Register for a publisher account

The first step is to visit the Google Play Android Developer Console and register for a publisher account.

Here's what you will do during registration:

1. Visit the Google Play Android Developer Console at https://play.google.com/apps/publish/.
2. Enter basic information about your developer identity — developer name, email address, and so on. You can modify this information later.
3. Read and accept the Developer Distribution Agreement that applies to your country or region. Note that apps and store listings that you publish on Google Play must comply with the Developer Program Policies and US export law,
4. Pay a $25 USD registration fee using Google Checkout. If you don't have a Google Checkout account, you can quickly set one up during the process.

When your registration is verified, you'll be notified at the email address you specified during registration.

The Developer Console

Once you've registered and received verification by email, you can sign in to your Google Play Android Developer Console, which will be the home for your app publishing operations and tools on Google Play.

The sections below introduce a few of the key areas you'll find in the Developer Console.

Your developer profile

It contains:

- Your developer name — the name you want to show users on your product details page and elsewhere on Google Play.
- Your developer contact information — how Google can contact you if needed (this information isn't exposed to users.

Your product and listing details

The Developer Console lets you set up a colorful storefront page for your app called the product details page. Your product details page is the home for your app in Google Play — it's the page users see on their mobile phones or on the web when they want to learn about your app and download it.

You can upload custom brand assets, screen shots, and videos to highlight what's great about your app, and you can provide a localized description, add notes about the latest version, and more. You can update your store listing at any time, even if you don't have a new version of your application.

Uploading and publishing

From the Developer Console you can quickly upload a release-ready APK and publish it when you're ready. The app is a draft until you publish it, at which time Google Play makes your product details page and app available to users. You can unpublish the app at any time.

The Developer Console can be found at https://play.google.com/apps/publish/.

More Info on using the Developer Console can be found at http://developer.android.com/distribute/googleplay/publish/console.html.