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Posted by Anchal Goel (/blog/filterByAuthor?author=Anchal-Goel) | Last Updated: 01-Oct-17

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10 Steps To Publish Your Android App on Google Play Store :

10 STEPS TO PUBLISH YOUR ANDROID APP ON GOOGLE PLAY STORE

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10steps



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1. Create an account

Firstly, To publish your app on google play store, you need to have account on google. You may have already personal email account with them but for your app it's better to separate one for manage your app(s) easily. You would have to pay a registration fees of 25 USD, using Google payments, While registering your publisher account. After that, a verification mail would be sent to you and then you sign in to your developer console, where all action would take place.

2. Familiarise yourself with Developer Console

Developer console is starting point and main dashboard for publishing tools and operations. Before you go ahead, familiarise yourself with list of merchant countries and developer countries. You need to review list of merchant countries if you want to sell apps or in app purchases or have subscriptions and list of developer countries will tell you about locations where distribution to Google play users is supported. Apart from this, also looks the Google Play's Terms and conditions.

3. Fill in the necessary account details

After this, you have to provide your complete account details like you have to provide your developer name, the name which would be displayed in Google Play Store. You will have to wait for anything between just a little and 48 hours, after filling the details for Google play developer registration to be processed.

4. Link your merchant account

If you have a paid app or subscription or in app purchases, then you have to inter link your google payments merchant account and developer profile. It can be used for tax and financial identification as well as monthly payout from sale.



5. Upload your app

When you are sign in your Google Play developer console, click on “Add new application” from “All Applications tab”. After this select correct “Default Language” from drop down menu and then type “title” of your app which would be appear on Google Play store. Then, select “Upload APK” button to view on new page which would be your homepage for app. Time taken to upload file depend on your app size. App will be in drafts until or unless you publish it.

6. Alpha and beta testing of app

It is essential to test it with sample of end users to get feedback of app before launch your app even Google play take care of this as well. In section of your app “APK” of developer console, you will find option related to “Alpha Testing” and “Beta Testing”. After you uploaded your app’s “APK” file you can use these options for receive URL that can be shared with testers. By using this link, Testers can download app beta or alpha version. Your testers can not provide reviews and feedback on app page. Now you use this feedback to make relevant changes and optimise your app before publishing in app store.

7. Provide details for store listing

After uploading “APK” file go to “Store listing” tab. Over there you need to add details of app like “Full description” and “Short description”. Along with this add categorisation, contact details, link of promo video if you have, add screenshots and other necessary details to app. After complete mandatory fields click on “Save” button. You can update your store listing anytime.

8. Add pricing and distribution details

Now move on next tab, which is “Pricing and Distribution” and select it is “Paid” or “Free” app. You also select distribution countries and check boxes stating your app complies with content guidelines. If your app is an game one, then you can put in limelight using “Google Play for Game” option. Now save changes and move on next step.

9. Publishing the application

When all three tabs “Pricing and Distribution”, “Store Listing” and “APK” have been filled then appear a green check mark next to them you are all ready to publish app in Google Play. After then click on “Publish this app” button under “Ready to Publish” drop down menu at top right corner of Developer console. A confirmation bar would show up stating your app would appear shortly in Google Play Store.

10. Device Filtering option

There are series of extra option that might not seem to be important to publish the app but they can prevent app from negative feedback. There is also option to manually filter non compatible devices or problematic so make the most use of it to filter out any negativities and stay on the top.

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