


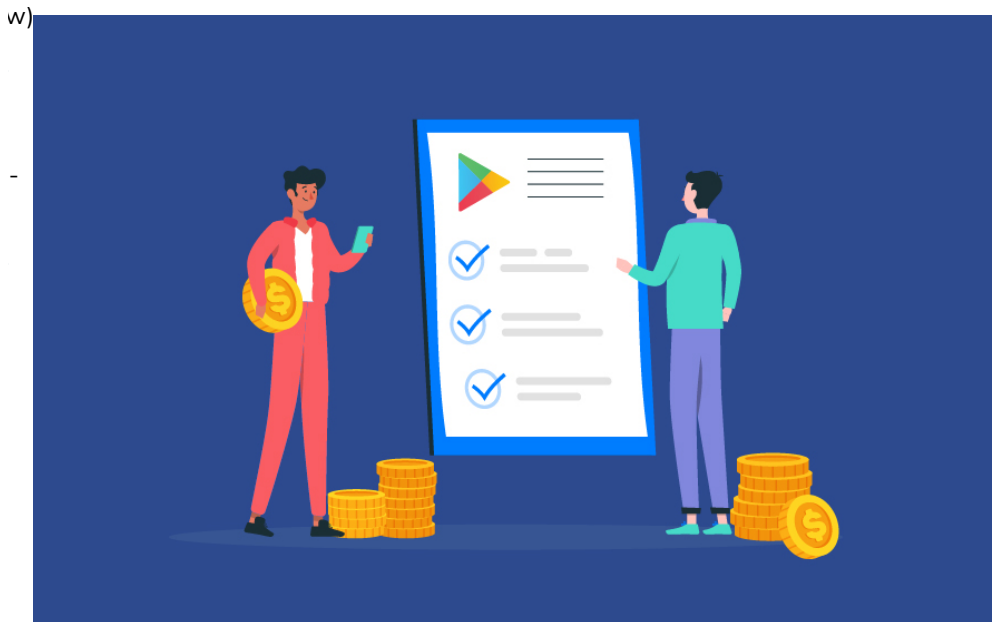
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How to Submit Your New App on Google Play Store: A Step-by-Step Guide

Usually, it takes about 1 to 2 business days for the completion of the publishing process.

 Updated on July 15, 2020



We all know about the exponential growth of the mobile app economy backed by some of the best app marketing agencies (<https://www.mobileappdaily.com/mobile-app-marketing/agencies>), and it has made it necessary to have an app for a business.

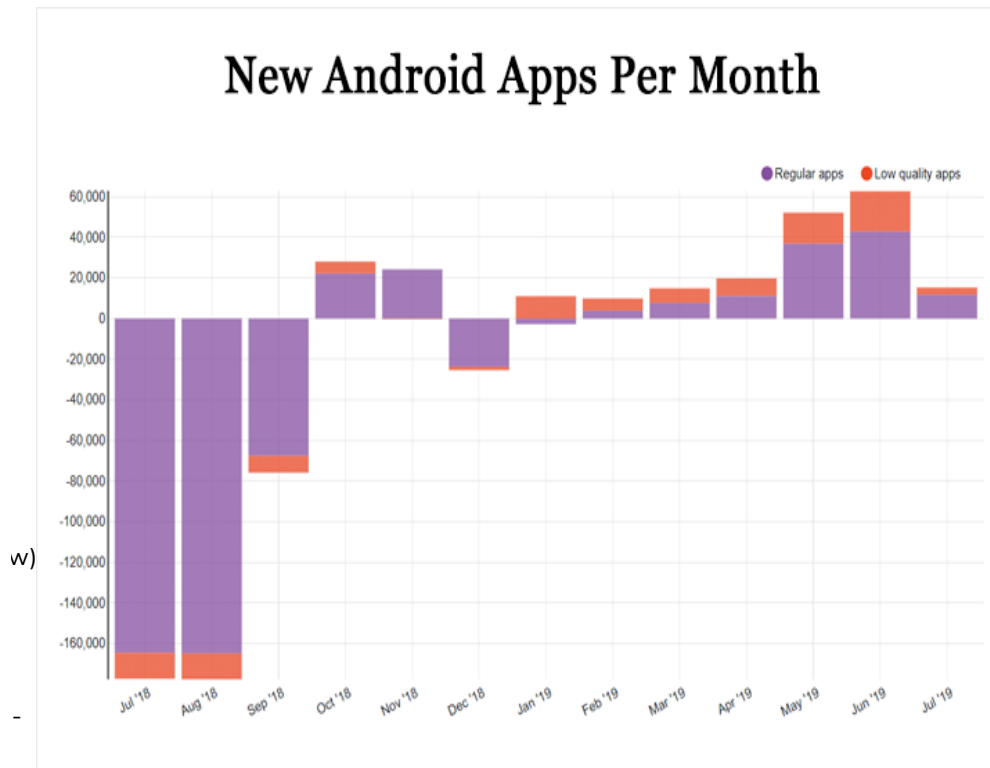
However, once your mobile app development process gets

MOBILE APP have the package to deliver the users, you need
 (https://www.mobileappdaily.com) (https://www.mobileappdaily.com/reports)
 a channel to distribute your app to the potential users.

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Google Play Store remains one of the most preferred app stores where the apps are published. Thousands of apps make their way onto the Google App Store.



Credits: appbrain (<https://www.appbrain.com/stats/number-of-android-apps>)

Once you publish the app on Google Play, your app will reach millions of users within no time. So, once your app is ready and is up for the users, you are required to submit an app to the Play Store.

There are two tasks that are required to be completed before uploading the app to the google play store:

- **Preparing the release:** It's a multi-step process that involves a number of tasks to be performed carefully within the estimated time frame. The early release of an app is a kind of offerings for the beta version.

- **Releasing the app:** It involves more complications, as the app **MOBILE APP** and for that, Top Charts listing process is required before releasing the final version of the app store (<https://www.mobileappdaily.com/reports>)

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However, just like any other app store, Google Play Store also its set guidelines to upload app to Google Play. In this article, we will be covering the Google Play Store guidelines and steps to upload the app to Play Store (<https://www.mobileappdaily.com/submit-app-on-app-store>).

Now, let's jump to the steps that are required to submit the app to Google Play Store.

1. How to Publish App on Google Play Store

Google Play has more than 1 billion monthly active users, which makes it one of the most popular platforms for publishing Android apps (<https://www.mobileappdaily.com/2018/09/20/facts-about-app-store-stats>). This write-up is a step-by-step guide that will explain everything about how to get an app on the Google Play Store.

Step 1: Create a Developer's Account

Before you can start with the publishing process, it is essential to have the developer's account that you can use to sign up. Developers can sign up using their existing Google Play account.

The signing up process starts with a fee of \$25 that developers need to pay before starting with their Google Play accounts. It is suggested to review the developer's development agreement carefully and adhere to the following steps:

- Accept the same
- Fill out all the important account details
- Select a name for your developer's account (this will be reflected as your permanent account name)

- Choose a payment option (either credit or debit)

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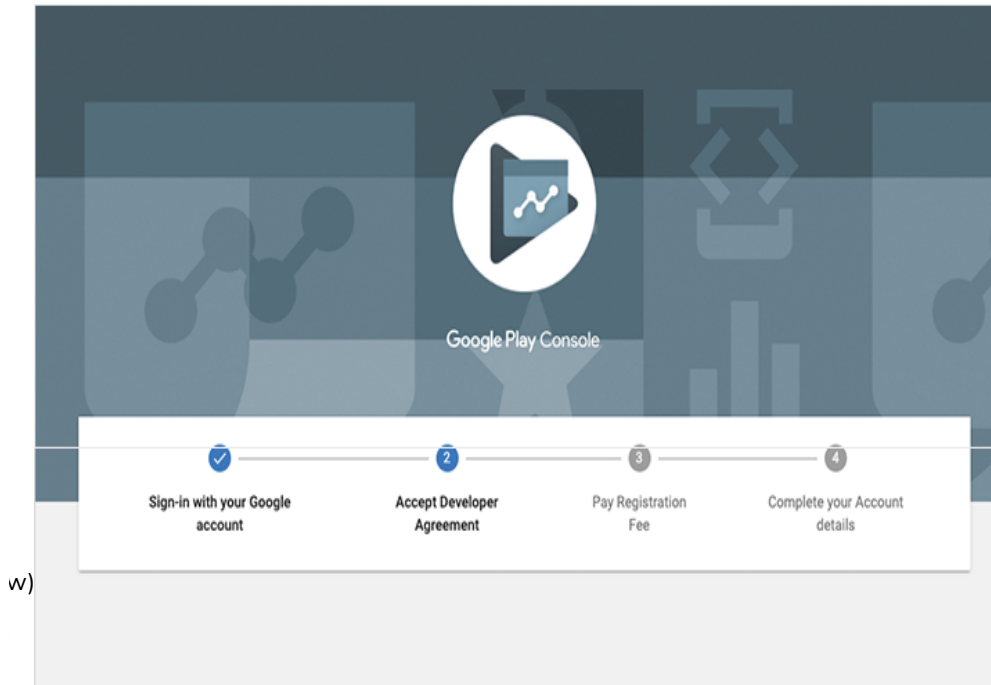
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Once you set these requirements, you are done with the initial settings. Additional details can always be added later.

Note: It takes nearly 48 hours to process the registration fully.



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Step 2: Link The Merchant Account

In case, you are planning in-app purchases, it is vital to create a payment center profile, i.e., merchant profile. Here are the details to do the setup:

1. Sign in to your Play Console
2. Select on Download Reports – Financial
3. Click on the ‘Set up a merchant account now’
4. Fill out your business information

Once the profile is created, it automatically gets attached to the developer’s account. With a merchant account, it becomes easier to manage the sales along with monthly payouts.

Step 3: Developing The Application

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As soon as you set up the Google Play Console, it's now time for adding the application. Here is how to add up the application.

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1. Reach to 'All applications' tab in the menu
2. Now select 'Create Application' (<https://www.mobileappdaily.com/how-to-develop-an-app-from-scratch>)
3. Choose the app's default language from the drop-down menu
4. Add a short app description
5. Tap on "Create"

After adding the app, the name of the app will be reflected as the title. The app information and the description can be changed anytime later.

w) After completing the procedure, you will be taken to the store entry page, where the developer has to add the complete data about the app, along with the app store linking.

Step 4: Prepare Store Listing

The app store listing matters, as it provides all the important information about the product to the users. Following are the listing that you need to take care:

A. Product details: While writing either the app title or the app description, it is vital to quote something of value to the users. It will work as the unique selling point for your application. Also, it is important to make the right use of keywords without stuffing the same.

| Field | Description | Character | Notes |
|---|--|---|---|
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| (https://www.mobileappdaily.com) | | (https://www.mobileappdaily.com/reports) | |
| Title | Your app's name on Google Play. | 30 character limit | You can add one localized title per language. |
| Short description | The first text users see when looking at your app's detail page on the Play Store app. | 80 character limit | Users can expand this text to view your app's full description. |
| Full description | Your app's description on Google Play. | 4000 character limit | |

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B. Graphic details: The graphics assets of the app display the information about the app and include:

- Screenshots
- Images
- Videos
- Promotional graphics
- w)• Icons

Among all these details, the vital details are the screenshots, a feature graphic, and a high-resolution icon. Other details can be added later.

C. Language and translation: This section about the app has in-language screenshots along with other localized images. Here, Google has an option of automated translation of the application.

D. Categorization: It includes the type of the app and the category it belongs to. The drop-down menu includes many options that you could include as the name offers multiple choices that you can choose from. Pick one that your app fits into. You can also add a section to rate your content, which you can get easily by uploading APK to Google Play.

E. Contact details: This section requires the developer to add **MOBILE APP** help the users get support regarding the application. Either add one or multiple contact channels including email and the contact numbers. It will make it easier for the users to contact the app developers (https://www.mobileappdaily.com/mobile-app-development/companies), as it's one of the most essential elements for every business.

F. Privacy policy: Every app follows a comprehensive privacy policy that the app needs to have as well. The privacy policy includes everything about your application (https://www.mobileappdaily.com/app-privacy-policy). It is important for you to disclose to users how your app collects information, the related data, and other valuable information.

Note: You can always complete this step later or save the same in the draft.

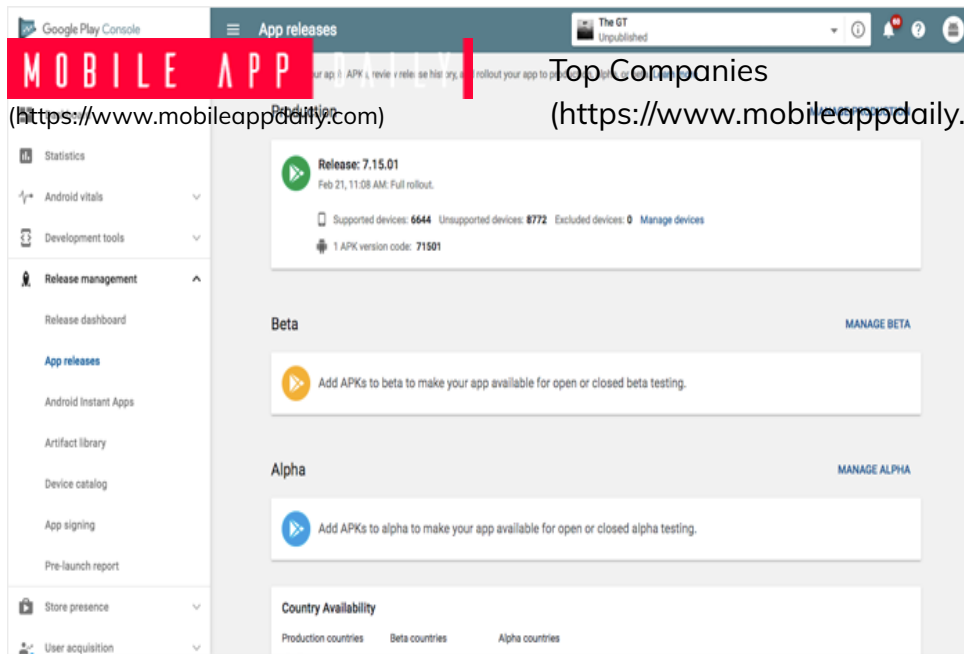
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Step 5: Upload APK to an App Release

- APK is the system that contains everything about the app functionality and the required elements to work on a device. Google Play offers multiple options to upload and release the APK. But before uploading the file, it is crucial to create the app release and for that, navigate to “release management” and then tap on “app release.”

You will find different types of releases that you need to choose from including an internal test, a closed test, an open test, and a production release. Among all these releases, the first three are for testing the app, and thus, it ensures if the app is working properly prior to its release.

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Also, it helps the developers to know about the bugs if there are any. Creating a production release will offer access to users. The next step is to tap on the “create release” option.

Step 6: Provide The Appropriate Content Rating

Rating an app is vital, as it displays it as a rated application. Otherwise, it will show up as “unrated.” As Google Play may remove - unrated apps, it’s wiser to rate it to be on the safer side. For it, the developer needs to go through a questionnaire. It can be accessed when selecting the app in the Google Play Console by navigating to “store presence”. The content rating is on the left menu.

Make sure you put the right entries about your application. Misleading entries may prove to be fatal, as Google Play may remove the application. Also, the appropriate content rating will help to get the right audience for the app that will gradually to grow.

Step 7: Pricing and The Distribution

To successfully go through this procedure, the developer needs to have an apt app monetization technique
(<https://www.mobileappdaily.com/2018/03/5/mobile-app->

monetization-techniques). It can be considered as a free or as a paid

MOBILE APP depending upon the strategy you have.
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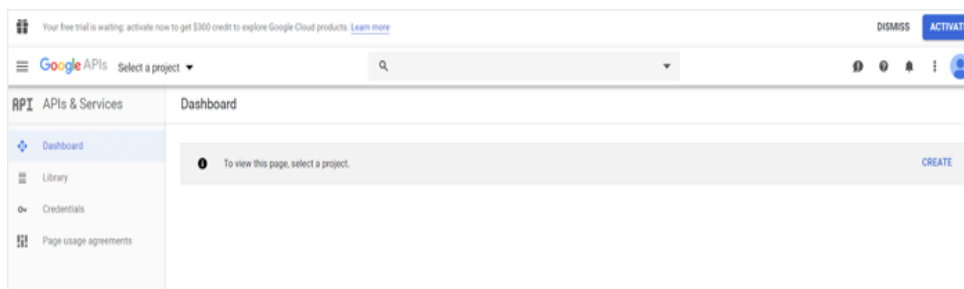
From here, a choice can be made whether to offer the app for free or through a paid version. If the app is paid, set the price in this section. Also, choose the location for its release. You can also opt to offer the app on the specific devices.

2. Things to Know Before Submitting App to Google Play Store

If you are ready with your app and is thinking of submitting it on the app store, check out these crucial Google Play Store factors that are equally vital:

- Google's Developer Dashboard

A developer console is a must to upload an app. It is the backend w)controlling center for the developers that help in uploading the app. Google Play Store developer fee for the dashboard is \$25, which is a one time fee to own a developer account that comes packed with - many features and control options.



Once you have paid the registration fee, you need to fill up the details like the developer name for making the account active. Along with that, you also need to mention the country from where you will be operating the account. Google does not support all the regions for uploading apps to the Play store.

After filling all the details in the account, it takes about 48 hours to

MOBILE APP submitted, Google evaluates every aspect and approve the account accordingly.
(<https://www.mobileappdaily.com>)

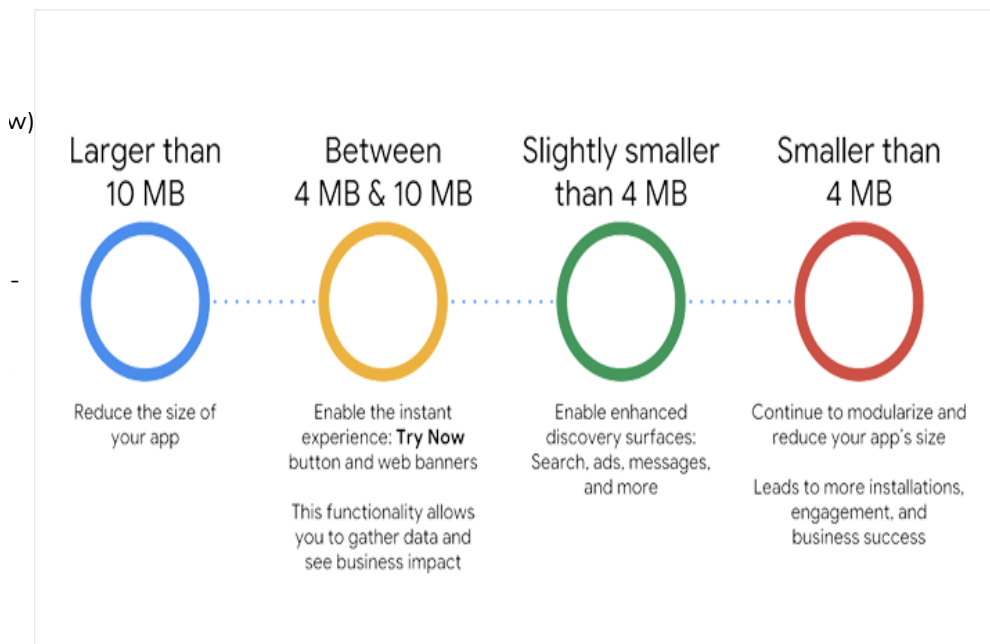
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• App Size

The size of the app's APK file is important (<https://www.mobileappdaily.com/play-store-rating-replaced-by-app-size>) on the Google Play Store, as the permissible size is only up to 50MB. In case of exceeding that limit, the developer needs to add Android APK's Expansion file.

It will help the app to get a place in the Play store with an extra 4GB space on the Google cloud. The added data is saved on the Google cloud and can be recalled during the app installation.



Generally, all the data is downloaded during the time of installation; however, some apps require data downloading after the app is installed.

• App Listing in The Play Store

The other important thing that you must take care of before adding

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is the listing that will help the users to know about the app. Surprisingly, many app developers don't make use of the app listing for fueling app success.

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Every user wants to know what the app has to offer before they make their decision about installing it and a screenshot is the best option for it.

Adding some high-resolution screenshots of the app will solve the purpose. Google allows you to put a maximum of eight images to a listing in the Play Store that should include

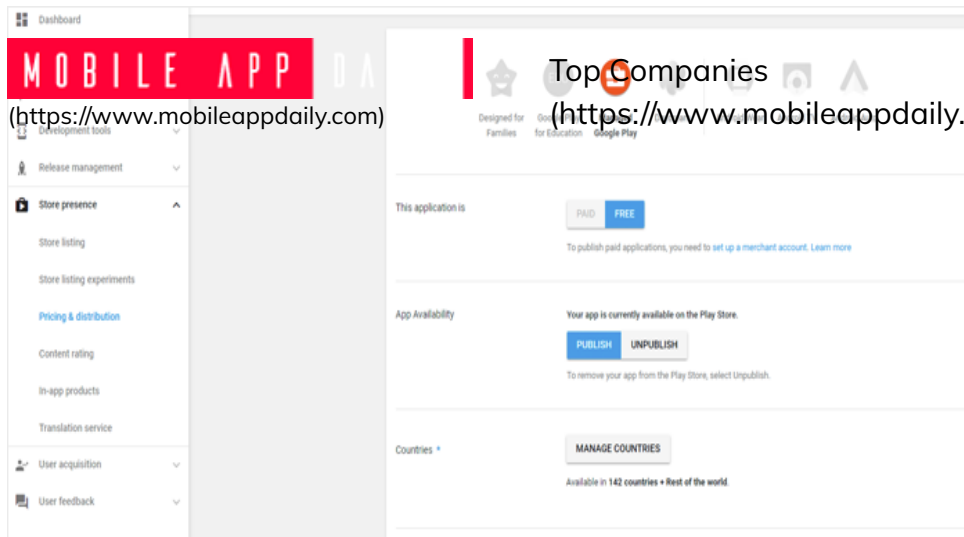
1. One 7-inch tablet screenshot
2. One 10-inch tablet screenshot

Along with these, you need to provide one High-resolution icon image (512 X 512), a feature graphic (1024 X 500), and a promo graphic (180 X 120).

• Selecting Countries and Price

Once you have the listing images ready and gone through all the guidelines, it's time to give your app a price tag and choose the countries where it will be available.

The price selection task should be carefully done because if you put the app for free, it can never be turned into a paid app. However, the price can be adjusted in the future. So, make sure about this aspect before making your app free in the Play store.



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The listed countries include the US, UK, Canada, and Australia, on the other hand, some of the countries like New Zealand and Singapore aren't on the supported list. So you need to make sure that you have checked the list with your respective location prior to applying for the developer account.

3. Google Play Store Guidelines and Policies

The search giant has certain policies and guidelines for the apps - that you need to follow (<https://www.mobileappdaily.com/2018/05/25/app-store-optimization-tips>) for successfully publishing the app in the Play store.

In the case of violating the Play Store terms and conditions, the app will be kicked out of the store immediately.

Moreover, if a developer violates its policies repeatedly, the developer account is blocked and it will disable the developer from operating the developer dashboard and publish any more apps via that account.

Here are some of the categories that fall in the Developer Policy Center of the Google Play Store:

- Restricted Content

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- Privacy, Security, and Deception

- Monetization and Ads

- Store Listing and Promotion

- Spam and Minimum Functionality

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Maturity Levels As per Google Play Store Guidelines

1. Everyone Level
2. Low Maturity Level
3. Medium Maturity Level
4. High Maturity Level

According to the Google Play Store guidelines^{w)} (<https://play.google.com/about/developer-content-policy/>), there are basically four maturity levels and the apps are categorized on the basis of those levels. The four levels are as under:

- **Everyone Level:** Under this level, the app will be good to go for all category of users including minors.
- **Low Maturity Level:** An app requires this maturity level if it comprises any violent cartoon content inside.
- **Medium Maturity Level:** The app must avoid any kind of graphically violent content and if it does contain the graphic violence, then it will be given a medium maturity level tag.
- **High Maturity Level:** This level includes alcohol, tobacco, drugs, gambling and any other kind of violence.

It's Time to Hit The Pedal

After going through all the above-mentioned settings, you should be able to launch the app without any glitch. The final step is to review the app (<https://www.mobileappdaily.com/app-review>) prior to its

release and here the developer has to cross-check the store listing,

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After going through the above-said details, reach to the following options one after another:

- Release Management
- App Release
- Edit Release
- Review and Rollout Release
- Confirm rollout

This action will publish your app all through the desired destination in the targeted country with all the specified details.

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Aparna is a growth specialist with handsful knowledge in business development. She values marketing as key a driver for sales, keeping up with the latest in the Mobile App industry. Her getting things done attitude makes her a magnet for the trickiest of tasks. In free times, which are few and far between, you can catch up with her at a game of Fussball.


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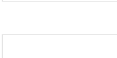
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How to Put an App on the App Store: A Step-By-Step Guide (<https://www.mobileappdaily.com/submit-app-on-app-store>)

4 min read

Once the app development process is completed, the next crucial step is to submit the app to the App Store. And it's not elementary as it sounds. There are a lot of tasks that go on uploading an app to the App Store. To begin with, get started with your Mac system with the latest version of

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Top 10 App Store Optimization Tools In 2020 [Updated]

w) <https://www.mobileappdaily.com/top-app-store-optimization-tools>

4 min read

Mobile apps are now an essential part of the business to sustain a growing revenue. The app economy is experiencing all-time high fiscal figures and expected to set records in the coming years. However, with the new mobile app development trends, the market has more competition than ever. There a

<https://www.mobileappdaily.com/2018/05/25/app-store-optimization-tips>**MOBILE APP MARKETING ([HTTPS://WWW.MOBILEAPPDAILY.COM/MOBILE-APP-MARKETING](https://www.mobileappdaily.com/mobile-app-marketing))**

What is App Store Optimization and How it Boost App Ranking?

<https://www.mobileappdaily.com/2018/05/25/app-store-optimization-tips>

4 min read

With more than 4 million apps in the app stores, the competition to get an app ranked has become tougher than ever. There are over 1 million apps available on the Google Play Store, and it is almost impossible for new apps to get noticed. As per Forrester, about 63 percent of the users with an app delete it within the first 30 days (https://www.mobileappdaily.com/2018/10/22/promote-your-app-for-free) (https://www.mobileappdaily.com/reports) (https://www.mob

(https://www.mobileappdaily.com/2018/10/22/promote-your-app-for-free)

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Promote Your App For Free Using Simple Yet Efficient Ways (https://www.mobileappdaily.com/2018/10/22/promote-your-app-for-free)

4 min read

Building an application is not enough, especially when you want that particular app to perform well in the market. So, in case you are wondering why is that? I am going to go ahead and answer it for you along with an explanation. In order to get the word out for your app, you need to promote it f

(https://www.mobileappdaily.com/2018/08/10/promote-your-app-13-creative-ways)

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Promote Your App: 13 Creative Ways to Reach Out to the Users Easily (https://www.mobileappdaily.com/2018/08/10/promote-your-app-13-creative-ways)

4 min read

There are huge sharks in the market that every new mobile app developer or publisher has to compete with when launching a baby app. And believe me, it is not at all a cakewalk even for experienced entrepreneurs to stand first among the equals. Being said that, it's not the case that you can

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