ASO Checklist

OrganicDownloads.com

Why App Store Optimization?

- Over **60%** of all downloads are driven by App Store search

- **100%** of people who download your app see your app store page

- **How well are YOU driving and converting app store traffic?**

Illustrative Example

How ASO can more than **double downloads** for a $100,000 app marketing budget

	Before ASO	After ASO
Paid installs Budget **$100,000** CPC **$0.50**		
App store views	200,000	200,000
Conversion	15%	30%
Installs	30,000	60,000
Organic installs (over 3 months)		
App store views	3,000	60,000
Conversion	20%	35%
Installs	600	21,000
Total installs	**30,600**	**81,000**

165%

ASO Driven Downloads Increase

Key Factors in ASO

App Name

- Your app's name will influence discovery more than any other factor, including the Keywords section. With 255 character limit, you have enough space for both app name and highest value keywords to add ranking weight to your title.

- The formula for an effective app name is: **"App Name - Relevant Keyword Optimized Slogan"**

App Icon

- App icon is the first visual element that potential users will evaluate. It is extremely important to hook users with your icon. For example, if you app is featured, users will see nothing but the icon and the first 20 characters of your title.

- When choosing an icon, most developers use a variation of their logo. This may not be the best strategy unless your logo is already recognizable or conveys the value and functionality of your app. A visually descriptive icon that conveys the value of the app on an emotional level typically drives better results.

- Given the importance of the icon, it may be worthwhile to run a small test to measure your audience's response to each design.

Screenshots

- Screenshots play a key role in converting from app store page view to download. Increasing this rate from 10% to 20% would double your downloads. Take screenshot design as seriously as you would the design of a new page in your app.

- Screenshots must primarily communicate to users NOT the feature set of your app, but rather the end value that your app provides to the user (what problem does it solve?) and based on screenshot design, the quality of your app.

- Thus, do NOT add app screenshots without further commentary. Instead, add exciting graphics that may not be in your app, but help put the screenshots into context.

Keywords

- Keywords are an effective tool for driving organic traffic to your app

- With 100 character limit for keywords, it is important that you:

    1. Delete spaces between keywords to save character count (commas do the trick)
    2. Do not repeat keywords present in your app name
    3. Do not use connector words

- Initially, in your optimization, do not focus on trying to rank high for generic keywords that you'd want the most (for example "photography" or "game") - your app will need to grow into these

- Instead, focus on appearing high when someone searches for your competitor's product or a more specific term. Exact app names, e.g. when someone searches for "FanDuel", have a lot less results than when someone searches for "fantasy sports". Tools can help measure competitiveness of different search terms.

Video Preview

- While a video preview typically helps conversion, even more importantly having a video results in a higher ranking and aids discovery.

- Hence, you should not delay putting up a video, even if you are not yet 100% happy with it - the impact on your ranking will be worth it.

- General rules for videos are: keep it under 20 seconds, have a themed soundtrack (but know that many people won't hear it), and avoid starting with a standard branding splash-page.

Description

- App description is one of a few elements of your app store page that can be edited without an app release, and you should optimize it continuously.

- Descriptions that start with a press or 3rd party quote, a short-term in-app event or a sale tend to convert better

Reviews

- Reviews are an important driver of ranking and impact conversion, but are often overlooked.

- Search page in the app store only shows reviews for the current version, so you need to have a strategy for generating reviews after each release.

Need help?

- Effective ASO can make or break an app: prefer to focus on your product?

- Get in touch for a proposal on how we can implement ASO for your app

- Our services are geared to developers with a marketing budget of $100+k

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