

Factors impact your App Store Ranking .

#1. App Name/Subtitle, and Description

-Apps which include **keywords in their title rank on average 10.3% higher** than their keyword- less counter-parts.

-Opting for a short, title for their app.

Ex. The brand name, “**GetFit**,” is short and concise. And the keyword, “**Home Workout & Fitness**,” describes the purpose of the app.

However, keyword stuffing or the inclusion of irrelevant keywords is a bad idea. Though this technique might help you get more impressions

#2. Your targeted Keywords :

The keywords you target directly impact the search terms you rank for, App Store keyword you're restricted to 100 characters.

Make sure you use your full allocation of characters, and avoid targeting unnecessary search terms; if your keyword appears in your title, you **don't** need to target it again.

Separate keywords with commas, and don't use spaces anywhere.

What does a winning keyword look like?

Ex: high traffic volume, low competition.

Your keywords are an important to App Store ranking factor on both iOS and the Google Play store, so choose them wisely.

#3. Number of Downloads

The key metric Apple looks at is the number of downloads your app gets.

“If more people are downloading your app, this will significantly improve your ranking.”

More accurately, Apple focus on *download velocity*.

if it's being downloaded more frequently **right now** it will still rank strongly.

#4. Positive Ratings - User Ratings and Reviews

User ratings and reviews are crucial app store ranking factors that can either make or break the success of your app.

You should also encourage users to rate and review your app in the app stores.



Fig : shown App rating & review impact in chart from Fiksu.

Apps above 4 stars receive a ranking boost & apps below 3 receive a penalty

Make sure that you **always respond to their feedback**, especially if it's negative. It can help you turn negative feedback into a positive experience for the user. Negative reviews are also an opportunity to identify and solve bugs to improve the user experience.

#5. Visual Assets (App Icon & Screenshots)

The icon, screenshots, and feature graphic of your app are one of the important app store ranking factors that you should optimise.

Screenshots : The most important rule to remember when creating your screenshots is that they should not be screenshots. They are, instead, promotional graphics. That means you can include text or other graphics to tell your app's story in an interesting, visual way.

#6. Promote your in-app purchases : (This point was only mentioned in developer.apple.com)

In-app purchase names are limited to 30 characters and descriptions are limited to 45 characters, so choose your words carefully. Be descriptive, accurate, and concise when highlighting the benefits of your in-app purchases.

Keep it simple yet unique and creative.

Reference Link :

1. <https://developer.apple.com/app-store/search/>
2. <https://www.mobiloud.com/blog/factors-really-impact-app-store-ranking/>
3. <https://appradar.com/academy/bonus-chapters/app-store-ranking-factors/>
4. <https://shanebarker.com/blog/app-store-ranking-factors/>
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