

ASO

Cheatsheet

App store optimisation

ASO is all about the app store listing page

App name and title (Biggest impact on both Apple and Google)

- Apple limited to 30
- Google limited to 50
- Aligned to top search traffic keywords
 - E.g. Pandora: Music & Podcasts

Keywords field (Not available on Google)

- Need to look at search behaviour of segment
- Monitor against competition week-to-week and experiment

Keywords metadata

- Apple provides you with 100 characters to enter keywords separated by commas.
- Google for now allows unlimited characters
- Choose keywords not already used in the title.
- Avoid false information, emojis and icons.

Description

- Google uses this for its secondary keyword strategy
- Apple App Store algorithm ignores the description
- Users, however, are a different story. Focus on explaining the features and benefits of your product. Make your pitch brief, as readers hardly ever expand the 'read-more' or open the modal on Google
 - Apple: You have 403 characters
 - Google: You have 644 characters
- Google prioritises 'keyword density' (Repeating keywords 5 times).
- The first 80 characters of your Description are often referred to as the Short Description and are highly valuable

Subtitle (Not available on Google)

- Used for more descriptive keywords



Downloads

- **Total number**
 - Largely Ad and marketing spend dependent
 - But, it correlates to search performance
- **Velocity:** Prioritises an upward trend (Google only)
- **Retention:** Prioritises apps that stay on the device (Google only)

Ratings and reviews

- Incentivise reviews
- Use an App review plugin

Categories & Tags

- Apple only allows one 'category' for your app
- Google Play has multiple 'tags'

Other considerations

Web Apps (PWA's)

Some of these reasons, mainly SEO and competition (both for space on user devices and within the store) are why many are moving to PWAs (advanced web apps). Clients might want to consider a PWA version in the future that is highly SEO enabled and available everywhere advertised and on any device (desktop and tablet included).

Web apps have come a long way. Building your application with web-first technologies (Javascript) allows you to create your app once and distribute it on multiple platforms. There are now options to convert web apps into native apps and Google and Microsoft now let you list web apps within their app store.

