developer Console.

If you would like to use a different account, you can choose from the following options below. If you are an organization, consider registering a new Google account rather than using a personal account.

[SIGN IN WITH A DIFFERENT ACCOUNT](#) [CREATE A NEW GOOGLE ACCOUNT](#)

Before you continue...



Accept developer agreement

Read and agree to the Google Play Developer distribution agreement.

I agree and I am willing to associate my account registration with the Google Play Developer distribution agreement.



Review distribution countries

Review the distribution countries where you can distribute and sell applications. [Learn more](#)

If you are planning to sell apps or in-app products, check if you can have a merchant account in your country. [Learn more](#)



Credit card

Make sure you have your credit card handy to pay the \$25 registration fee in the next step.

[CONTINUE TO PAYMENT](#)



**Accept developer agreement**

Read and agree to the [Google Play Developer distribution agreement](#).

I agree and I am willing to associate my account registration with the Google Play Developer distribution agreement.

Review distribution countries

Review the distribution countries where you can distribute and sell applications. [Learn more](#)

If you are planning to sell apps or in-app products, check if you can have a merchant account in your country. [Learn more](#)

Credit card

Make sure you have your credit card handy to pay the \$25 registration fee in the next step.

CONTINUE TO PAYMENT

Once you've set up your method of payment, you need to input developer name, email address, website, phone number and click "COMPLETE REGISTRATION."



You are almost done...

Just complete the following details. You can change this information later in your account settings if you need to.

Developer Profile

Fields marked with * need to be filled before saving.

Developer name *

Example Dev Company

37/

The developer name will appear to users under the name of your application.

Email address *

dev@example.com

Website

<https://www.example.com>

Phone Number *

+14165555555

Include plus sign, country code and area code. For example, +1-800-555-0199.

[Why do we ask for your phone number?](#)

Email preferences

- I'd like to get new feature announcements and tips to help improve my apps.
- I'd like to give feedback to help improve the Google Play Developer Console.

By accessing the Play Console, in accordance with the [Google Privacy Policy](#) and [Developer Distribution Agreement](#), you agree to share information with Google about your use of the Play Console. This data will be used for feature development and Console personalization. You can disable sharing usage data from within Settings > Preferences. [Learn more](#)

COMPLETE REGISTRATION

Now click “CREATE APPLICATION” to get started.



Game services
Order management
Download reports
Alerts
Settings

App name	Active / Total installs	Avg. rating / Total #	Last update	Status
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Choose a language and title (name of the application) and click “CREATE.”

Filter ▾

App name	Active / Total installs	Avg. rating / Total #	Last update	Status
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Create application

Default language *

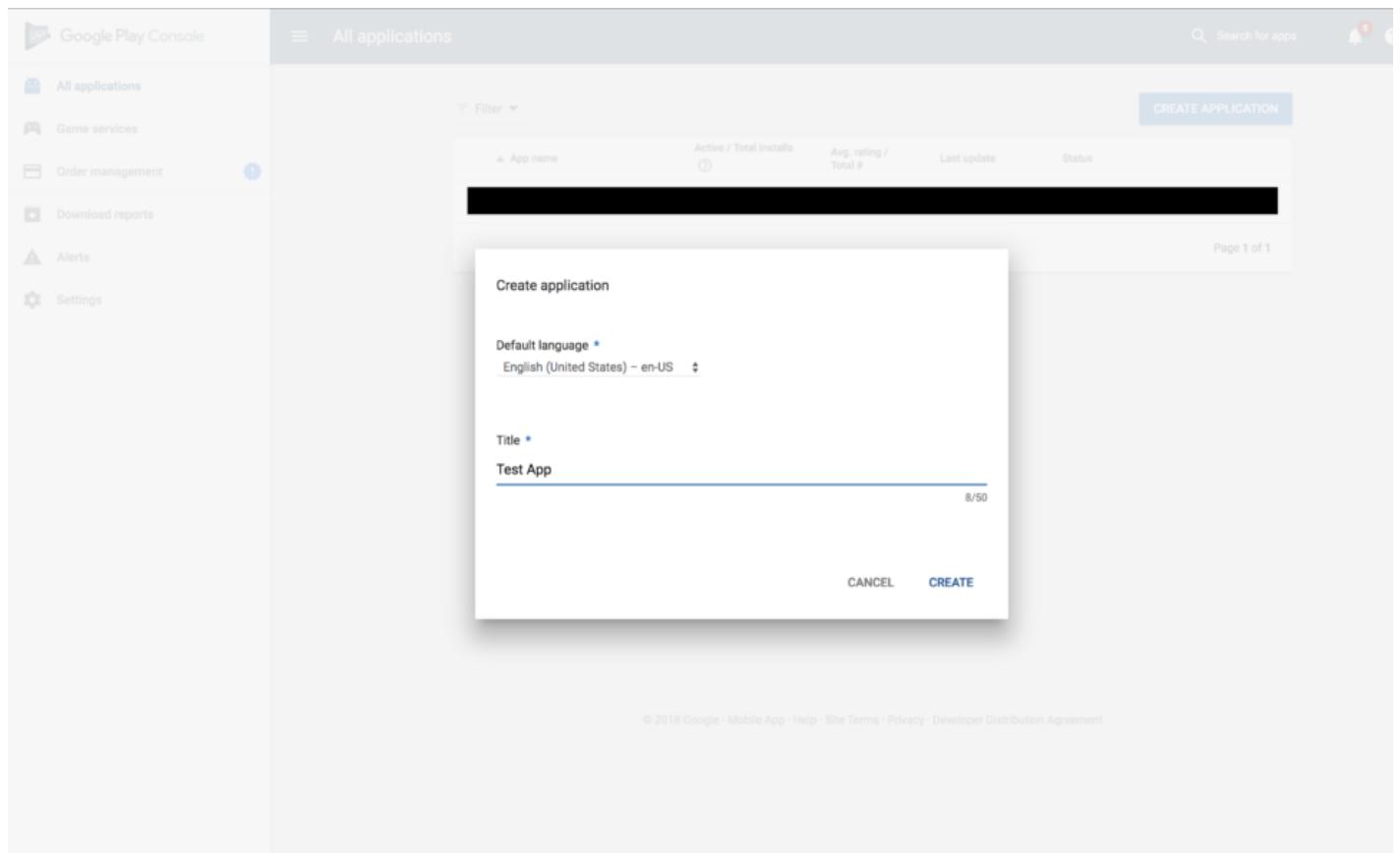
English (United States) – en-US

Title *

0/50

CANCEL CREATE





Enter product details such as title, a short description of the app, and more extended description.

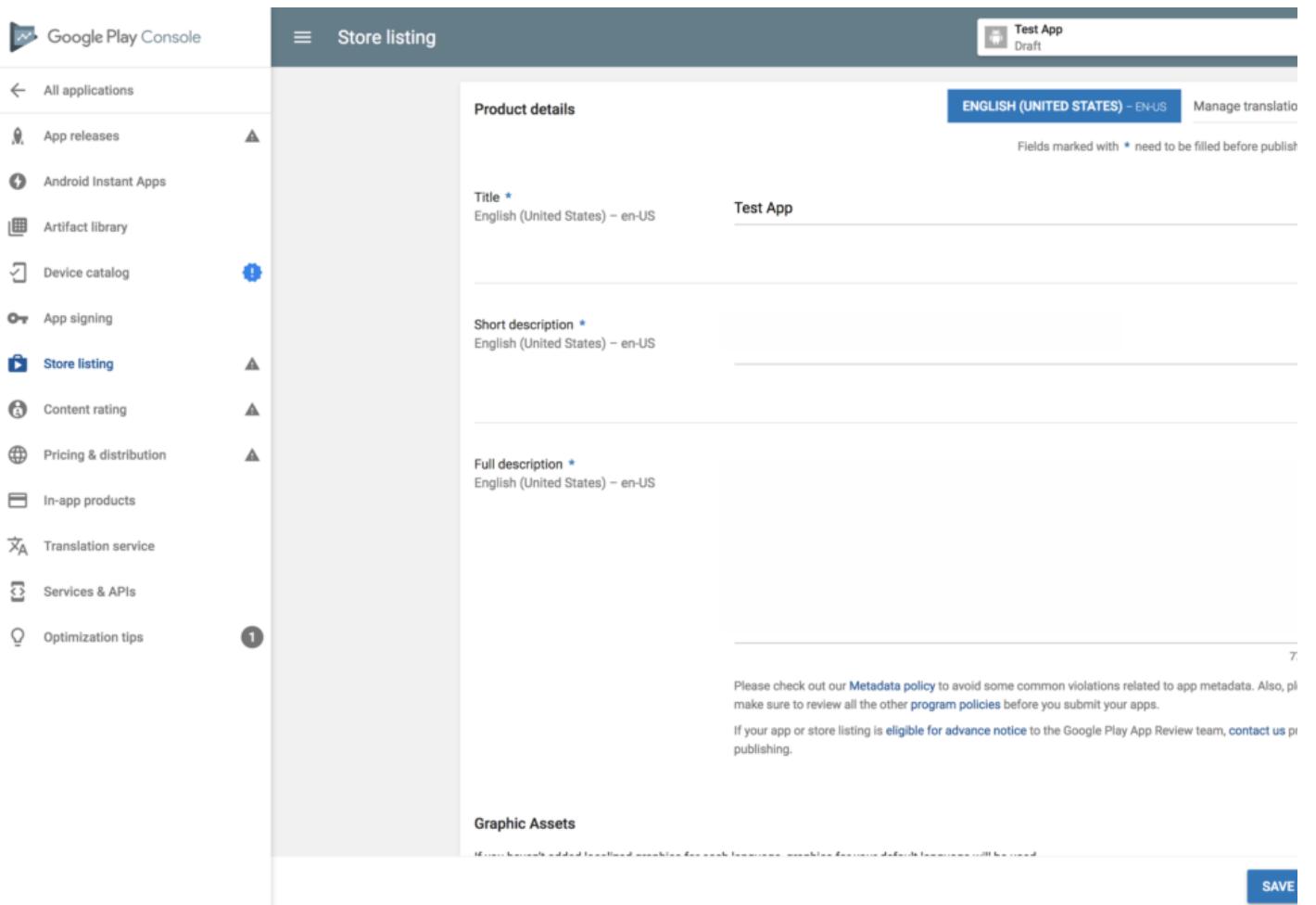
The short description is the text users will see when looking at your app's Store Listing from the Google Store.

The extended description of your app should include enticing app features and what users can accomplish with it. This description appears in the app store and cannot be longer than 4000 characters.

[Learn More: How to Optimize Your App Store Listing to Boost Conversions](#)

Click "SAVE DRAFT."





The screenshot shows the 'Store listing' section of the Google Play Console. On the left, a sidebar lists various management options: All applications, App releases, Android Instant Apps, Artifact library, Device catalog, App signing, Store listing (which is selected), Content rating, Pricing & distribution, In-app products, Translation service, Services & APIs, and Optimization tips. The main area is titled 'Store listing' and shows 'Product details' for a draft app named 'Test App'. The app's title is listed as 'English (United States) – en-US'. Below it, there are fields for 'Short description' and 'Full description', both also set to 'English (United States) – en-US'. A note at the bottom of these fields says: 'Please check out our [Metadata policy](#) to avoid some common violations related to app metadata. Also, please make sure to review all the other [program policies](#) before you submit your apps.' A 'SAVE' button is located at the bottom right of the main form.

Upload at least two screenshots. Click “Add high-res icon” to add your app icon. It must be at least 512x512.

Click “Add feature graphic.” This is a promotional graphic that’s displayed at the top of your Store Listing page in the Play Store app.

Click “Add promo graphic” to promote your app on older versions of Android and a Promo Video to promote your app. This is optional.



Google Play Console

- All applications
- App releases
- Android Instant Apps
- Artifact library
- Device catalog
- App signing
- Store listing**
- Content rating
- Pricing & distribution
- In-app products
- Translation service
- Services & APIs
- Optimization tips

Store listing

Test App Draft

ENGLISH (UNITED STATES) - EN-US Manage translations ▾

Product details

Screenshots *
Default – English (United States) – en-US
JPEG or 24-bit PNG (no alpha). Min length for any side: 320px. Max length for any side: 3840px.
At least 2 screenshots are required overall. Max 8 screenshots per type. Drag to reorder or to move between types.

For your app to be showcased in the 'Designed for tablets' list in the Play Store, you need to upload at least one 7-inch and one 10-inch screenshot. If you previously uploaded screenshots, make sure to move them into the right area below.
Learn how tablet screenshots will be displayed in the store listing.

Please check out our [Impersonation and Intellectual Property policy](#) to avoid common violations.

PHONE TABLET ANDROID TV ANDROID WEAR

Add at least one phone screenshot here to help phone users see how your app will look on their device.

BROWSE FILES

Hi-res icon *
Default – English (United States) – en-US
512 x 512
32-bit PNG (with alpha)

Feature Graphic *
Default – English (United States) – en-US
1024 w x 500 h
JPG or 24-bit PNG (no alpha)

Promo Graphic
Default – English (United States) – en-US
180 w x 120 h
JPG or 24-bit PNG (no alpha)

+

+

+

SAVE DRAFT



-  App releases
-  Android Instant Apps
-  Artifact library
-  Device catalog
-  App signing
-  Store listing
-  Content rating
-  Pricing & distribution
-  In-app products
-  Translation service
-  Services & APIs
-  Optimization tips

For your app to be showcased in the 'Designed for tablets' list in the Play Store, you need to upload at least one 7-inch and one 10-inch screenshot. If you previously uploaded screenshots, make sure to move them into the right area below.

[Learn how tablet screenshots will be displayed in the store listing.](#)

Please check out our [Impersonation and Intellectual Property policy](#) to avoid common violations.

PHONE

TABLET

ANDROID TV

ANDROID WEAR

Add at least one 7-inch screenshot here to help tablet users see how your app will look on their device.

BROWSE FILES

Add at least one 10-inch screenshot here to help tablet users see how your app will look on their device.

BROWSE FILES

SAV



- App releases
- Android Instant Apps
- Artifact library
- Device catalog
- App signing
- Store listing
- Content rating
- Pricing & distribution
- In-app products
- Translation service
- Services & APIs
- Optimization tips

Graphic Assets

If you haven't added localized graphics for each language, graphics for your default language will be used. [Learn more about graphic assets.](#)

Screenshots *

Default – English (United States) – en-US
JPEG or 24-bit PNG (no alpha). Min length for any side: 320px. Max length for any side: 3840px.
At least 2 screenshots are required overall. Max 8 screenshots per type. Drag to reorder or to move between types.

For your app to be showcased in the 'Designed for tablets' list in the Play Store, you need to upload at least one 7-inch and one 10-inch screenshot. If you previously uploaded screenshots, make sure to move them into the right area below.
[Learn how tablet screenshots will be displayed in the store listing.](#)

Please check out our [Impersonation and Intellectual Property policy](#) to avoid common violations.

PHONE TABLET **ANDROID TV** ANDROID WEAR

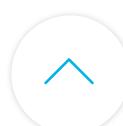
Add at least one TV screenshot here to help users see how your app will look on their TV.

BROWSE FILES

Hi-res icon * Default – English (United States) – en-US 512 x 512 32-bit PNG (with alpha)	Feature Graphic * Default – English (United States) – en-US 1024 w x 500 h JPG or 24-bit PNG (no alpha)	Promo Graphic Default – English (United States) – en-US 180 w x 120 h JPG or 24-bit PNG (no alpha)
---	---	--

SAVE

Enter the product details and all of the necessary screenshots. Make sure the images are the exact size required.



- App releases
- Android Instant Apps
- Artifact library
- Device catalog
- App signing
- Store listing
- Content rating
- Pricing & distribution
- In-app products
- Translation service
- Services & APIs
- Optimization tips

Hi-res icon *
 Default – English (United States) – en-US
 512 x 512
 32-bit PNG (with alpha)

Feature Graphic *
 Default – English (United States) – en-US
 1024 w x 500 h
 JPG or 24-bit PNG (no alpha)

Promo Graphic
 Default – English (United States) – en-US
 180 w x 120 h
 JPG or 24-bit PNG (no alpha)

+
 Add high-res icon
 Drop image here

+
 Add feature graphic
 Drop image here

+
 Add promo graphic
 Drop image here

TV Banner
 Default – English (United States) – en-US
 1280 w x 720 h
 JPG or 24-bit PNG (no alpha)

Daydream 360 degree stereoscopic image
 Default – English (United States) – en-US
 4096 w x 4096 h
 JPG or 24-bit PNG (no alpha)

+
 Add TV banner
 Drop image here

+
 Add a 360 degree
 stereoscopic image
 Drop image here

Promo Video
 Default – English (United States) – en-US
 YouTube video
 Please enter a URL.

Promo Video will not be displayed in ATV.

SAV

Choose an application type and category that is relevant to your app. For content rating, you have to fill the questionnaire, which comes into play later.



-  App releases
-  Android Instant Apps
-  Artifact library
-  Device catalog
-  App signing
-  Store listing
-  Content rating
-  Pricing & distribution
-  In-app products
-  Translation service
-  Services & APIs
-  Optimization tips

Application type *

 Applications Games

Category *

Select a category

Content rating *

You need to fill a rating questionnaire and apply a content rating.

Contact details

Website

<https://www.example.com>

Email *

contact@example.com

Please provide an email address where you may be contacted. This address will be publicly displayed via app.

Phone

+14165555555

 SAV

App releases

Android Instant Apps

Artifact library

Device catalog

App signing

Store listing

Content rating

Pricing & distribution

In-app products

Translation service

Services & APIs

Optimization tips

Application type *

Category *

Content rating *

Contact details

Website

Email *

Phone

Applications

Maps & Navigation

Medical

Music & Audio

News & Magazines

Parenting

Personalization

Photography

Productivity

Shopping

Social

contact@example.com

Please provide an email address where you may be contacted. This address will be publicly displayed app.

+14165555555

S

Fill out your contact details and enter the URL for privacy policy. You can also hit “Not submitting a privacy policy URL at this time.”



App releases

Android Instant Apps

Artifact library

Device catalog

App signing

Store listing

Content rating

Pricing & distribution

In-app products

Translation service

Services & APIs

Optimization tips

Contact details

Website

Email *
Please provide an email address where you may be contacted. This address will be publicly displayed with your app.

Phone

Privacy Policy *

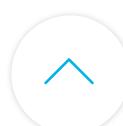
If you wish to provide a privacy policy URL for this application, please enter it below. Also, please check out our [User Data policy](#) to avoid common violations.

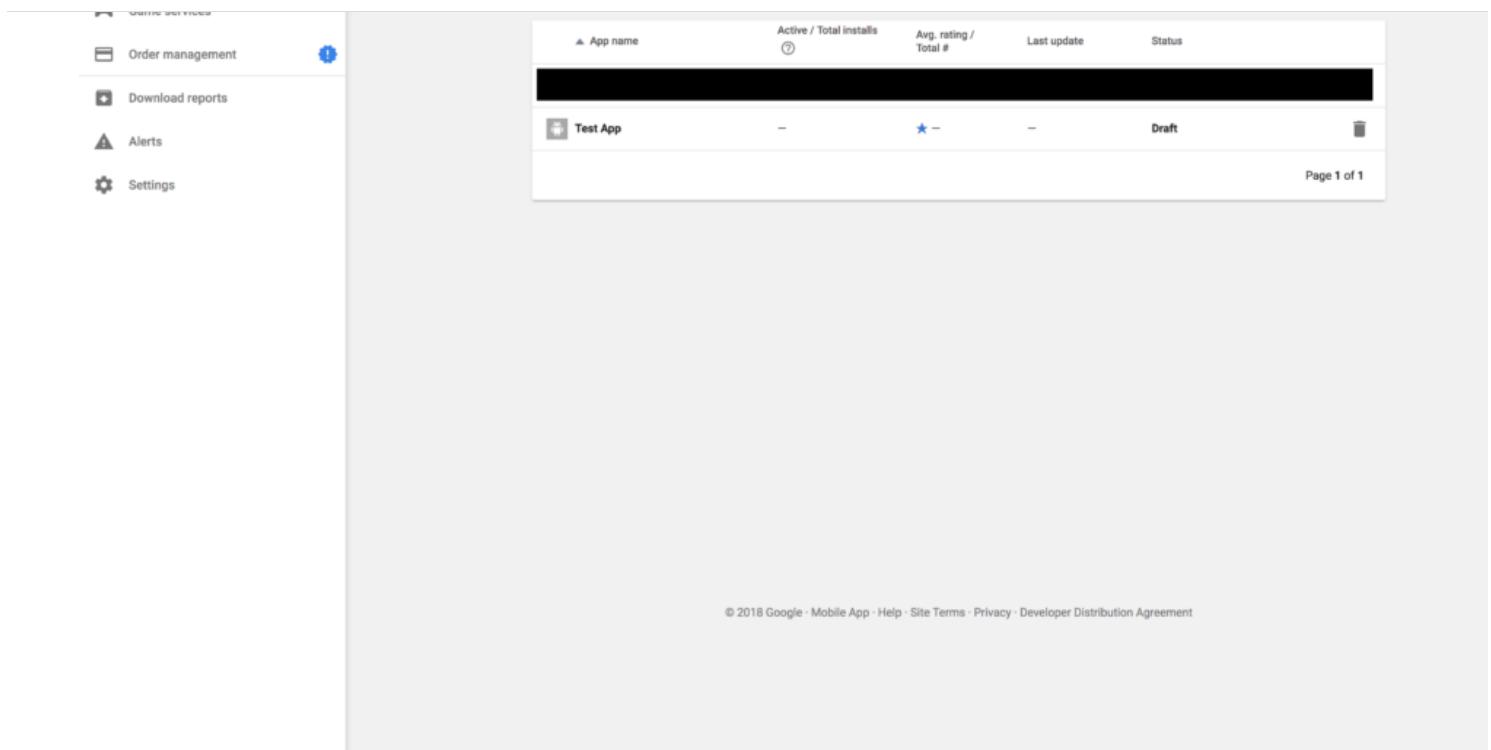
Privacy Policy

Not submitting a privacy policy URL at this time. [Learn more](#)

SAVE

Now your application has been created as a draft. Click on the application, and it will take you to the next screen.





The screenshot shows the Clearbridge mobile dashboard. On the left, there's a sidebar with icons for Order management, Download reports, Alerts, and Settings. The main area displays a table with columns: App name, Active / Total installs, Avg. rating / Total #, Last update, and Status. A single row is visible for "Test App", which is marked as "Draft". At the bottom right of the main area, it says "Page 1 of 1".

Hit the “MANAGE PRODUCTION” button which takes you to the next step. You can choose to run alpha and beta testing so you can get feedback to make improvements to the full release. Then you can push same build to production. The point of beta testing is to do a final check on the production app before you release to the public. Once you beta test, it doesn’t require you to upload again. Find more information



APP RELEASES

- Android Instant Apps
- Artifact library
- Device catalog
- App signing
- Store listing
- Content rating
- Pricing & distribution
- In-app products
- Translation service
- Services & APIs
- Optimization tips

Manage your app's APKs, review release history, and rollout your app to production, alpha, or beta. [Learn more](#)

Production

 Add APKs to production to make your app available to all users on the Google Play Store.

[MANAGE PRODUCTION](#)

Beta

 Add APKs to beta to make your app available for open or closed beta testing.

[MANAGE BETA](#)

Alpha

 Add APKs to alpha to make your app available for open or closed alpha testing.

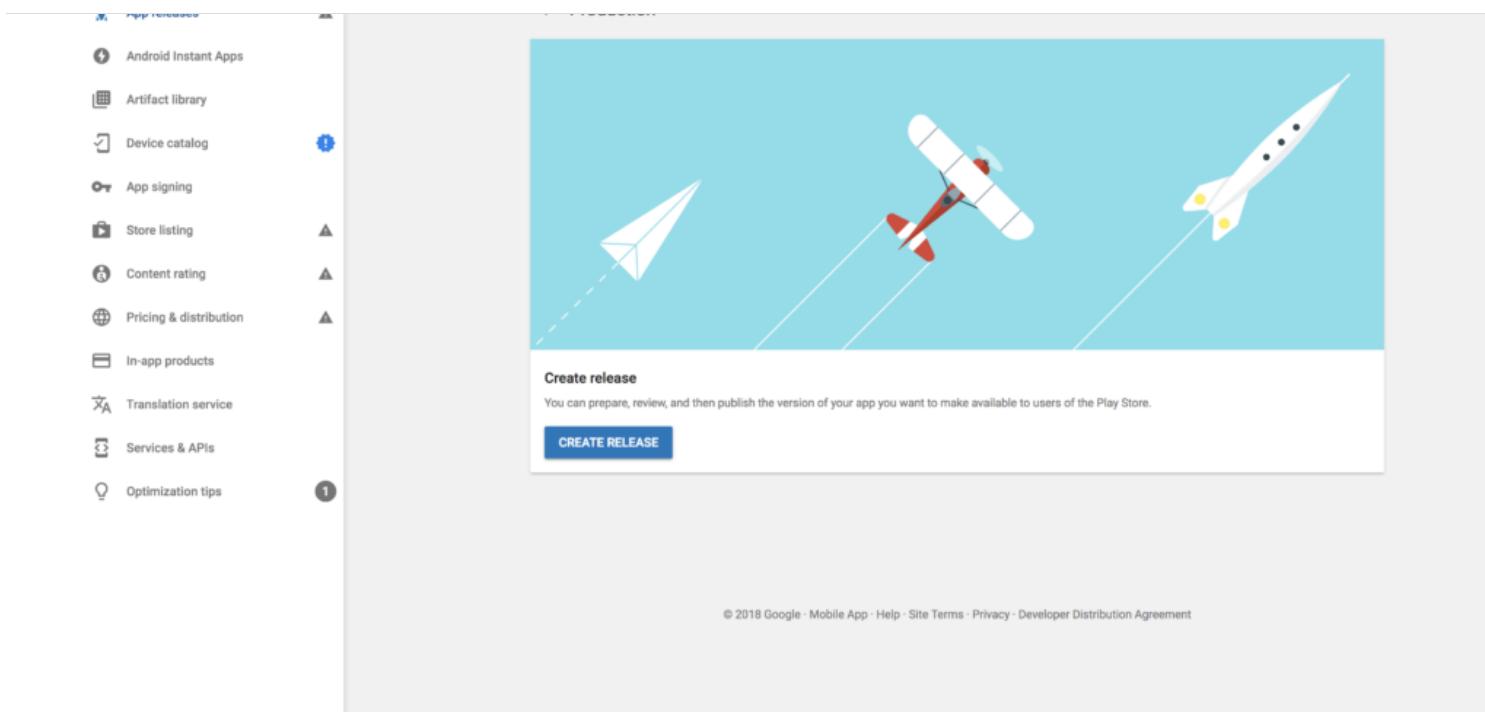
[MANAGE ALPHA](#)

Country Availability

Production countries	Beta countries	Alpha countries
--	--	--
No Production release	No Beta release	No Alpha release

Click on "CREATE RELEASE."



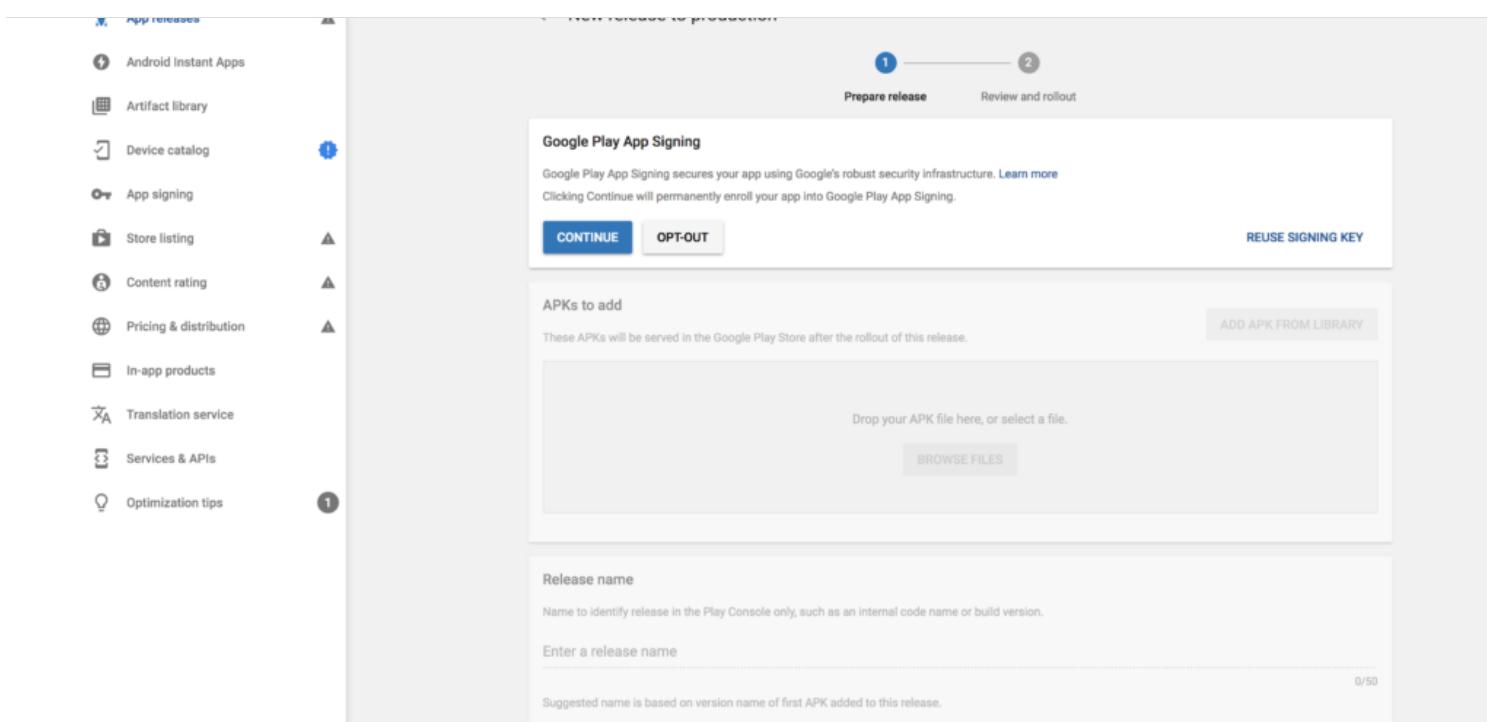


The screenshot shows the clearbridge mobile platform's interface. On the left, a sidebar lists various tools: Android Instant Apps, Artifact library, Device catalog, App signing, Store listing, Content rating, Pricing & distribution, In-app products, Translation service, Services & APIs, and Optimization tips. The main workspace features a light blue background with three white icons representing different types of mobile devices: a paper airplane, a red biplane, and a white rocket ship. Below these icons, the text "Create release" is displayed, followed by a smaller note: "You can prepare, review, and then publish the version of your app you want to make available to users of the Play Store." A prominent blue button labeled "CREATE RELEASE" is centered at the bottom of this workspace area.

Choose whether or not you want to use Google Play app signing.

Set up Google Play App Signing now or choose to opt out if you sign in locally.

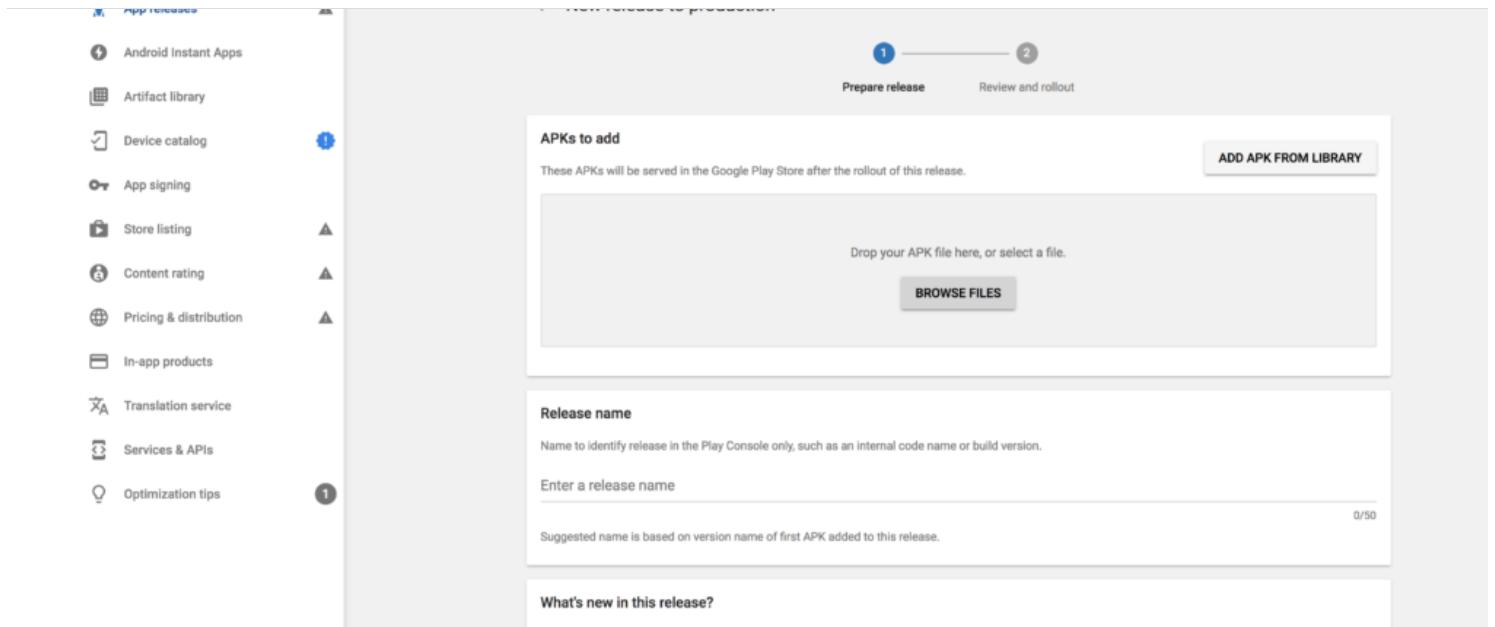




The screenshot shows a software interface for managing app releases. On the left, there's a sidebar with various options: 'Android Instant Apps', 'Artifact library', 'Device catalog', 'App signing' (which is highlighted with a blue circle containing a '1'), 'Store listing', 'Content rating', 'Pricing & distribution', 'In-app products', 'Translation service', 'Services & APIs', and 'Optimization tips'. The main area is titled 'Prepare release' and shows a two-step process: 'Prepare release' (step 1) and 'Review and rollout' (step 2). A sub-section titled 'Google Play App Signing' explains that it secures the app using Google's robust security infrastructure. It includes a 'CONTINUE' button, an 'OPT-OUT' button, and a 'REUSE SIGNING KEY' link. Below this, there's a section for 'APKs to add' with a note that they will be served in the Google Play Store after rollout. It features a file upload area with a 'Drop your APK file here, or select a file.' placeholder and a 'BROWSE FILES' button. At the bottom, there's a 'Release name' field with a placeholder 'Enter a release name' and a note that the suggested name is based on the version name of the first APK added to the release.

Hit browse files, find and insert your APK.

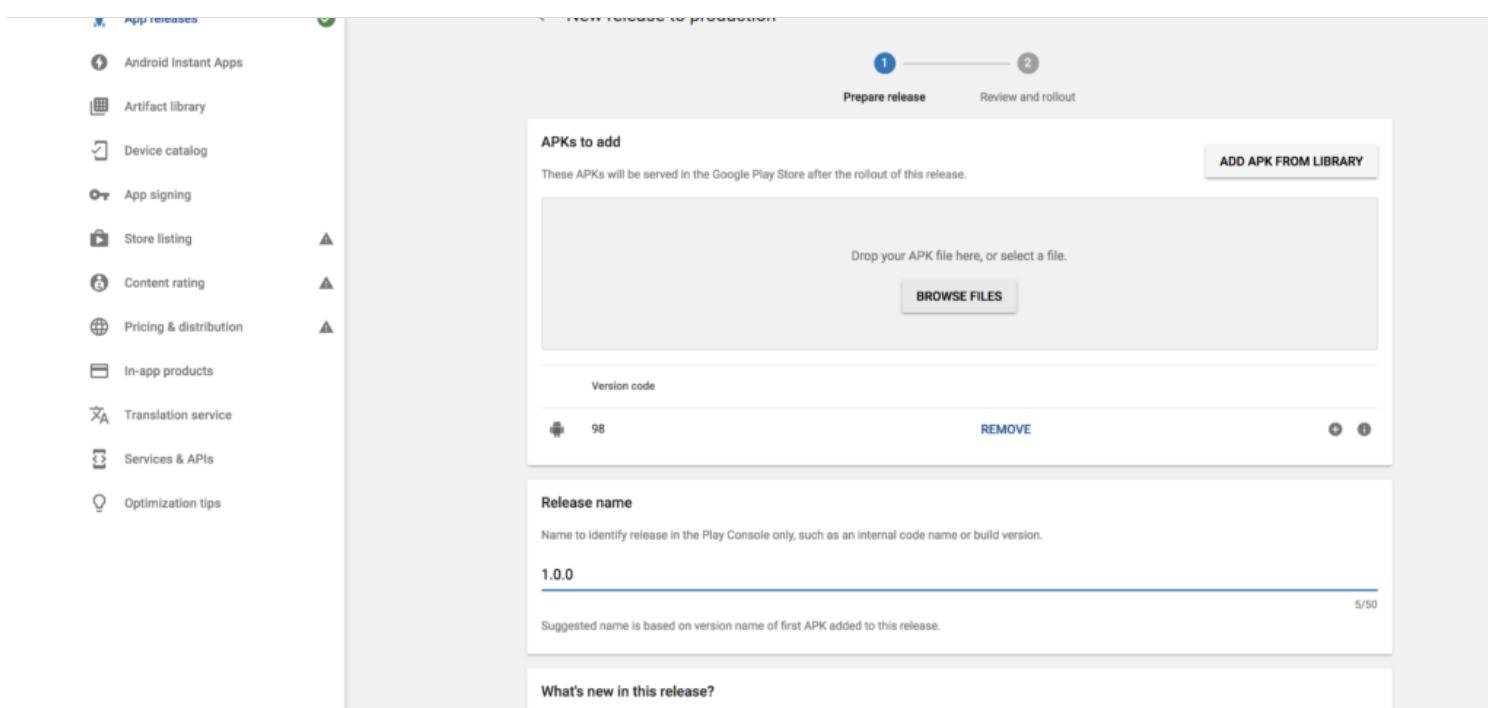




The screenshot shows the 'Prepare release' section of the Google Play Console. On the left, a sidebar lists various publishing options: Android Instant Apps, Artifact library, Device catalog, App signing, Store listing, Content rating, Pricing & distribution, In-app products, Translation service, Services & APIs, and Optimization tips. Step 1, 'Prepare release', is highlighted in blue. Step 2, 'Review and rollout', is shown in grey. A large central area is titled 'APKs to add' with the sub-instruction 'These APKs will be served in the Google Play Store after the rollout of this release.' It includes a 'Drop your APK file here, or select a file.' input field and a 'BROWSE FILES' button. Below this is a 'Release name' section where users can enter a name for the release, with a note that it's for internal identification only. A 'What's new in this release?' text area is also present.

Pick a name for the particular release. It doesn't have to be an app name, just update number or a name similar to that.





App releases

1 Prepare release 2 Review and rollout

APKs to add

These APKs will be served in the Google Play Store after the rollout of this release.

ADD APK FROM LIBRARY

Drop your APK file here, or select a file.

BROWSE FILES

Version code

98 REMOVE

Release name

Name to identify release in the Play Console only, such as an internal code name or build version.

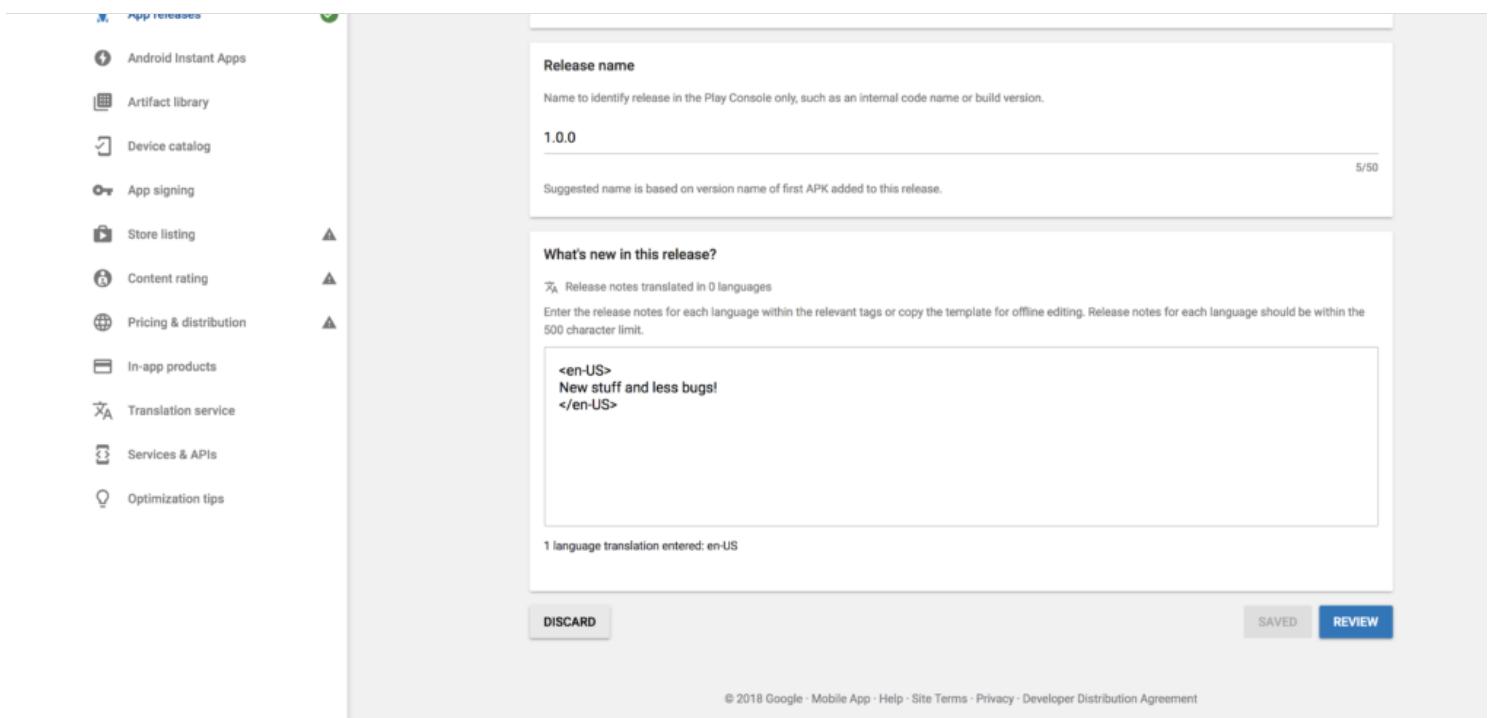
1.0.0 5/50

Suggested name is based on version name of first APK added to this release.

What's new in this release?

Enter information about what's new in your release and hit "REVIEW."





Release name
Name to identify release in the Play Console only, such as an internal code name or build version.
1.0.0
Suggested name is based on version name of first APK added to this release. 5/50

What's new in this release?
Release notes translated in 0 languages
Enter the release notes for each language within the relevant tags or copy the template for offline editing. Release notes for each language should be within the 500 character limit.

<en-US>
New stuff and less bugs!
</en-US>

1 language translation entered: en-US

DISCARD SAVED REVIEW

This shows you that you have the APK added. Now on the sidebar, you want to go to “Content rating” and out the survey. Enter and confirm the email address.

App releases

1 App releases

Android Instant Apps

Artifact library

Device catalog

App signing

Store listing

Content rating

Pricing & distribution

In-app products

Translation service

Services & APIs

Optimization tips

Review summary

This release is ready to be rolled out.

APKs in this release

Version code	Uploaded	Installs on active devices
1 APK added	98	2 minutes ago
		No data

What's new in this release?

Default – English (United States) – en-US
New stuff and less bugs!

1 language translation

PREVIOUS DISCARD START ROLLOUT TO PRODUCTION

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Android Instant Apps

Artifact library

Device catalog

App signing

Store listing

Content rating

Pricing & distribution

In-app products

Translation service

Services & APIs

Optimization tips

Developer responsibilities:

- Complete the content rating questionnaire for each new app submitted to Developer Console, for all existing apps that are active on Google Play, and for all app updates where there has been a change to app content or features that would affect the responses to the questionnaire.
- Provide accurate responses to the content rating questionnaire. Misrepresentation of your app's content may result in removal or suspension.

Your rating will be used to:

- Inform consumers about the age appropriateness of your app.
- Block or filter your content in certain territories or to specific users where legally required.
- Evaluate your app's eligibility for special developer programs.

The content rating questionnaire and the new Content Ratings Guidelines are a condition of your participation in the Google Play store. [Learn more](#)

CONTINUE



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The Google Play content rating system for apps and games is designed to deliver reputable, locally relevant ratings to users around the world. The rating system includes official ratings from the International Age Rating Coalition (IARC) and its participating bodies (see their [Terms of Use](#)). Get started by entering the email address you would like IARC to use for rating related communications.

Email address *

Confirm email address *

Select your app category

REFERENCE, NEWS, OR EDUCATIONAL
 The primary purpose of the app is to present factual information in a neutral way, alert users to current events, or educate users. Examples include: Wikipedia, BBC News, Dictionary.com, and Medscape. Apps that mainly focus on sexual advice or instruction (such as "Kamasutra - Sex Positions" or "Best Sex Tips") should be categorized as "Entertainment" apps and not listed here. [Learn more](#)

SOCIAL NETWORKING, FORUMS, BLOGS, AND UGC SHARING
 The primary purpose of the app is to enable users to share content or communicate with large groups of people. Examples include: reddit, Facebook, Chat Roulette, 9Gag, Yelp, Google Plus, YouTube, Twitter. Apps that only facilitate communication between a limited number of people (such as SMS, WhatsApp, or Skype) should be categorized as "Communication" apps and not listed here. [Learn more](#)

CONTENT AGGREGATORS, CONSUMER STORES, OR COMMERCIAL STREAMING SERVICES
 The primary purpose of the app is to sell physical goods or curate a collection of physical goods, services, or digital content such as professionally produced movies or music, as opposed to user-created music and movies. Examples include: Netflix, Pandora, iTunes, Amazon, Hulu+, eBay, Kindle. [Learn more](#)

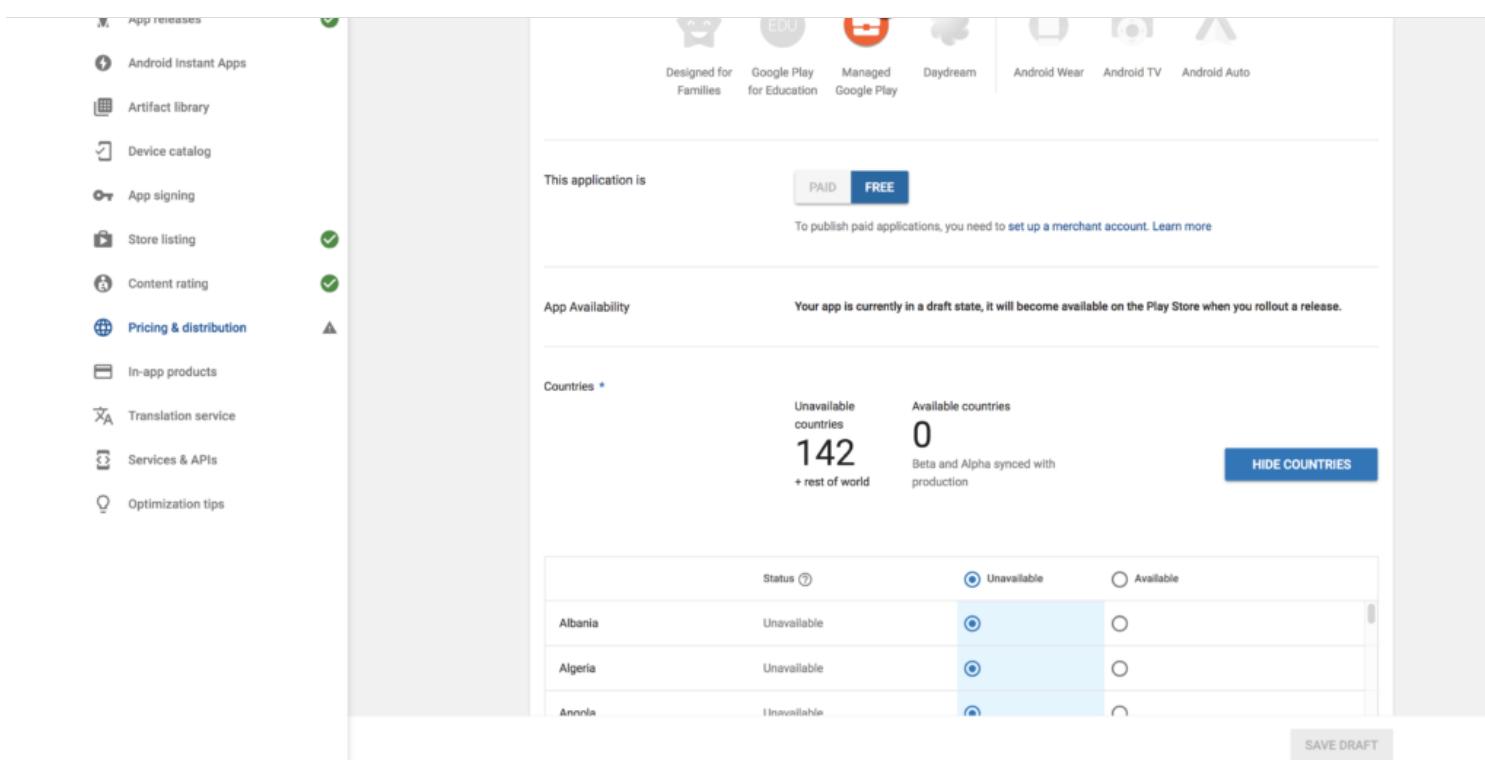
GAME
 The app is a game. Examples include: Candy Crush Saga, Temple Run, World of Warcraft, Grand Theft Auto, Mario Kart, The Sims, Angry Birds, bingo, poker, daily fantasy sports or betting apps.

ENTERTAINMENT
The app is meant to entertain users and does not fit into any of the above categories. Examples include Talking Anna, Far Channer Parrot.

Go to "Pricing & distribution" on the sidebar. Here is where you set whether or not you will charge for your app and which countries you want to roll the app out in first. Google Play will not allow an application to be free to be changed to a priced app. Google Play will let a paid app to switch to a free app at any time.

If your [app is paid](#), you need to set up a merchant account by clicking the link.





The screenshot shows the Clearbridge mobile dashboard under the "App releases" section. On the left sidebar, several options are listed with green checkmarks: "Android Instant Apps", "Artifact library", "Device catalog", "App signing", "Store listing", "Content rating", "Pricing & distribution" (with a green checkmark), "In-app products", "Translation service", "Services & APIs", and "Optimization tips".

In the main area, there are several status icons at the top: "Designed for Families" (smiley face), "Google Play for Education" (EDU), "Managed Google Play" (red circle), "Daydream" (cloud), "Android Wear" (watch), "Android TV" (TV), and "Android Auto" (car). Below these, it says "This application is" with "PAID" and "FREE" buttons, and a note about setting up a merchant account.

Under "App Availability", it states "Your app is currently in a draft state, it will become available on the Play Store when you rollout a release." Below this, the "Countries" section shows "Unavailable countries: 142 + rest of world" and "Available countries: 0 Beta and Alpha synced with production". A "HIDE COUNTRIES" button is present. A table below lists country availability:

Country	Status	Unavailable	Available
Albania	Unavailable	<input checked="" type="radio"/>	<input type="radio"/>
Algeria	Unavailable	<input checked="" type="radio"/>	<input type="radio"/>
Anorra	Unavailable	<input checked="" type="radio"/>	<input type="radio"/>

A "SAVE DRAFT" button is located at the bottom right.

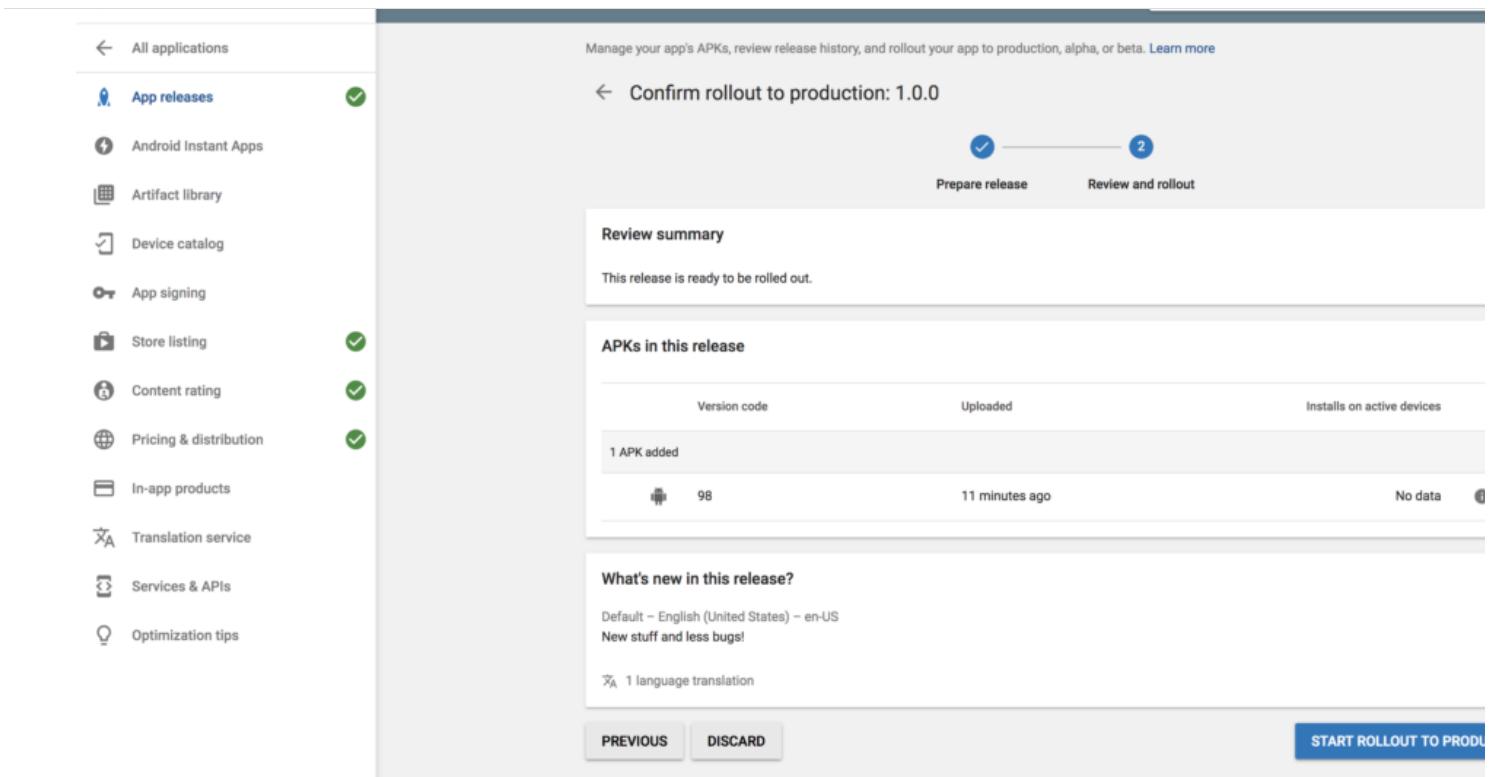
And you're ready to go!



The screenshot shows the Google Play developer console. At the top, there's a banner with a smiley face icon and the text "Test App Ready to publish". To the right of the banner are a downward arrow and a refresh/circular arrow icon.

Now go back to "App releases" in the sidebar menu which will take you to the screen below ROLLOUT TO PRODUCTION, and that will push it out, publishing it to the store.





The screenshot shows a software interface for managing app releases. On the left, a sidebar lists various features: All applications, App releases (selected), Android Instant Apps, Artifact library, Device catalog, App signing, Store listing, Content rating, Pricing & distribution, In-app products, Translation service, Services & APIs, and Optimization tips. The main area is titled "Confirm rollout to production: 1.0.0". It includes a "Review summary" section stating "This release is ready to be rolled out.", an "APKs in this release" table with one entry (version code 98, uploaded 11 minutes ago, installs on active devices), and a "What's new in this release?" section with the note "Default – English (United States) – en-US New stuff and less bugs!". At the bottom are "PREVIOUS" and "DISCARD" buttons, and a prominent blue "START ROLLOUT TO PROD" button.

Congratulations, you have now successfully published your app to the Google Play Store! It will take a few hours, depending on which countries you selected.

Also, check out:

- [iOS vs. Android: Which Platform Should You Develop For?](#)
- [How To Submit An App To The App Store](#)
- [Top 10 Ways To Get Your App Featured In The App Store](#)





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