

<http://localhost:3000>

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Introduction

You have built a great app, but can people find it, and do they want to install it?

When we talk about **App Store Optimization (ASO)**, we focus on two things: discoverability and conversion.

1. **Discoverability** - making it easier for users to find your app on the app store.
2. **Conversion** - increasing the likelihood of a user installing and trying out your app once they have found it.

In other words, we don't just want to create apps: we want people to find the apps, install them and use them.

We will begin by looking at the area of discoverability.