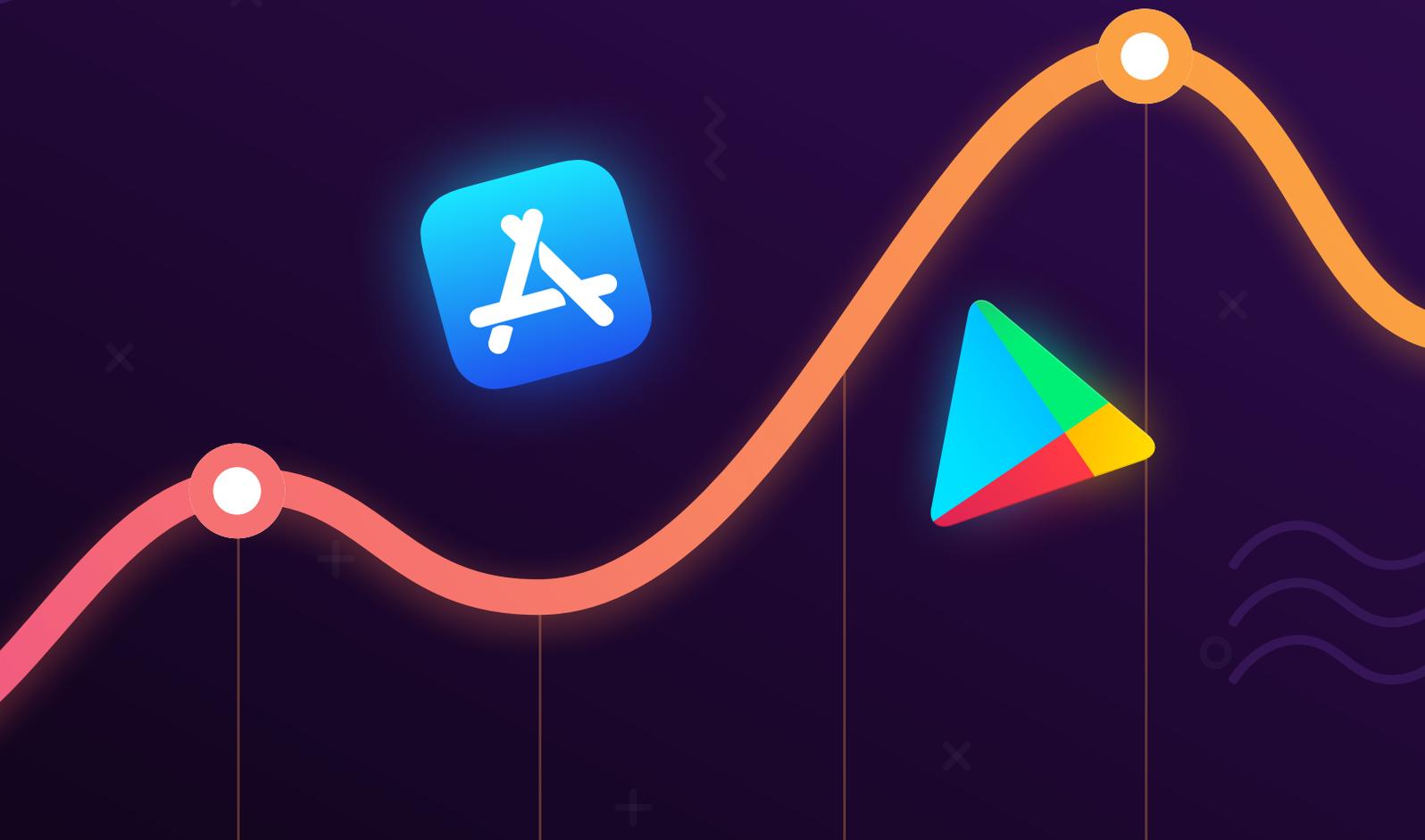


APPFOLLOW

APP STORE OPTIMIZATION 2020 CHECKLIST

by Ilia Kukharev, ASO Personality of the Year



Optimize for Search

In 2020 the traffic that the search delivers will still be extremely important: it brings top rankings in the stores, highly qualified users, plus trust and credibility. Do not take a “sit back and wait” approach to organic visibility. Instead, be proactive and optimize your app page for the App Store and Google Play search algorithms.

Here are the steps that will help you to win in the App Store and Google Play search:

The App Store

- Use all the characters available in the App name, Subtitle and Keywords fields**
30 symbols for App name and Subtitle, and 100 symbols for Keywords
- Be aware of the [App Store Subtitle bug](#)**
Starting in May 2019, the App Store stopped indexing the last word in Subtitles with exactly 30 symbols. Subtitles with 29 symbols or less were not affected
- Use only keywords, that are relevant to your app category**
Using irrelevant keywords will negatively affect the install conversion rate, and the App Store will lower your app's position in the search results
- Check the [keyword's popularity](#) and difficulty before implementing it**
Focus mainly on the keywords that have high popularity scores and a lower number of competitors in the search results
- Use 'English UK' keywords to get traffic for them worldwide**
The English UK locale is universal and apps can be indexed for it in every country. Use this opportunity to cover more search terms
- Use 'support locales' for the target regions**
Check which locales are available in your target markets. For example, ES-MX locale is indexed in the US, and using it will double the available characters
- Add your most strategic keywords to the Title and Subtitle, and add other keywords to the Keywords field**
Keywords from the Title and Subtitle have more weight with the App Store algorithms

- Only use every keyword once**
Do not repeat the same keywords in the Title, Subtitle and Keywords field. It won't improve your chances of ranking higher for these keywords
- Use commas in the Keywords field to separate words**
Do not use any other punctuation marks in the Keywords field
- Do not write exact keyword combinations in the Keywords field**
Leave it to the App Store algorithm to create the most relevant combinations. Ex. instead of writing "cheap flights, cheap tickets" use "cheap,flights,tickets"
- Do not use common keywords**
For example, 'free', 'game', 'app', 'iPhone', 'iPad'. These keywords will be automatically added to your app or game by the App Store
- Localize your app page in all the languages you target**
Pay attention to the correct CTAs on the localized screenshots
- Don't do the literal translation of your strategic keywords when localizing**
While these keywords may work well for you in one language, it doesn't mean that their literal translation will also be popular. Check translations for relevance and popularity

Google Play

- Use all characters available in the App name and Short description**
In Google Play the app title and the icon are the only visible app elements in the search results. Your app title should give users comprehensive information about what your app does.
- A/B test the short description to find the one with the most conversions**
Use the native Google Play A/B testing tool to find out which CTA attract more users
- Keep the full description about 2000 - 2500 characters long**
Although repeating keywords is good for the Google Play ASO, keep an eye on word count to avoid keyword stuffing. It may lower your positions in search results
- Check the full description with [Google Natural Language](#) tool**
Optimize the full description for Google algorithms as well, it will improve the chances of your app to be recommended to the Google Play users
- Global ASO is also a must in Google Play**
In particular, a localized app page and description will help Google to categorize your app in local search results and also include it in recommendations

2 Optimize for Browse

With the constantly growing number of available apps, both Apple and Google are offering new solutions for users to get access to the most relevant apps with less effort. So featured tabs and collections are getting more space in the stores, and browsing channel traffic is growing.

Here's what you can do to increase your app's chances of being featured or included in collections of similar apps:



Use CTAs on the screenshots

Make sure your CTAs are catchy and readable without the need to zoom



Localize Graphic assets for target regions

When localizing your app page, do not forget to translate CTAs in the screenshots. For some markets, it will also make sense to adapt layout and colors for the local audience preferences



A/B test before going live

Use the Google Play native A/B tool to compare how different sets of screenshots perform. Do not apply Google Play test results to the App Store, instead run a Search Ads campaign to test current vs new screenshots



Make your graphic assets Dark Mode ready

As Dark Mode is taking over the stores, make sure that your screenshots are clearly visible on the dark background



To get recommended, keep an eye on your conversion rate

Stores are more likely to include an app in featured collections if it has a high conversion rate

3 Create an app that users will love

Make your app attractive for the App Store and Google Play algorithms, and don't forget to make it desirable for potential users of your app. Here are some ideas on how to improve your interaction with users and create an app they will love:

- Support new technologies and trends**
Mobile users love to try out the new features of their smartphones immediately. Supporting new iOS and Android software and hardware features will help you to attract them to your app
- Build on your competitors' success**
Analyze your competitors' apps and their marketing strategy, think about what additional value your product can offer to the target audience
- Take care of your app's average rating**
A vast majority of stores' users will check your app rating before downloading it. Apps with three stars and lower lose half of possible downloads*
- Reply to reviews**
Your interaction with users will help to improve app ratings and conversion rates, which will positively affect the number of downloads and revenue
- Track your ANR/Crash rate**
When users download your app, they want to be sure they will get a reliable, quality product. High ANR and Crash rates will lead to uninstalls and lower rankings

*May ASO
be with you*



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