

Google Play Store-Asset Checklist Template

Use this checklist to verify that your Play Store listing assets meet current Google Play conventions (2025). Tick each item once completed and include links or file paths where applicable.

#	Asset	Specification / Play Convention (2025)	Status	Notes / Link / File name
1	App Title	≤ 30 characters; clear, descriptive, no emojis or keyword stuffing	<input type="checkbox"/>	
2	Short Description	≤ 80 characters; concise summary of app's core use	<input type="checkbox"/>	
3	Full Description	Up to 4,000 characters; accurately describes app features and behaviour	<input type="checkbox"/>	
4	App Icon	512 × 512 px PNG (32-bit), transparent background, no text slogans	<input type="checkbox"/>	
5	Feature Graphic	1,024 × 500 px JPG/PNG (no alpha), visually represents app	<input type="checkbox"/>	
6	Screenshots	≥ 2 for each device type (phone/tablet); show actual UI	<input type="checkbox"/>	
7	Category	Correct classification (e.g. Productivity → Notes)	<input type="checkbox"/>	
8	Tags	1–5 relevant keywords matching app purpose	<input type="checkbox"/>	

9	Privacy Policy	Publicly accessible HTTPS link (matches app behaviour)	<input type="checkbox"/>	
10	Data Safety Form	Completed in Play Console; matches actual data use (e.g., "No data collected")	<input type="checkbox"/>	
11	Content Rating	Questionnaire completed in Play Console; matches app type	<input type="checkbox"/>	
12	Developer Contact	Valid email for user support; visible on Play listing	<input type="checkbox"/>	
13	App Icon Preview (Optional)	Shown in listing and launcher preview	<input type="checkbox"/>	
14	Testing Track Notes	Internal / Closed / Open / Production track specified	<input type="checkbox"/>	
15	Release Notes / What's New (Optional)	Short update message if applicable	<input type="checkbox"/>	

Usage Tips

- Fill out this checklist before uploading to the Play Console.
- Keep file links or folder paths in the Notes column (e.g. /assets/icon.png).
- When moving from internal testing to public release, make sure Privacy Policy and Data Safety Form are active and accurate.