



APP SUBMISSION CHECKLIST

APP NAME

- ☐ The app name must be at least two characters and no more than 75 bytes.
- ☐ Have at least three back-up names prepared: there may be apps in Apple's system awaiting approval that use your chosen name. There is no way to check if your name is taken until the app submission process, so have at least three alternate names ready just in case.

VERSION NUMBER

- ☐ Numbering should follow typical software versioning conventions (for example, 1.0, 1.0.1, 1.1).
- ☐ Make sure this App Store version number matches the version number set in the bundle. If these don't match, upload errors for later updates might occur.

APP DESCRIPTION

The description should meet the following:

- ☐ The first paragraph should sell the app to the user as that is all most of them will read. Say what is unique about the app and why they would want it.
- ☐ Include a description of features and functionality.
- ☐ The description cannot be longer than 4000 characters

KEYWORD

When users search the App Store, the terms they enter are matched with keywords to return more accurate results. Please come prepared with the following during the submission time:

- ☐ One or more keywords that describe the app you are adding.
- ☐ Separate multiple keywords with commas.
- ☐ Keywords cannot be longer than 100 characters.

Note: Keywords cannot be edited once your binary is in review.



MOBILE MAKERS ACADEMY

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SUPPORT URL

Since users have no way to contact you in the app store, a support URL gives them a way to reach out if they have questions. If your app doesn't have a website, no worries - you can use mobilemakers.co.

CATEGORY (PRIMARY/SECONDARY)

Make sure you know the categories that best describe your app so that customers can find your app. Categories allow users to browse through a collection of apps. iTunes Connect lets you assign your app to two different categories where users can browse to find it. Make sure to carefully choose categories that best describe the main function of your app. All category submissions are reviewed by Apple. When an app appears in search results, it is shown in the category you set as the primary category.

- ☐ Primary category
- ☐ Secondary category

RATING

The rating for your app informs parental controls on the store. All apps are required to have a rating. iTunes Connect provides a list of content descriptions for which you identify how frequently the content appears in your app. If your rating is inaccurate, your app will be rejected.

Rating	Definition
4+	No objectionable material
9+	Infrequent or mild occurrences of realistic violence Infrequent or mild profanity Infrequent or mild mature, suggestive, or horror-themed content Frequent or intense cartoon or fantasy violence
12+	Infrequent or mild medical or treatment-focused content Infrequent or mild references to alcohol, tobacco, or drug use Simulated gambling Infrequent or mild sexual content or nudity Frequent or intense profanity Frequent or intense realistic violence Frequent or intense horror-themed content
17+	Unrestricted web access, such as with an embedded browser Gambling or contests Frequent or intense mature or suggestive content Frequent or intense medical or treatment-focused content Frequent or intense references to alcohol, tobacco, or drug use Frequent or intense sexual content or nudity



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LARGE APP ICON

A large version of your app icon that will be used on the App Store. It must meet the following:

- ❑ It must be exactly 72 DPI, in the RGB color space, and 1024x1024 pixels.
- ❑ The file type must be JPEG or PNG.
- ❑ The icon **must not** have rounded corners.

SCREENSHOTS

Your app will need to have screenshots in order for users to see what it looks like. You are required to submit at least one 3.5" screenshot (unless your app is iPad only). Up to four additional screenshots can be uploaded. You can use the iPhone Simulator to take a screenshot (see *File* menu). Here are the requirements:

Required:

❑ **3.5" iPhone**

Screenshot requirements are 72 dpi, RGB, flattened, no transparency. High-quality JPEG or PNG image file format. 3.5" screenshots are 640x960 (or 960x640 if your app supports landscape mode).

Optional (choose up to four):

❑ **4" iPhone**

As 3.5" except with dimensions of 640x1136.

❑ **4.7" iPhone**

If your app indicates that it is optimized for the iPhone 6, at least one 4.7-inch screenshot is required. 750 x 1334 pixels for hi-res portrait.

❑ **5.5" iPhone**

If your app indicates that it is optimized for the iPhone 6 Plus, at least one 5.5-inch screenshot is required. 1242 x 2208 pixels for hi-res portrait.

❑ **iPad**

If your app is iPhone only, **you do not need iPad screenshots**. If your app is iPad only, **you do not need iPad screenshots**. iPad screenshots are 1536x2048 pixels.

VIDEO PREVIEW

A Video Preview is not required, but if you wish to include one, it should be in .mov, .m4v, or .mp4 format. It should be between 15-30 seconds and a maximum of 500MB

OTHER REQUIREMENTS

- ❑ Turn off orientations you don't support (rotate the phone, does it look awful? If so, fix it)
- ❑ Ensure your app supports 3.5" displays. If not, you will be rejected.
- ❑ All your buttons in the app provide the expected functionality. You may be rejected if not. It is better to remove features in such cases.
- ❑ A LaunchImage is **required**.



MORE INFORMATION

For more information on the above, please see the Apple documentation:

https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect_Guide/Appendices/Properties.html

For more information on Apple's Review Guidelines, see:

<https://developer.apple.com/app-store/review/guidelines/>



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