

Domani ASO Strategy Guide

App: Domani - Evening Planning Productivity App **Core Philosophy:** "Plan Tomorrow Tonight" **Target Launch:** 2025-2026

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ASO Ranking Factors

iOS App Store (2025-2026)

Factor	Weight	Notes
Keywords in Metadata	High	Title > Subtitle > Keywords field. Apple combines tokens within a locale.
Downloads & Velocity	High	Daily download numbers and rate of growth strongly influence ranking
Conversion Rate	Very High	In 2026, product page conversion is one of the highest leverage inputs
Ratings & Reviews	High	90% of featured apps have 4.0+ rating. AI review summaries rolling out late 2025
Retention & Engagement	Medium-High	Session length, churn rate, DAU, uninstall rate all factor in
Technical Quality	Medium	Stability and crash rates impact rankings

iOS Metadata Limits:

- Title: 30 characters
- Subtitle: 30 characters
- Keywords field: 100 characters (commas as separators, no spaces needed)
- Description: Not indexed for search (conversion only)

Google Play (2025-2026)

Factor	Weight	Notes
Keywords in Metadata	High	Title, Short Description, and Full Description are all indexed
Keyword Density	Medium	~1 exact keyword per 250 characters in full description. No stuffing.
Downloads & Velocity	High	Critical for chart rankings and category placement
Conversion Rate	High	Views-to-installs ratio matters significantly
Ratings & Reviews	High	Reviews are fully indexed - keywords in reviews provide search entry points

Retention & Engagement	High	User quality signals weighted heavily
Android Vitals	High	Stability, crash rate, ANRs directly impact rankings
Backlinks	Low-Medium	External links to Play Store listing provide authority signals

Google Play Metadata Limits:

- Title: 50 characters
- Short Description: 80 characters (crucial for conversion)
- Full Description: 4,000 characters (keywords matter here)

2025-2026 Key Trends

1. **AI-Generated Tags:** Apple now auto-generates tags using LLMs trained on your metadata
2. **Custom Product Pages with Keywords (iOS):** WWDC 2025 introduced keywords for CPPs, allowing different pages to surface for different search queries
3. **Post-Install Quality Focus:** Stores increasingly reward apps users keep and enjoy, not just download
4. **Continuous Optimization:** Set-and-forget ASO is dead. Ongoing testing and iteration required.

Keyword Strategy for Domani

Primary Keyword Categories

Based on Domani's unique "evening planning" psychology, here are keyword clusters:

1. Core Functionality Keywords (High Priority)

```
daily planner
task manager
to-do list
todo list
task list
daily tasks
task organizer
```

2. Planning-Specific Keywords (Differentiators)

```
plan tomorrow
evening planner
night planner
tomorrow planner
next day planner
plan ahead
daily planning
```

3. Productivity Keywords (High Volume)

```
productivity
productivity app
get things done
GTD
focus
time management
organize
```

4. Routine & Habit Keywords (Trending)

morning routine
night routine
daily routine
routine planner
habit tracker

5. MIT/Focus Keywords (Niche, Low Competition)

most important task
MIT method
priority task
focus task
one thing
top priority

6. Psychology/Wellness Angle Keywords

reduce anxiety
calm planning
stress free
mindful planning
intentional

Recommended iOS Metadata

Title (30 chars):

Domani: Plan Tomorrow Tonight

Alternative:

Domani – Daily Task Planner

Subtitle (30 chars):

Evening Planner & Task List

Alternatives:

Plan Tomorrow, Execute Today
Daily Tasks Made Simple

Keywords Field (100 chars):

daily,planner,task,todo,list,tomorrow,evening,routine,productivity,focus,MIT,priority,organize,plan

Note: No spaces after commas, no duplicate words from title/subtitle.

Recommended Google Play Metadata

Title (50 chars):

Domani: Daily Planner – Plan Tomorrow Tonight

Short Description (80 chars):

Evening task planner. Plan tomorrow's tasks tonight. Focus on what matters most.

Full Description Opening (First 3 lines - most critical):

Plan Tomorrow Tonight with Domani

Stop waking up stressed about your day. Domani is the daily planner that helps you plan tomorrow's tasks in the calm of the evening, so you wake up ready to execute.

Research shows we make better decisions when relaxed. That's why successful people plan their day the night before.

Long-Tail Keywords (Quick Wins)

These have lower search volume but also lower competition:

```
plan day ahead
tomorrow task list
evening to do list
night planning app
next day organizer
calm task manager
simple daily planner
minimalist planner
3 tasks app
focus on priorities
```

Seasonal Keywords to Monitor

Season	Keywords to Target
January	new year goals, resolution tracker, fresh start, yearly planning
September	back to school, fall routine, new semester, student planner
Year-round	productivity, daily planner, task manager

Screenshot and Visual Asset Guidelines

Key Statistics

- Users spend only **7 seconds** on average on a product page
- **90% of users don't scroll past the third screenshot**
- Optimized screenshots can increase conversion by **20-35%**

Screenshot Strategy for Domani

iOS: 6.9-inch iPhone Required (1290 x 2796 pixels) iPad: 13-inch Required (2064 x 2752 pixels)

Recommended Screenshot Flow (6-8 screenshots):

1. Screenshot 1 (Hook):

- Headline: "Plan Tomorrow Tonight"
- Show: Main planning screen with 3 tasks
- Subtext: "Wake up ready to execute"

2. Screenshot 2 (Core Value):

- Headline: "Focus on What Matters"
- Show: MIT (Most Important Task) highlighted
- Subtext: "One priority. Zero overwhelm."

3. Screenshot 3 (Evening Planning):

- Headline: "Plan in the Calm of Evening"

- Show: Evening planning view with tasks being added
- Subtext: "When your mind is clear"

4. Screenshot 4 (Morning Execution):

- Headline: "Execute with Confidence"
- Show: Morning execution view with checkmarks
- Subtext: "Start your day focused"

5. Screenshot 5 (Simple Design):

- Headline: "Beautifully Simple"
- Show: Clean UI with categories
- Subtext: "3 tasks. That's all you need."

6. Screenshot 6 (Plan Locking):

- Headline: "Lock Your Plan. Sleep Well."
- Show: Locked plan visual
- Subtext: "No midnight anxiety editing"

7. Screenshot 7 (Social Proof):

- Headline: "Join Thousands Planning Smarter"
- Show: Rating stars, user quotes
- Subtext: "4.8 stars from productivity lovers"

8. Screenshot 8 (CTA):

- Headline: "Start Planning Tonight"
- Show: Onboarding or welcome screen
- Subtext: "Free forever. Upgrade anytime."

Design Best Practices

- **Colors:** Use brand colors (based on app.json: #0f172a dark, #7c3aed purple accent)
- **Typography:** Large, readable headlines (32-48pt)
- **Device Frames:** Optional but can increase trust
- **Backgrounds:** Clean, gradient, or subtle patterns
- **Contrast:** High contrast for readability
- **Consistency:** Same visual language across all screenshots

A/B Testing Priority

1. First screenshot (highest impact)
2. Screenshot order
3. Headline copy variations
4. With vs. without device frames
5. Dark mode vs. light mode versions

App Preview Video Best Practices

Impact

- Preview videos can boost conversion by **20-40%**
- Especially effective for productivity apps where flow matters

Platform Requirements

Platform	Length	Format	Notes
iOS	15-30 sec	.mov, .mp4, .m4v	Max 500MB, real in-app footage only
Google Play	30-120 sec	YouTube link	More creative freedom allowed

Domani Video Script (30 seconds)

[0–5 sec] Hook
Visual: Phone showing Domani at night, relaxed setting
Text overlay: "It's 9 PM. Tomorrow is planned."

[5–15 sec] Core Feature
Visual: Adding 3 tasks, selecting MIT, locking plan
Text overlay: "Plan tomorrow in 2 minutes"

[15–25 sec] Benefit
Visual: Morning wake up, phone showing today's tasks ready
Text overlay: "Wake up ready to execute"

[25–30 sec] CTA
Visual: App icon, rating stars
Text overlay: "Download Domani. Plan tomorrow tonight."

Video Do's and Don'ts

Do:

- Start with most compelling feature (first 3 seconds critical)
- Show actual app UI and functionality
- Use benefit-driven captions
- Keep it concise
- Add localized captions for key markets

Don't:

- Use slow logo animations at start
- Include "Free" or "Download Now" (Google policy)
- Show ranking claims
- Use copyrighted music without license
- Make same video for both platforms

Rating and Review Optimization

Target Metrics

- **Minimum viable rating:** 4.0 stars (below this, ranking suffers significantly)
- **Target rating:** 4.5+ stars (featured apps average 4.5+)
- **Review velocity:** Consistent reviews over time > burst of reviews

When to Prompt for Reviews

Best Moments for Domani:

1. **After completing their first plan** (positive achievement)
2. **After 3 days of consistent use** (established habit)
3. **After completing MIT** (dopamine hit)
4. **After a streak milestone** (7 days, 30 days)

When NOT to prompt:

- During onboarding
- After a crash or error
- When user hasn't engaged yet
- Immediately after app install
- When battery is low

Pre-Prompt Strategy

Use a sentiment check before showing the system prompt:

```
[Happy with Domani?]
|
v
[Yes] --> Show App Store prompt
[No] --> Show feedback form (internal)
```

This routes unhappy users to feedback instead of public reviews.

iOS Implementation

```
// Use SKStoreReviewController
// Apple allows max 3 prompts per 365-day period
// System decides whether to actually show prompt
```

Review Response Strategy

Review Type	Response Template
5-star with praise	Thank them, mention specific feature they liked
5-star no text	Thank them briefly
4-star constructive	Thank + acknowledge feedback + mention roadmap
3-star or below	Apologize + offer support + invite to email for help
Feature request	Thank + note it's on roadmap (if true)
Bug report	Apologize + confirm fix timeline

Response timing: Within 24-48 hours for negative reviews

2025 AI Review Summaries

Apple is rolling out AI-generated review summaries in late 2025. These:

- Extract common themes and sentiments
- Display prominently on product pages
- Make review volume and quality even more important

Getting Featured

Apple App Store

Submit a Featuring Nomination:

1. Log into App Store Connect
2. Navigate to Featured > Nominations
3. Submit at least 2 weeks before desired feature date
4. For major features, submit 3 months in advance

What Apple's Editorial Team Looks For:

Criteria	How Domani Can Qualify
User Experience	Evening planning flow is unique and cohesive

UI Design	Clean, minimal, intentional design
Innovation	Evening planning psychology is novel
Uniqueness	No other app focuses on "plan tomorrow tonight"
Accessibility	Add VoiceOver support, Dynamic Type
Localization	Localize for top markets
Latest Technologies	Consider WidgetKit, App Intents, Live Activities

Apple Technologies to Leverage:

- WidgetKit (show today's tasks on home screen)
- App Intents (Siri: "Add task to tomorrow")
- Live Activities (task progress on Lock Screen)
- StandBy mode support
- Apple Watch companion

Google Play

Path to Featuring:

1. Build relationship with Business Developer Manager
2. Demonstrate strong KPIs (retention, engagement, CVR)
3. Participate in Google events (Indie Games Festival, etc.)
4. Have excellent Android Vitals scores

Technical Requirements:

- At least 3 landscape screenshots
 - High performance scores
 - No policy violations
 - Regular updates
-

Localization Strategy

Impact Statistics

- Localized listings see up to **38% higher download rates**
- **74% better visibility** across regions
- Emerging markets (Brazil, Turkey, Indonesia) growing fastest

Priority Markets for Domani

Tier 1 (Launch localization):

1. English (US, UK, AU)
2. Spanish (Latin America + Spain)
3. German
4. French
5. Japanese

Tier 2 (Post-launch): 6. Portuguese (Brazil) 7. Italian 8. Korean 9. Dutch 10. Chinese (Simplified)

Localization Beyond Translation

Element	Consideration
Keywords	Research native search terms, don't just translate
Screenshots	Show local currencies, date formats, character names

Descriptions	Adapt messaging to cultural preferences
Preview videos	Create localized captions or full localized versions
Categories	May vary by market

Localization Process

1. **Keyword Research First:** Use AppTweak or similar to find how users actually search in each language
2. **Hire Native Speakers:** Not just translators, but people who understand local productivity culture
3. **Adapt Visual Assets:** Screenshots should feel native to each market
4. **Monitor Performance:** Track conversion by locale, iterate

ASO Tools Comparison

Recommended Tools for Domani (2025-2026)

Tool	Best For	Pricing	Notes
AppTweak	Keyword research, overall ASO	\$69-549/mo	Best value for indie/small teams. 7-day free trial.
Sensor Tower	Market intelligence, enterprise	\$50,000+/year	Overkill for early stage. Merged with data.ai.
MobileAction	Competitive analysis, Apple Ads	Free tier available	Good keyword intelligence, official Apple Ads partner
App Radar	Store listing management	\$59-299/mo	Can update metadata without console access
ASO.dev	Indie developers, bulk localization	~\$18/mo	Best for budget-conscious teams
Astro	Competitor keyword spying	Varies	Good for discovering competitor keywords

Recommendation for Domani

Phase 1 (Pre-Launch):

- Start with **AppTweak free trial** (7 days) for initial keyword research
- Use **MobileAction free tier** for competitive analysis

Phase 2 (Post-Launch):

- Subscribe to **AppTweak Essential** (\$69/mo) for ongoing optimization
- Add **App Radar** if needing streamlined metadata management

Phase 3 (Scale):

- Consider **MobileAction Pro** for Apple Ads integration
- Evaluate **Sensor Tower** only if reaching enterprise scale

Competitive Analysis Tactics

Direct Competitors to Monitor

Based on Domani's positioning:

Competitor	Why Monitor
Structured	Visual daily planner, won awards, similar UX philosophy

Tiimo	iPhone App of the Year 2025, ADHD/executive function focus
Sunsama	Premium daily planner, "daily shutdown" ritual similar to evening planning
TickTick	Popular to-do app with calendar integration
Things 3	Premium Apple ecosystem, minimal design
Todoist	Market leader in to-do space

What to Track

1. **Keyword rankings:** What terms are they ranking for?
2. **Metadata changes:** When they update title/subtitle/description
3. **Visual asset changes:** Screenshot and icon A/B tests
4. **Update frequency:** How often they ship
5. **Review sentiment:** What users praise/complain about
6. **Pricing changes:** Any adjustments to monetization

Competitive Analysis Process

Frequency: Every 3 months or before major updates

Steps:

1. List top 5-10 competitors (not just giants, include mid-tier apps ranked #5-50)
2. Extract their keywords using ASO tools
3. Identify gaps (keywords they don't rank for)
4. Analyze their screenshots for conversion tactics
5. Read their reviews for feature ideas and pain points
6. Cross-check paid vs. organic keywords

Finding Keyword Gaps

Look for keywords where:

- Competitors rank but you don't
- Search volume is decent (500+)
- Difficulty is achievable (<50)
- Relevance to Domani is high

Example gaps Domani could target:

- "evening planner" (competitors may not target)
- "plan tomorrow" (unique positioning)
- "3 tasks" (MIT methodology angle)
- "calm planning" (wellness angle)

Implementation Checklist

Pre-Launch ASO Checklist

Keyword Research

- Identify 50+ potential keywords using ASO tools
- Categorize by: Core, Differentiation, Volume, Long-tail
- Analyze top 10 competitors' keywords
- Finalize keywords for iOS (title, subtitle, keywords field)
- Finalize keywords for Google Play (title, short desc, long desc)

Metadata Creation

- Write iOS app title (30 chars)

- Write iOS subtitle (30 chars)
- Create iOS keywords field (100 chars)
- Write iOS long description (conversion focused)
- Write Google Play title (50 chars)
- Write Google Play short description (80 chars)
- Write Google Play full description with keyword density
- Select primary and secondary categories

Visual Assets

- Design 8-10 screenshots following the recommended flow
- Create screenshots for all required sizes (6.9" iPhone, 13" iPad)
- Design Android screenshots (phone and tablet)
- Create app preview video (30 seconds)
- Create YouTube promo video for Google Play
- Design feature graphic for Google Play (1024x500)

App Icon

- Test icon visibility at small sizes
- Ensure contrast with both light and dark wallpapers
- A/B test 2-3 icon variants if possible

Ratings Setup

- Implement review prompt logic at optimal moments
- Add pre-prompt sentiment check
- Set up review monitoring and response workflow
- Create response templates for different review types

Post-Launch ASO Checklist

Week 1

- Monitor keyword rankings daily
- Respond to all reviews within 48 hours
- Check conversion rate in App Store Connect / Play Console

Month 1

- Analyze which keywords are driving traffic
- Start first A/B test (screenshot or icon)
- Assess competitors' reactions

Monthly Ongoing

- Update keywords based on performance data
- Refresh screenshots if conversion dropping
- Respond to all reviews
- Monitor competitor changes
- Review seasonal keyword opportunities
- Check for new ASO tool features

Quarterly

- Full competitive analysis
- Major metadata refresh consideration
- Localization expansion assessment
- Feature nomination submission

Localization Checklist

- Research keywords in target language (not just translate)
- Hire native speaker for review
- Create localized screenshots
- Localize app preview video captions
- Test localized listing before going live
- Monitor locale-specific conversion rates

Feature-Readiness Checklist

- Implement VoiceOver/TalkBack accessibility
- Add Dynamic Type support (iOS)
- Maintain 4.5+ star rating
- Implement latest platform technologies (Widgets, Intents)
- Ensure crash-free rate >99%
- Submit featuring nomination 2+ weeks early
- Prepare story/pitch about app's unique value

Quick Reference: Domani Metadata

iOS App Store

Title: Domani: Plan Tomorrow Tonight
Subtitle: Evening Planner & Task List
Keywords:
daily,planner,task,todo,list,tomorrow,evening,routine,productivity,focus,MIT,priority,organize,plan

Category: Productivity
Secondary: Lifestyle

Google Play

Title: Domani: Daily Planner – Plan Tomorrow Tonight
Short Description: Evening task planner. Plan tomorrow's tasks tonight. Focus on what matters most.

Category: Productivity
Content Rating: Everyone

Sources

ASO Ranking Factors

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