**Website:** [**https://zeencollagen.com/**](https://zeencollagen.com/)

**Dated: 06/02/2020**

**PRROPOSAL FOR ASO**

**Stratgies for improved App Store Optimization:**

**Metrics to Track:**

1. **Keyword ranking**
2. **App Store impressions**
3. **Number of downloads**

**ON PAGE ASO:**

**Below are the Activities to make your app more visible. To increase downloads**

1. **Keyword Research**
2. **Catchy App description**
3. **Descriptive App Name**
4. **Get the right App icon**
5. **Boost Traffic with promotion**
6. **Promotional Video**
7. **Encourage user reviews**

**OFF PAGE ASO PROCESS:**

1. **Bookmarking**
2. **Classifieds**
3. **Business Listings**
4. **Social Submissions**
5. **PPT and PDF submissions**
6. **Image and Info-graphic submissions**
7. **WEB 2.0**
8. **Blog Submission**
9. **Directory Submission**
10. **Article Submission**

**Social Media Promotion for ASO:**

## Engage on social media

1. **Facebook Page creation**
2. **Facebook page likes**
3. **Twitter page creation**
4. **Twitter followers**
5. **LinkedIn Account creation**
6. **LinkedIn company page creation**
7. **Instagram**
8. **Promotional Video**

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