ASO GUIDE
2021/2022
INDEX

01 2021/2022 ASO Guide
   Introduction                                        PAG 04

02 ASO news 2021                                     PAG 14
ASO news in iOS 15                                   PAG 18

03 ASO On-Metadata factors on Apple App Store and
   Google Play Store                                  PAG 22

04 ASO Off-Metadata factors on Apple App Store and
   Google Play Store                                  PAG 33

05 Keyword Research                                  PAG 40

06 Traffic sources                                   PAG 55

07 Visual assets                                     PAG 59

08 Ratings & Reviews                                 PAG 72

09 Conversion Rate                                   PAG 79

10 ASO and UA campaign                              PAG 83

11 Android vitals                                   PAG 91

12 SEO visibility                                   PAG 96

13 Seasonal ASO                                     PAG 103

14 Case Studies                                     PAG 107

15 ASO checklist                                    PAG 119
2021/2022 ASO GUIDE
INTRODUCTION
IN 2020, USERS DOWNLOADED 218 BILLION APPS WORLDWIDE

The number of mobile application downloads worldwide in 2020 was 218,000 million (218,000,000,000), a figure that represents a growth of 7% over the past year, excluding re-installs and app updates, according to the report “State of Mobile 2021” posted by App Annie. To this data it must be added that many of these downloads come from markets such as China, India, the United States and Brazil. App downloads from users in mature markets such as the United States, Japan and South Korea have increased slightly compared to the decrease they experienced the previous year. Downloads in 2020 in the United States reached 13.4 billion, 2.6 billion in Japan, and 2.5 billion in South Korea.

Another interesting fact is that, just as the adoption of mobile devices boomed in 2020, advancing from 2 to 3 years in just 12 months, the spendings made by app users through mobile devices reached 143,000 million dollars, assuming a year-on-year growth of 20%.

Finally, it should be noted that in countries such as the United States, the average use of mobile devices exceeded 4 hours and 10 minutes during the Covid-19 pandemic, representing an increase of 20% compared to 2019.
AVerage mobile use per day and user 2019 vs. 2020

- **Indonesia** - 4.4 hours day / user in 2019 vs. 5.2 hours day / user in 2020 (+18.2% growth)
- **Brasil** - 3.8 hours day / user in 2019 vs. 4.8 hours day / user in 2020 (+26.3% growth)
- **India** - 3.3 hours day / user in 2019 vs. 4.6 hours day / user in 2020 (+39.4% growth)
- **México** - 3.7 hours per day / user in 2019 vs. 4.4 hours per day / user in 2020 (+18.9% growth)
- **Argentina** - 3.7 hours per day / user in 2019 vs. 4.4 hours per day / user in 2020 (+18.9% growth)
- **Corea del Sur** - 3.7 hours day / user in 2019 vs. 4.4 hours day / user in 2020 (+18.9% growth)

Source: Adaptation from App Annie

Average hours spent on mobile per day per user
Regarding the main app stores, in the last quarter of 2020 the Apple App Store exceeded 2 million apps available (2,098,224) and Google Play Store exceeded 3 million apps available (3,148,832), according to Appfigures and Statista. With this data, your app is in a tough competition to be discovered, downloaded and used. The question is: How to become visible in the app stores?

WHAT IS ASO?

ASO is the acronym for App Store Optimization and it’s the process of optimizing an app (both listing and product) in order to increase visibility in Search and Navigation (Browse / Explore) in app stores, as well how to improve the Conversion Rate, both in visits and downloads.

At PICKASO, we understand ASO as since, in addition to helping us achieve free organic downloads, it has a direct impact on user acquisition costs and, therefore, on the business.
APP DISCOVERY: SEARCH & KEYWORDS TRENDS

As we just mentioned, the main objective of App Store Optimization (ASO) is to increase visibility in stores and the volume of organic downloads. But how do users discover new apps?

In 2021, the trend in search of branded keywords is still very present and its importance is becoming higher.

In the first quarter of this year, an AppTweak study for BusinessOfApps showed that branded or branded keywords are the most searched keywords in all the countries in the study. In the following graph we can see the percentage of generic keywords (non-branded) in the different countries studied which appear within the top 20 keywords with the highest search volume:
We see that in Spain, only 5% of those 20 keywords (1 keyword in total) are generic, demonstrating the importance of branded keywords in the Spanish market. This is also the case in the other countries studied, in India and in the United States where only 1 non-branded keyword within the top 20. In the other countries included in the study this number goes up to a maximum of 6 non-branded keywords within the top 20.
HOW MANY SEARCH KEYWORDS ARE BRANDED?

In an experiment conducted by Sebastian Knopp, Growth and Product Strategist at appkeywords.net, it was found that automatic keyword suggestions are also dominated by brands in the Apple App Store. The study shows that of the 260 keywords suggested automatically, only 13 are not branded (which represents 5%).

Another noteworthy fact is that 12% of users search for apps on a daily basis, and 50% search for apps every week. During a 1 month period, Google processes a total of 6 million unique keywords combinations in searches on the Play Store.

Short and mid-tail keywords are still dominated by brands along with very competitive generic terms. However, there are ASO tools that can help you search for keywords for your project.
To allow users to discover your app or mobile game and convince them to download it, both App Store and Google Play are offering new features and tools.

The App Store announced in June the arrival of custom listings with the next update to its iOS update, iOS 15, which will allow developers to publish up to 35 different product pages at the same time and target them to specific audiences, allowing them to optimize them for each audience with the aim of improving the download conversion rate. Google Play already offers the possibility of publishing custom listings since 2019, although it is limited only to a maximum of 5 different listings.

Also, with the next release of iOS 15, it’s important to highlight the arrival of in-app events, which will allow users to discover different events offered by an app directly from the store, resulting in a more updated and more dynamic App Store and offering users more ways to discover new apps and games.
In 2021, the category with the most downloaded apps, both in the Apple App Store and the Google Play Store, worldwide, continues to be “games”, which is always the most competitive category.
Having disclosed all this data and seeing how the use of mobile devices and app downloads has increased as a result of the Covid 19 pandemic, we need to highlight the importance of having a well-defined ASO.

This should be different and adapted for each store, aiming to improve visibility in all areas: search, browse and explore as well as improving the download conversion rate. This 21-22 ASO Guide will help you define the key strategies and tactics to achieve the best results for your mobile app or game.
# NEWS / TRENDS 2021

<table>
<thead>
<tr>
<th>NEWS</th>
<th>DESCRIPTION</th>
<th>APP STORE</th>
<th>GOOGLE PLAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Play Title 30 characters</td>
<td>Titles length will be limited to 30 characters (currently limited to 50).</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Prohibited keywords on Google Play product pages</td>
<td>Keywords including promotion (free, top, download now) will be prohibited in the App Icon, Title and Developer Name.</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Confusing visual elements prohibited in Google Play icons</td>
<td>The visual elements that can fool users in the icon will remain prohibited (discounts, update now, new, top...).</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Search filters on Google Play</td>
<td>Right now, Google Play offers filter: ratings superiors to 4* or 4,5*, “editor choice” and even new apps.</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>NEWS</td>
<td>DESCRIPTION</td>
<td>APP STORE</td>
<td>GOOGLE PLAY</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>------------</td>
<td>-------------</td>
</tr>
<tr>
<td>IDFA</td>
<td>IDFA follow up will require users permission to track the activity and then show more adequate ads. The developer will need to add all the tracking data information on the app page.</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>15% service price for the first million dollar earning</td>
<td>At the beginning of the year 2021, an additional level of service price was announced to help drive developers’ success on Google Play. Since July 1st, the service price will be 15% instead of 30% for the first million of annual profit.</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Customization of App Store product pages</td>
<td>iOS 15 will offer the possibility to create additional versions to the original product page and send specific audiences to a concrete product page with a unique URL.</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>In-app events on the App Store</td>
<td>In-app events are events within the app or games, such as the launch of a new movie or a live streaming session. With iOS 15, the users will be able to discover in-app events directly from the store. These events will be discoverable through custom recommendations and editorial selections in the sections Today, Games and Apps, as well as in Search results and in the app product page.</td>
<td>✔️</td>
<td>✗</td>
</tr>
<tr>
<td>NEWS</td>
<td>DESCRIPTION</td>
<td>APP STORE</td>
<td>GOOGLE PLAY</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>-----------</td>
<td>-------------</td>
</tr>
<tr>
<td>A/B test on the App Store</td>
<td>With iOS 15, experiments in the App Store listing are finally coming, even though they will only be available for visual elements (icon, screenshots and videos) but not for textual fields.</td>
<td>✓</td>
<td>×</td>
</tr>
<tr>
<td>Increase in the impact of visual optimization on app promotion</td>
<td>Visual optimization increases conversion between 17% and 24%. New trends in visual optimization are emerging, minimalism is gaining ground in the visual fields as it is the best way to generate conversion and differentiate from the competition.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Increase in apps using subscription as their monetization model</td>
<td>Many apps started to launch their subscriptions packages, and it is no secret that for the App Store and Google Play, there is a promotion preference for apps using subscription models as they receive a percentage of that said income.</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
The first news is that the App Store will allow A/B testing to optimize the product page, get better results and increase the conversion rate.

This new feature will help improve the ASO strategy and will enable developers to try different icons, screenshots and video previews in App Store’s product page and to compare the performance to understand what converts best for users.

The new App Store A/B testing will allow you to test up to 3 different elements and, from the App Analytics section of App Store Connect, you will be able to see the main results of the ASO KPIs such as for example impressions and conversion rate to compare performance with the original product page.

The active tests will gather data up to 90 days, which means that it will be the maximum duration of the tests.

Another new feature that App Store will offer with iOS 15 is the possibility to create additional versions to the original product page and send specific audiences, from paid user acquisition campaigns, to these additional versions, using a unique URL linking to this specific product page. This includes the possibility to:
Create product pages and upload them independently to the published version.

Publish up to 35 product pages at the same time.

Track the data of each product page with page views, impresiones, downloads, CR and more.

Measure retention data and the average income per paid user for each custom product page to see their performance over time.

**IN-APP EVENTS**

The in-app events are events within an app or game, such as the launch of a new movie or a live streaming session. By the end of the year, **users will be able to discover events of an app directly on the App Store**, which will widen their reach.

These events will be visible in custom recommendations and editorial selections **in the sections Today, Games, Apps, but also in Search results and in the app product page** if the event is active.
The event cards will be presented in a format that **includes images or videos**, **the name of the event** (30 characters), a short description (50 characters) and a **long description** (120 characters). All this information will be added by the developer, but we still don't know if these texts will be indexed by Apple's algorithm.

Users will be able to open a detailed page of the event that will offer them a more immersive experience with a longer description of the events and some notes about if a purchase or a subscription is required within the app.

From this page, you will also be able to **share the event with other users**, for example, through messages or social media. The users will be able to choose to receive a notification from the App Store when the event starts not to lose anything.

The in-app events will be configured from App Store Connect and its performance data will appear as statistics in App Analytics.

### NEW METRICS IN APP ANALYTICS

Apple also announced new metrics in the **App Analytics** section of the console that were not available until now:

- Re-downloads
- Total downloads
- Income data
- ARPU: Average Revenue Per User
- Pre-registration
- Actualizations

The in-app events will be configured from App Store Connect and its performance data will appear as statistics in App Analytics.
App Store search has always been based on facilitating users' search to find the apps they are looking for. For this reason, with developers feedback, Apple decided that its search results will still be based on objective characteristics such as downloads, ratings, relevance of the on-metadata textual fields and users behaviour. According to this, Apple agreed to maintain the current search system on the App Store for at least 3 years.
ASO ON-METADATA FACTORS ON APPLE APP STORE AND GOOGLE PLAY STORE
ASO ON-METADATA FACTORS ON APPLE APP STORE AND GOOGLE PLAY STORE

**ASO FACTORS DEFINITION**

ASO factors are the factors that directly impact App Store Optimization, both in terms of visibility (Search and Browse / Explore) and conversion rate to download.

**ASO ON-METADATA FACTORS**

The ASO On-Metadata factors are the factors that can be edited / modified by developers directly in App Store Connect or Google Play Console.
<table>
<thead>
<tr>
<th>ASO ON-METADATA FACTORS</th>
<th>APP STORE</th>
<th>GOOGLE PLAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Name / Title</td>
<td>30 characters. Has an impact on visibility and conversion</td>
<td>50 characters (soon 30 characters). Has an impact on visibility and conversion</td>
</tr>
<tr>
<td>Subtitle / Short Description</td>
<td>30 characters. Has an impact on visibility and conversion</td>
<td>80 characters. Has an impact on visibility and conversion</td>
</tr>
<tr>
<td>Keywords field</td>
<td>100 characters</td>
<td>Does not exist</td>
</tr>
<tr>
<td>Promo Text</td>
<td>Does not exist</td>
<td>170 characters. Has an impact on conversion, but not on visibility</td>
</tr>
<tr>
<td>Long Description</td>
<td>4.000 characters. Has an impact on conversion, but not on visibility</td>
<td>4.000 characters. Has an impact on visibility and conversion</td>
</tr>
<tr>
<td>Category</td>
<td>2 categories</td>
<td>1 category</td>
</tr>
<tr>
<td>Developer Name</td>
<td>Not editable</td>
<td>Editable. Has an impact on visibility and conversion</td>
</tr>
<tr>
<td>Tags</td>
<td>Does not exist</td>
<td>5 tags</td>
</tr>
<tr>
<td>App Icon</td>
<td>Has an impact on conversion</td>
<td>Has an impact on visibility and conversion</td>
</tr>
<tr>
<td>Screenshots</td>
<td>10 screenshots</td>
<td>8 screenshots</td>
</tr>
<tr>
<td>Feature Graphic</td>
<td>Does not exist</td>
<td>Has an impact on conversion and is only shown if there is a video</td>
</tr>
<tr>
<td>Video Preview</td>
<td>3 videos</td>
<td>1 video</td>
</tr>
<tr>
<td>URL, Package Name o Bundle ID</td>
<td>Not editable</td>
<td>Editable. Has an impact on</td>
</tr>
</tbody>
</table>
ASO FACTORS
VISIBLE ON THE SHEET

- FEATURE GRAPHIC
- APP NAME
- SUBTITLE
- VIDEO PREVIEW / FEATURE GRAPHIC
- SCREENSHOTS
- LONG DESCRIPTION
- TITLE
- DEVELOPER
- ICON

APPLE
APP STORE
GOOGLE
PLAY STORE
ASO FACTORS

VISIBLE ON THE SHEET

DEVELOPER

DESCRIPTION

SHORT DESCRIPTION

PROMOCIONAL TEXT / NEWS

APPLE APP STORE

GOOGLE PLAY STORE
ASO ON-METADATA FACTORS ON GOOGLE PLAY STORE

TITLE

The Title of an Android app on Google Play is one of the most important ASO On-Metadata factors. It is important that it contains the main keywords of the project, together with the app name or brand. This field can contain up to 50 characters.

In the next months, Google will update its metadata policy and reduce the number of characters available in this field to 30. In the new regulation we highlight that promotional words to encourage downloads will not be enabled in the title, neither will capital letters unless they are part of a brand identity or special characters such as emojis.

SHORT DESCRIPTION

The Short Description is the second most important ASO field (after the Title) within the Google Play mobile app or game product page, and it needs to contain keywords. Not only does it have an impact on Search visibility, but also on conversion rate to download. This field can contain up to 80 characters.

LONG DESCRIPTION

This field is the longest one on Google Play store listings, with a total of 4,000 characters, and it has a direct impact on ASO visibility, both for Search and Browse / Explore sections. The text must seem natural and contain keywords for which you want the app to rank, including synonyms, antonyms, related keywords to enrich the semantic content. This way, Google Play will be able to identify what the app is about.
The Long Description has a direct impact on Search ASO but not so much on Conversion Rate as, according to some studies, less than 2% of people visiting the listing unfolds the Description to read all of its content.

As we commented before, and unlike what happens on the App Store, the content of this field has a direct impact on Search ASO, which means that it needs to contain keywords all along the field.

We believe that nowadays, over-optimization (excessive repetition of keywords) is counter-productive as it can be penalized by Google. This technique worked years ago, but it does not anymore. Google Play is evolving with time and thanks to advanced IA and NLP (Natural Language Processing) techniques, the store now “understands” what the app is about, which means that the more natural the text and the richer in synonyms, antonyms and related keywords, the better.

Google Play Long Description provides you with freedom when it comes to write it and create a visual structure, with Emojis, colors, HTML tags (H1, H2, H3, B, I). This will enable to give some ASO keywords a bigger weight and to catch users' attention when they unfold the listing to read it.

This field can be edited without needing to send an app update to Google Play Console and is limited to 4.000 characters. Thanks to Google Play Store's experiments, it is possible to A/B test it.
**DEVELOPER NAME**

In Google Play's case, the developers can edit and personalize the Developer Name that appears in the listing. With a 50 characters limit, we recommend you to use some keywords to improve their ranking. You can also add emojis to improve conversion rate to downloads. You can update this field (if the change is approved by Google) which means that you can test different options and measure the impact of these changes. However, it is important to be careful with these changes as they can change some keywords rankings and end up in a drop in the ASO Search visibility.

**CATEGORY**

The category on Google Play does not impact Search ASO, but it does on Browse / Explore. Google Play uses this field, among other things, to know what the app is about and how it impacts similar / recommended apps. It is possible to experiment with the category to discover which one works best for the app in terms of visibility, traffic and organic downloads from the Explore source.

**TAGS**

The tags are another ASO On-Metadata factor that affect Browse / Explore ASO. Besides being useful to know what the app is about, Google Play states that it also impacts where the app appears on Google Play Store. Currently, up to 5 tags can be chosen between an available list.
ON-METADATA FACTORS ON APPLE APP STORE

APP NAME

The App Name on the App Store is the most important ASO On-Metadata field on the store. It needs to contain the main keywords of the project, together with the app name or brand. It can contain up to 30 characters.

SUBTITLE

The subtitle can contain up to 30 characters and was introduced with iOS 11. It is the second most important field in ASO for the App Store and, besides its direct impact on Search, it also affects conversion rate to downloads.

KEYWORDS FIELD

To optimize it well, this field must briefly define the main functionalities of the app, using keywords that do not appear in the App Name.

The keywords field of a mobile app or game on the App Store needs to contain, as its name indicates, a list of keywords. It contains 100 characters and should not repeat keywords that were already used in the App Name or Subtitle. It is important not to include any spaces between the keywords not to lose any available characters. Only commas can be used to separate keywords, such as: “keyword1,keyword2,keyword3”.
DESCRIPTION

Apple App Store’s Description has **no impact on Search ASO** as Apple **does not take into account the keywords that appear in this field in terms of ranking**. However, it does have an impact on Conversion Rate to download, mostly the first lines. The most important things about the app must be highlighted there, as well as awards or milestones, and a CTA must be used to invite users to download the app. This field is **limited to 4,000 characters**.

The Description **cannot contain Emojis or HTML tags** on the App Store. However, some visual elements are accepted to structure the content better and to make it more easy to read: -, ·, >, <, *, •.

Unlike on Google Play, **you can only edit this field when updating the app** and, if it contains prohibited visual elements, it will be rejected.
CATEGORY

Just like on Google Play, the category of an app does not affect Search ASO on the App Store. However, it does have an impact on Browse / Explore sections. App Store allows you to select 2 categories for apps (Principal and Secondary) and up to 4 subcategories for games.

PROMOTIONAL TEXT

Promo text is limited to 170 characters and was introduced with iOS 11. It has no direct impact on Search visibility as its keywords are not taken into account by Apple in terms of ranking. However, it does have an impact on conversion rate to download. To optimize it, you need to use it as a marketing tool (with a CTA, offers, news, etc.) to convince users to download the app. Unlike other App Store Connect fields, this one can be edited anytime you want without needing to update the product.
ASO OFF-METADATA FACTORS ON APPLE APP STORE AND GOOGLE PLAY STORE
ASO OFF-METADATA FACTORS

ASO Off-Metadata factors are the ASO factors that cannot be directly controlled by the developers. However, it is possible to have an impact on them. These factors mainly depend on the product, the marketing budget, the response of the market and the marketors expertise. Let’s see these factors one by one.

INSTALLS

The installs volume directly affects the app ranking in Search and in the Top Charts section. The more installs, the better rank and the higher visibility. There are many ways to get installs. You can find some of them below:

- ASO
- Own channel campaigns
- Press release
- Reviews in webs / blogs
- Paid campaigns (display ads, Apple Search Ads, etc.)
- Social media
- Influencers
- Email marketing
- Backlinks
- SEO
The volume of installs is not the only factor that impacts the app ranking. The speed at which the installs are received also does. The more installs in the less time possible, the more visibility. For this reason it is not only important to get a lot of installs but also to get them fast. **IMPORTANT: It does NOT always work that way. Every app is different.**

**RATINGS VOLUME**

The ratings volume plays a very important role in terms of ASO as the positive ratings directly impact an app. These are the 3 main reasons why:

- The **best valued ratings** appear on top because of Google Play and App Store algorithms.
- The **reviews** that users leave in the stores contain keywords that also help the app to rank in Search. It is also very important to always answer to the users, whether the comments are positive or negative, as the attention received by the users can make them change (and improve) their rating.
- Only apps with a **rating above 4* will appear in the Top Charts** section.
The average rating of an app in the store impacts the conversion rate to download - users take it into account when they are about to download an app as they are a great indicator of the quality of the app. If the user finds an app with a lot of 5* rating, he will most likely consider it good and end up downloading it. The average rating is the result of the average of the ratings received per country.

On the App Store the results are shown per country, while on Google Play this data is global.

Users reviews also have an impact on the app installs as they also are a decision factor. Users' opinions have an impact on the search results (Google algorithm uses keywords that appear in reviews as a ranking factor). On Google Play, the results appear according to the language.

Backlinks are links to one web page (URL) from another. As it also occurs in SEO (Search Engine Optimization), the links to a store listing also impact the ranking of an app, as more credit is usually given to webs / apps that receive a high number of quality backings. Backlinks only impact ASO on Google Play.
Android Vitals is the way that Google Play measures the performance of a mobile app or game. Its objective is to improve the stability and performance of Android devices using apps. When a user uses an app, its Android device registers different KPIs, such as stability data, the start-up time of the app, the battery use, the processing time and the permits denegations. These KPIs are shown through special data that developers need to take into account: crash rate, ANRs rate, excessive wakeups and stuke wake locks.

This data needs to be under full and absolute control as Google defines a maximum rate under which they need to be. If an app surpasses this inadequate behavior rate, the user experience will be negatively affected and generate bad reviews. It will also impact negatively on the app ranking in the store.

USER ENGAGEMENT

Another fundamental factor is user engagement. Google and Apple, to define the visibility of an app, take into account the users’ engagement level, i.e. how users behave after downloading the app. If an app has a lot of active users (users that frequently use the app), even though the volume of installs is not very high, it will have a positive impact on ranking.

In the following table you can see the impact of each factor for both operative system:
<table>
<thead>
<tr>
<th>FACTOR</th>
<th>APP STORE</th>
<th>GOOGLE PLAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installs volume</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Installs speed</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Ratings volume</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Ratings</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Average rating</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Reviews</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Backlinks</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Android Vitals</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Users engagement</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
ASO ON-METADATA FACTORS

DESCRIPTION

SHORT DESCRIPTION

DEVELOPER

AVERAGE RATINGS

REVIEWS

PROMOTIONAL TEXT/NEWS

APPLE APP STORE

GOOGLE PLAY STORE
KEYWORDS RESEARCH
A keyword research is a market study process that aims to investigate what the users are looking for, in relation to your product and the sector of your app, to optimize the product page and try to appear in the best ranking possible for the most relevant keywords of the project. It is a fundamental process for any ASO optimization or strategy, as this data is needed to make decisions.

According to Apple, 65% of downloads are generated through the Search section on the App Store.

Below we will define the steps to do a keyword research that brings you the best organic traffic to your product page. And this process must be constant as the users’ searches change all the time:

**INVESTIGATE (STEP 1)**

First, you need to investigate all the possible keywords and combinations of keywords that can be related to your product. You can do it with a keyword spy of the competition, investing the market and doing a brainstorming of all these keywords, concepts and ideas, 100% related to the product and that can be valid to rank for.
Once you find all your keywords, you need to **analyze and prioritize them according to their relevance, their competitiveness level** (how many apps rank for a given keyword) and **their volume** (search estimated traffic). Depending on the sector, the objective country and the time that the app has been on the market, we will go for high volume and competitive keywords. On the other hand, if the app is new, we will go for medium / high-traffic keywords with low competitiveness.

---

**PRIORITIZE (STEP 2)**

Once you have the definitive list of the keywords of the project, optimize the listing based on these keywords, putting them in the adequate fields. We will do it **according to the criteria of each store the app is available**, as optimizing a product page on Google Play and on the App Store is not the same.

---

**OPTIMIZE (STEP 3)**

Keywords are volatile as their ranking can change over time because of a change in the users search intention, so you need to **monitor the evolution of the app rankings for those keywords** to see possible optimization that could improve traffic and/or the conversion rate.

---

**MONITOR (STEP 4)**

---

**GO BACK TO STEP 1 (STEP 5)**
STEP 1: KEYWORDS RESEARCH

The keywords study is one of the main pillars on which Search ASO is based and one of the first steps that you should follow when preparing the listing of a new mobile app or game. A good keyword research will help you define keywords that you should use to optimize the listing and increase the visits and acquisition.

BRAINSTORMING

First, you will have to generate a lot of ideas of all the keywords that can be related to the app or game, either regarding the app category, functionality, features or problems it solves.

You can begin looking for inspiration in similar apps and competitors, and monitor users’ ratings and reviews to get some keywords and combinations of keywords ideas.

Also, you need to try to answer the following questions in the brainstorming session:

- Who needs and thus, will look for your app or game?
- With what your potential users need help?
- From where will they look for your app?
- What kind of users demand can your competitors skip in their product or functionalities?
Answering these questions will help you understand what users need, where they need it, when they need it and why they will choose your app instead of the competitors’ ones.

During this process, you can also find ideas in SEMrush. In that case the info comes from Google web but it will still give search intentions ideas, which could be a good support, but the ASO strategy cannot be fully based on the data you find on this platform.

**INVESTIGATE THE KEYWORDS OF THE COMPETITION**

The best place to find inspiration in terms of keywords is to have a look at your direct competitors and their optimization. To get a list of the keywords used by the competitors (or any other app), you can use, for example, the “Metadata Explorer” section of App Radar that displays a list of the keywords that are used by the competitor together with its density in the listing.
There are also other functionalities such as the “Rankings” section where you can see the keywords for which your app or your competitors’ apps ranks organically.

You need to pay special attention to the keywords you use in the most important fields according to each store: “App Name”, “Subtitle” and “Keywords Field” on the App Store, and “Title”, “Short Description” and “Long Description” on Google Play. To investigate the keywords field of other apps, you need to use an ASO tool as it is a private field that cannot be seen on the listing.
You need to monitor all the relevant keywords to analyze them and prioritize them in the next steps of the implementation, as well as for the following weeks / months follow-ups after the first optimization.

**INVESTIGATE SUGGESTED KEYWORDS ON THE APP STORES**

You should already have a long list of keywords and combinations of keywords by now (at least 60 to 80) related to your app or game. You can make the list even longer by having a look at the keyword suggestions on the App Store and on Google Play. You can do it by yourself or with the help of an ASO tool:

1. In the section “Finder” of App Radar, you can find the “Autocomplete” feature to simulate a user search and see the ideas the Apple or Google offers for related keywords.

![INVESTIGATE SUGGESTED KEYWORDS ON THE APP STORES](image-url)
2. In the section “Finder” you will find “Trends” where you can see current keywords with high traffic:

“Tracking Suggestions”, based on the selected keywords, metadata generated by App Radar AI:
STEP 1: KEYWORDS RESEARCH

4.

“Library” with high-traffic keywords:

Source: App Radar
Once you selected the possible keywords of the project, you need to analyze and prioritize the ones for which it will be easier, at first, to rank, and thus, to get downloads. Once you prioritized them, it is time to optimize the listing.

Currently, the popularity score of Apple Search Ads is the only “traffic” data you can see on the App Store (only in the countries where ASA is available). In Google Play Store’s case, until now there is no official data from Google about search volumes on Google Play.

You need to try to find the perfect balance between low / medium difficulty and medium / high traffic. We don't recommend to work with too generic keywords, or very competitive brands, unless your marketing budget is very high.

The difficulty indicates the competitiveness level of a keyword (the higher the difficulty, the harder it is to rank for it). The traffic shows the estimated search volume.
STEP 2: SELECT & PRIORITIZE KEYWORDS FOR OPTIMIZACION

COMPETITOR KEYWORDS RANKINGS

The tracking and comparison with your competitors is not only useful to find new keywords to use. Monitoring your competitors’ keywords rankings can help you to identify a possible niche and some keywords that you competitors are skipping.

App Radar offers many options and ways to analyze the competition and the sector to define the best keywords for your project. In the “Competitor Keywords“ section you can see the rank of your app vs. your competitors for the keywords you monitor, which will help you to decide if you need to strengthen the weight of those keywords by changing its location in the listing or increasing its density, or if you need to work on other keywords:

KEYWORDS INSTALLS ON GOOGLE PLAY STORE

Google Play Console’s keywords installs feature enables you to see exact download data for each keywords or keyword combination for which the search ends up in download.
STEP 2: SELECT & PRIORITIZE KEYWORDS FOR OPTIMIZACION

That way, you can use this data to prioritize keywords to empower and / or add to the ASO listing.

APPLE SEARCH ADS

For iOS apps on the App Store, there is a similar way to discover which are the most interesting keywords. If you are working with Apple Search Ads, you can compare the Conversion Rate and the Search Volume of different keywords to know which are the most relevant, interesting and profitable ones for your business.

COMMON ERRORS TO AVOID

- Use very generic keywords and with a high search / traffic volume. In terms of visibility on the stores, it is better to rank in first positions for low traffic keywords than to rank in Top 100 / 150 for high traffic ones.

- Work with few keywords. We recommend working with 60 to 110 keywords for each store. Still, you can work hundreds of keywords if you want to evaluate different ranking options for keywords that have high volumes and easily relate to the main features of the app.

- Work with a very high volume of keywords.

- Not to be patient enough. The time you will have to wait to see some results will depend on the keywords complexity, the on-metadata optimization and the off-metadata efforts.
STEP 3: OPTIMIZATION

You need to use the most important keywords in the App Name / Title, Subtitle / Short Description and keywords field, and to make sure that you include the rest of the keywords and keywords combination in the Long Description on Google Play (the Description field does not rank on the App Store).

The follow-up of the keywords rankings, their evaluation and comparison with the competition can help you understand if there is still room for improvement. Evaluate the user acquisition strategy and know the impact of your app visibility on traffic and organic downloads.

With App Radar you can easily analyze keywords rankings for monitored keywords compared to the competition's ranking for the same keywords in the section “Competitor Keyword” that we presented earlier.
STEP 4: MONITOR

Once you identified, analyzed, prioritized and optimized the keywords in your product page, it is time to monitor them to get information about their ranking, both for your project and your competitors’ ones.

STEP 5: START OVER!

ASO is very dynamic: new trends, new competitors, changes in the stores, new users search intentions... It is always possible to do a new keyword research, to optimize your app listing, to experiment, etc. ASO is not a sprint, it’s a marathon.
Keyword Research:
Brainstorming to identify the initial keywords list. Look for inspiration and study the competition’s keywords. Find suggested keywords and keywords combinations.  

Analyze y prioritize keywords according to their traffic, difficulty, relevance and performance in terms of installs and conversion rate.  

Optimize the textual fields of your listing and check the keywords density to see if there is still room for improvement. Don’t forget to optimize the visual elements as well.  

Follow up on the keywords and compare positions with your competitors to get valuable information.  

¡Repeat the process!
TRAFFIC SOURCES
**TRAFFIC SOURCES**

ASO’s **main objective is to generate organic downloads.** To achieve this goal, you need to work on all the on-metadata elements such as visual and textual fields and get more and more downloads.

The downloads can be **organic** (coming from the stores itself without any external influence) or non-organic (generated by external influences such as paid marketing campaigns or by campaigns from your own media channels). They are a **very important off-metadata factor** as they enable to increase the app visibility in the stores and to generate more downloads by appearing in the first position in Top Charts, featured sections, similar apps, etc.

We can see in the ASO formula that, apart from **traffic**, ASO is also made of **conversion and engagement**. If your app reaches a certain level of engagement because of the quality of the product, it will not only have a high level of conversion but also a higher user retention. Apart from downloads, **another factor that needs to be taken into account are the positive ratings and reviews** that users leave once they have used the app as well as the app stability in terms of crashes and ANRs.

But let’s go back to the downloads for a moment. **What are mobile apps and games main traffic sources?** Let’s have a closer look at it. Understanding where traffic comes from will enable you to evaluate the strategies and see if they are effective or not.
ORGANIC DOWNLOADS

Organic downloads do not come from any external influence and are made directly from the app stores through the Search or Browse / Explore sections. The Search installs are generated through keywords that are searched in the stores, while the Browse / Explore installs come from featured sections in the stores, from Top Charts, from similar apps, popular or any other featured sections and / or rankings in the app stores.

NOTA: All the mobile apps and games downloads (or almost all of them) are made within the app stores of the Apple App Store and Google Play Store, except from the downloads from APK filed for Android devices (usually because the app is not allowed by Google on the store), from the pre-installed apps and from the downloads external to Google Play in the case of some Android apps (for example, from Google web search results).
NON-ORGANIC DOWNLOADS

Non-organic downloads come from external sources, even if they are generated directly in the stores. The majority of downloads that come from the non-organic source are generated by user acquisition campaigns such as Apple Search Ads or Google Ads. Still, they can also come from your own channels such as social media, newsletters or through the Member Get Member technique.

Downloads from Apple Search Ads and Google Ads UAC are generated in the stores as a result of an external influence that is, in that case, the click on a paid marketing campaign. This is why they are considered to be non-organic.

The same goes for SEO, ie. when searching on the web. In that case, it is always considered to be a non-organic download as it is an external influence (the search on the web) that brought the user to the app.
VISUAL ASSETS OF GOOGLE PLAY STORE & APPLE APP STORE

ICON

The app icon is the most important visual element of the listing since it is the one that has the greatest impact, both when the users browse the store and they access the listing. In addition, it is the main element by which an app or game can be recognized by users.

This element has a high impact on conversion and therefore it is essential to work on its design and on its branding.

We recommend defining an A/B testing strategy and working with different concepts or variants since this element is usually the one that achieves the greatest impact on the conversion rate.

Some changes must be taken into account with the update of Google Play Guidelines related to the icon.

Among these changes, Google clearly defines some good practices for the icon:

- Do not use graphic elements or texts that indicate any type of ranking
- Do not use graphic elements that promote offers
- Do not use graphic elements as CTA to download for the user
- Do not use graphic elements that may mislead the user
**ICON SPECIFICATIONS ON GOOGLE PLAY**

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Final size</strong> 512 px × 512 px</td>
</tr>
<tr>
<td></td>
<td><strong>Format</strong> PNG, 32 bits</td>
</tr>
<tr>
<td></td>
<td><strong>Color space</strong> sRGB</td>
</tr>
<tr>
<td></td>
<td><strong>Maximum file size</strong> 1024 KB</td>
</tr>
<tr>
<td></td>
<td><strong>Shape</strong> Full square (Google Play performs dynamic masking: the radius will be equivalent to 20% of the size of the icon)</td>
</tr>
<tr>
<td></td>
<td><strong>Shadow</strong> None (Google Play processes dynamic shadows - see the &quot;Shadows&quot; section below to learn how to include shadows in artwork)</td>
</tr>
</tbody>
</table>
# Icon Specifications on App Store

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Final size: 1024 px x 1024 px</td>
</tr>
<tr>
<td></td>
<td>Format: PNG</td>
</tr>
<tr>
<td></td>
<td>Color space: sRGB or P3</td>
</tr>
<tr>
<td></td>
<td>Transparency: No transparency</td>
</tr>
<tr>
<td></td>
<td>Shape: Square without round corners</td>
</tr>
</tbody>
</table>
SCRENSHOTS

The screenshots in the product page help the users understand what the app is about and know more about its content and functionalities.

In terms of design, we recommend working with storytelling, a narrative thread of captures that visually explains what the app is about so that the users understand how it works before downloading it.

The screenshots have a direct impact on users’ decision to download the app, so it needs to be well worked and optimized in terms of design, branding and conversion.

We recommend you to work on an A / B testing strategy, with different concepts or variants in the first two screenshots, or to test a vertical vs. a horizontal version (see Fotocasa Case Study).
SCREENSHOTS SPECIFICATIONS ON GOOGLE PLAY

On Google Play, a maximum of 8 screenshots per compatible device is allowed.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>Format</th>
<th>JPEG or PNG, 24 bits (no alfa)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum size</td>
<td>320 px</td>
</tr>
<tr>
<td>Maximum size</td>
<td>3840 px</td>
</tr>
<tr>
<td>Aspect ratio</td>
<td>16:9 (horizontal)</td>
</tr>
<tr>
<td></td>
<td>2:1 (vertical)</td>
</tr>
</tbody>
</table>
### SCREENSHOTS SPECIFICATIONS ON THE APP STORE

On the App Store, a maximum of 10 screenshots per compatible device is allowed.

### SPECIFICATIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>Device Models</th>
<th>Width (px) x Height (px)</th>
<th>Width (px) x Height (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.5&quot;</td>
<td>(iPhone XS Max, iPhone XR)</td>
<td>1242 x 2688</td>
<td>2688 x 1242</td>
</tr>
<tr>
<td>5.8&quot;</td>
<td>(iPhone X, iPhone XS)</td>
<td>1125 x 2436</td>
<td>2436 x 1125</td>
</tr>
<tr>
<td>5.5&quot;</td>
<td>(iPhone 6s Plus, iPhone 7 Plus, iPhone 8 Plus)</td>
<td>1242 x 2208</td>
<td>2208 x 1242</td>
</tr>
<tr>
<td>4.7&quot;</td>
<td>(iPhone 6, iPhone 6s, iPhone 7, iPhone 8)</td>
<td>750 x 1334</td>
<td>1334 x 750</td>
</tr>
</tbody>
</table>
## Screenshots Specifications on the App Store

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 for compatible device</td>
<td></td>
</tr>
<tr>
<td><strong>4”</strong> (iPhone SE)</td>
<td>![Screen](640 px × 1096 px) ![Screen](640 px × 1136 px) ![Screen](1136 px × 600 px) ![Screen](1136 px × 640 px)</td>
</tr>
<tr>
<td><strong>3.5”</strong> (iPhone 4s)</td>
<td>![Screen](640 px × 920 px) ![Screen](640 px × 960 px) ![Screen](960 px × 600 px) ![Screen](960 px × 640 px)</td>
</tr>
<tr>
<td><strong>12.9”</strong> (iPad Pro (2nd generation &amp; 3rd generation))</td>
<td>![Screen](2048 px × 2732 px) ![Screen](2732 px × 2048 px)</td>
</tr>
<tr>
<td><strong>11”</strong> (iPad Pro)</td>
<td>![Screen](1668 px × 2388 px) ![Screen](2388 px × 1668 px)</td>
</tr>
</tbody>
</table>
**NUMBER**

10 for compatible device

**SPECIFICATIONS**

**10.5"**  
(iPad Pro, iPad Air)  
1668 px × 2224 px | 2224 px × 1668 px

**9.7" High resolution**  
(iPad, iPad mini)  
1536 px × 2008 px | 2048 px × 1496 px
1536 px × 2048 px | 2048 px × 1536 px

**9.7" Standard resolution**  
(iPad, iPad mini)  
768 px × 1004 px | 1024 px × 748 px
768 px × 1024 px | 1024 px × 768 px
The feature graphic is a **characteristic visual element of Google Play Store** and it does not exist on the App Store.

It is important to note that the feature graphic is **not always visible on the listing** as it **is only displayed if there is a video available**.

The listing visitors will see it before the screenshots, video and texts of the file, so working on it is essential for conversion.
VIDEO

The video helps the user both to understand how the app works and to see its content in detail.

We recommend the video not to be too long (under 30 seconds if possible) as a long video is rarely fully viewed by the users.

For this reason, the important things should be displayed during the first seconds of the video.
# VIDEO SPECIFICATIONS ON GOOGLE PLAY

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Format: 1920 x 1080 px</td>
</tr>
<tr>
<td></td>
<td>Size: No limit (URL Youtube)</td>
</tr>
<tr>
<td></td>
<td>Duration: No limit (URL Youtube)</td>
</tr>
</tbody>
</table>
## Video Specifications on the App Store

<table>
<thead>
<tr>
<th>Number</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>iPhone 5.5 1080 px x 1920 px</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>iPhone 6.5 886 px x 1920 px</td>
</tr>
<tr>
<td></td>
<td>iPad 12.9 1200 px x 1600 px</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>500Mb</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Duration</th>
<th>30s</th>
</tr>
</thead>
</table>
RATINGS & REVIEWS
The ratings and reviews that users leave on a product page / store listing are one of the most important ASO Off-Metadata factors, since they directly affect visibility in the stores (Search and Navigation) as well as the Conversion Rate to download. The more and better opinions users publish about your mobile app or game, the more downloads you will get.

What most impacts users’ opinion in the stores is the product, at all levels: product quality, functionalities, errors, etc. Therefore, in addition to carrying out an adequate strategy of requesting ratings / reviews to users, you must take MUCH care of the product, since it is the basis of the entire business. Without a good product you cannot get good reviews and ratings, and even less monetize.

On Google Play, the average rating that appears is global, taking into account all countries. On the contrary, on the App Store, each country has its own average rating.

It is important to design a good strategy when requesting users ratings, since both their rating and their sentiment can change drastically if you do not detect the ideal times to request it. For example, it would not be advisable to request a rating too soon when the user has not yet had a minimum experience of using the app or the game, but it would be a good time after a purchase, having made several logins, made a journey, confirming a reservation, completing several levels of a game, etc.
The ideal is to request the evaluation in a "happy moment" (or "sweet") while using the app. That "happy moment" is when the users are more willing to leave a positive rating and review on the store. In addition, you can try to "deviate" negative ratings of 3 or less stars to a private communication channel in the app so that they are not effective in the store. That way, you can try to directly and personally solve the problem that the user is facing and prevent the accumulated average rating from being affected downward.

By analyzing and responding to 1 and 2-star comments, not only will you be able to find and understand the reasons for user dissatisfaction, but also to request a revision of their rating that sometimes ends up turning into a positive rating. In the same way, it is important to reply to all comments, positive and negative, as far as possible.

The ideal is to get ratings above 4 stars and to do so, it is recommended, in addition to having a good product, to have a minimum of crashes and errors.

We recommend enhancing the reception of ratings and comments with the use of the native App Store and Google Play rating request, with which the user can leave a rating without leaving the app. You can also develop your own system or use third-party SDKs.
Reviews (also known as "comments") are a very interesting information channel for app developers. They are used to detect if the application suffers any failure ("crash"). In addition, users provide you with product innovation ideas that you can take into account for future updates with improvements or new functionalities, as well as ideas to work on new keywords that you are not working on.

The form and language you use when requesting the reviews is very important. You can see notable variations between a "Do you like the app?" and a "We know you love our app, please rate us!", with which to induce a positive sentiment assessment and increase the total volume. As always, never forget to test until you find the most effective message / CTA.

Another successful “move” in your valuation strategy is to take advantage of the pre-launch of your app in a beta-tester environment. In addition to being able to avoid negative evaluations related to crashes and crashes, you can obtain very valuable and honest feedback with which to improve the app / game before its launch.

RECOMMENDATIONS:
The answers you give to user reviews need to be personalized. It is still possible to have a series of generic answers for bugs / errors to try to speed up this process.
It is important to focus on negative feedback, the one that expresses improvements or reports errors, and the reviews that are highlighted with the most “likes”. The first reviews that appear as highlighted in an app's file are crucial and have the greatest effect on the conversion rate to download. Make sure to respond to featured reviews, even if users just say they're satisfied.

Finally, we also recommend reporting offensive comments and spam reviews that can damage the reputation of your game / app without any basis, since answering certain types of reviews without argumentation only leads to conflict and it is better to report it.
HOW TO GET POSITIVE REVIEWS AND FEEDBACK?

- Have a **good product** that meets an existing need in the market or solves a problem.

- Avoid publishing an app with important bugs to avoid losing potential users.

- Manage user discontent by offering a direct and private response channel.

- Make use of “Review Prompts” inviting users to give you their feedback to improve their experience through an in-app message.
RATINGS & REVIEWS:
DIFFERENCES BETWEEN APPLE APP STORE & GOOGLE PLAY STORE

APPLE APP STORE

✦ Users can leave their rating directly through the native prompt, without having to visit the store and leave the app.

✦ The ratings and the accumulated average rating can be reset.

✦ A featured review is displayed on the tab and you have to swipe right to see the rest.

✦ A new review can be requested 3 times a year or after each update of the app version.

GOOGLE PLAY STORE

✦ Up to four featured reviews are displayed on a mobile app or game listing.

✦ A new rating can be requested with each new update.
CONVERSION RATE
**CONVERSION RATE**

The Conversion Rate is the ratio that indicates the percentage of downloads of an app among all its store listing visitors.

In this sense, it informs us about the effectiveness of the ASO optimization of the listing, and it can also be an indicator of traffic of doubtful quality or inadequate segmentation in UA campaigns.

In App Store Connect it is also possible to measure the conversion of impressions to installations, although this data is usually not reliable for Search and Navigation sources, since users can install the app without going through the product page / listing. In this case, the data would be distorted, since the volume of downloads would be greater than the volume of visitors to the listing.

**If the conversion rate is high,** it means that the product page is well worked and has managed to convince visitors to download the app. The goal is therefore to **achieve the highest conversion rate possible.**

**NOTE:** An exaggeratedly high download conversion rate can also be an indicator of incentivized traffic, i.e. traffic that downloads a specific app because it gets something in return.

There are different factors that influence the conversion rate to a greater or lesser extent:

- **The conversion rate depends largely on the total traffic that reaches the listing,** but also on the quality of this traffic. It is interesting to **break down the traffic by source** to find out which source converts the best and is bringing you the most downloads. That way, it would be possible to intervene in the worst quality sources and correct the strategy.

If the conversion rate is high, it means that the product page is well worked and has managed to convince visitors to download the app. The goal is therefore to achieve the highest conversion rate possible.

**NOTE:** An exaggeratedly high download conversion rate can also be an indicator of incentivized traffic, i.e. traffic that downloads a specific app because it gets something in return.

There are different factors that influence the conversion rate to a greater or lesser extent:

- **The conversion rate depends largely on the total traffic that reaches the listing,** but also on the quality of this traffic. It is interesting to **break down the traffic by source** to find out which source converts the best and is bringing you the most downloads. That way, it would be possible to intervene in the worst quality sources and correct the strategy.
As for paid campaigns, they are usually of better quality since the user already shows their interest in the app before reaching the tab. In addition, it is easier to correct the strategy, since if the campaigns do not convert, it will probably be because the copy, the creatives or the segmentation that are not adequate, although it may also depend on the fact that the listing is not optimized enough.

However, the other elements must also be worked on, such as the screenshots, the video (if there is one) and the featured image (only on Google Play), since the texts have less weight in this first impact.

Google Play (and soon App Store Connect as well) allows you to A / B test visuals and texts to improve the conversion rate. With these experiments it is possible to test two or more different versions of the same element, as well as different creatives both in terms of copy and Call-To-Action and in terms of design, testing different colors and visual compositions. The A / B tests allow you to understand what users like the most and adapt your product sheet to their tastes to get more installs and thus to increase the conversion rate.

To convince users to download the app, one of the elements that needs to be worked optimally are the visuals. 40% of users spend no more than three seconds on the app file, so you have to capture their attention quickly and with eye-catching and attractive elements. Among all the visuals, the one that plays the most relevant role is the icon, since it is the first element that the user sees when they enter the listing.
While we wait for App Store Connect to implement this functionality, these experiments can be performed with external tools such as SplitMetrics or StoreMaven, among others. In addition, you can take advantage of the "Creative Assets" functionality in Apple Search Ads to test different creatives.

The last factor that affects the conversion rate is the average rating that the app has in the store, as well as the comments left by users. When users explore the listing of an app in the store, it is very likely that they will also look at the ratings and reviews that other users left to get an idea of the level of user satisfaction and of the quality of the app. In fact, your choice to download or not download the app will be affected by what other people think about it.

We recommend having an average score above 4.1 *, since a lower score would negatively affect your conversion rate, just as it would if there were many negative reviews.

For this reason, we always advise working on an optimal customer service strategy, answering as many comments as possible to solve problems and / or doubts that your users may have. Once these problems have been solved, users must be encouraged to improve their evaluation, a technique that generates confidence and helps improve the average rating.

(*) It is possible that the greater the amount of traffic, the lower the CR, but this is not necessarily bad, since we will be getting more traffic to the listing and therefore more downloads. In any case, do not only monitor the downloads data. It is only the first step! You also need to track retention, app usage, monetization, etc.
ASO AND **USER ACQUISITION (UA) CAMPAIGNS**

One thing is clear:

**ASO and UA share the same goal: the growth of the business.**

Successful mobile apps and games developers share the same common element: they understand very well that in the app world, **there is a direct relationship between paid campaigns (paid marketing) of a mobile app or game and ASO.**

The lower the cost of your UA campaigns, the greater the volume of installations the app will receive and therefore, the greater the visibility of your app within the category rankings and in the Overall Top Charts, as well as in the Search results.

The lower the cost to acquire a user / to get an install in paid campaigns, the more downloads we are able to generate (and faster) and the more organic visibility in stores our app will have.

On the other hand, all users, regardless of which channel they come from, must go through the listing of an app to download it. Therefore, **ASO optimization and the Conversion Rate to download play a CRUCIAL role in the user acquisition costs of paid campaigns.**

By delving into the details of the relationship between UA and ASO, it is possible (although it depends on many factors) to achieve a **synergy between both strategies,** in such a way that a sustained and long term organic growth is achieved for a mobile application or game.
ASO AND USER ACQUISITION (UA) CAMPAIGNS

THE ACQUISITION OF PAID USERS (PAID UA) PRESENTS A CORRELATION WITH ORGANIC TRAFFIC

To achieve an effective balance between UA and ASO, you need to understand how paid campaigns can impact the overall organic visibility of your app or game.

NOTA: It’s not just paid UA downloads that impact store visibility. This also happens with organic downloads or those generated through our own channels. In other words, all downloads have an impact on ASO.

Organic traffic includes the audience that comes from the keywords search (Search) and the user's navigation through the app stores (Browse).

With an average of 60% of installs coming from organic traffic, it is crucial to study how this valuable source of traffic can affect the UA strategy.

The increase in paid downloads also increases organic traffic:

- The total install volume influences the position reached by your app or game in the category ranking, which has a positive impact on Browse traffic. **The higher an app is in the Top Charts** (category and Overall), **the more navigation installs** (Browse / Explore) it will receive.

- Paid traffic (paid UA) also has a correlation with search results. **The more installs, the better the keywords position**, which creates greater opportunities for an application to be discovered through user searches for keywords related to the product.
This correlation can fluctuate depending on factors such as the quality of the traffic sources, whether it is an app or a game, the category in which the app is located, and the relative ranking in the top charts.

**HOW CAN YOU TURN THE BALANCE TO YOUR FAVOR?**

Let's start by looking closely at the first point: **the total volume of daily installs determines the position in the category and overall ranking.** As a result, users are more likely to find your app while browsing the store, which is a big step toward getting additional organic installs.

However, the number of installations required to reach a certain position varies depending on the app or game, the operating system, the market and the circumstances of the moment.

It depends on the competition and the acquisition channel used (Facebook Ads, Google Ads, Apple Search Ads or display networks, among others).

For every non-organic install that is generated, there is an organic install gain. The key is to find the sweet spot of how much to invest in acquisition to improve the volume of organic and non-organic downloads, without investing above the optimal number for conversion. To achieve this, it is necessary to keep an exhaustive control of the competition (for example: in which category they are and their position in the Top Charts) and of the factors that influence this correlation:

- Investment in UA.
- Distribution of downloads by channel.
- Category ranking of the app.
- Total paid, search and browse installs.
The optimization of the listing, and especially the visual elements, is extremely important since it allows to achieve more installations without increasing traffic (Conversion Rate) and therefore get more out of the investment in paid UA.

An important consideration is that the number of organic installs received from Top Charts does not increase linearly and proportionally. An increase in investment in UA does not directly lead to an increase in ranking position, keyword visibility, or the total number of organic installs. And it’s quite the contrary: the higher an app is in the Top Charts, the more difficult it is to climb positions because the relationship between rankings and installations is exponential, so it is necessary to analyze the combined impact of the strategy of ASO and paid UA to fine-tune the optimal balance between investment and return.

Another important consequence of this correlation is the effective cost per installation (eCPI), where the CPI (Cost per Installation) decreases thanks to organic traffic. For example, if €1,000 has been invested in Facebook Ads and 1,000 installs have been generated, the CPI is €1. However, thanks to the organic traffic that has arrived as a result of these acquisition campaigns, or not, the effective CPI (eCPI) is calculated by dividing the total investment by the total number of downloads (organic and non-organic).

So, going back to our example, if 1,000 organic installations have also been received, the eCPI is €0.50, that is, half. The relationship between increased investment and organic downloads is not linear either. Each mobile app or game is a different world...
APPLE SEARCH ADS AND ITS RELATIONSHIP TO KEYWORD OPTIMIZATION

In 2016 Apple introduced Apple Search Ads to improve app discovery by targeting potential users with targeting by keyword, location, gender, and whether or not they have previously installed a specific app. This tool is quite effective in increasing the volume of installs and controlling the reach of specific keywords.

However, it can happen that organic installations are cannibalized and that users who intend to install a certain application by themselves through search in the store are paid for.

Cannibalization is a risk for those keywords for which an app is already ranking high and for brand keywords (users searching for the specific brand name of an app or game). This effect occurs especially in those keywords for which an app appears in positions 1, 2 and 3.
However, if this tool is used well, it is possible to improve organic traffic and results. We recommend increasing the bids for those keywords for which an app ranks in lower positions in addition to generic words (which would fall into mid or long-tail keywords), as long as the tool informs us that there is search volume. If there is not, it will be difficult for the ads to appear.

To achieve this, you need to experiment. Make changes to ASA campaigns and analyze organic installs that are generated. If a negative correlation is observed, it may be that there is cannibalization. If, on the contrary, organic traffic increases, the strategy is working. Thanks to the creative sets (Apple Search Ads tool that allows creating variants of ads that adapt to the target audience), we can rethink the graphic section of the ASO strategy, since if we see that the combination of X screenshots gives us more downloads than the Y combination. We can also change the order of screenshots or focus on what converts best to always make it visible to organic traffic.
ASO AND UA: THE POWER OF CREATIVE CONSISTENCY

The third aspect of the relationship between ASO and UA is the benefit of creating cohesion throughout the entire acquisition funnel, which has a direct impact on the entire app marketing strategy effort.

The acquisition plan begins when a certain value proposition is created in a campaign so that users click on an ad. From that moment, optimization in the store is essential, as well as creative consistency: the value proposition that has been indicated in the acquisition campaigns has to be reflected in the listing, especially in the graphic part. A single consistent message throughout the entire funnel increases the conversion rate and therefore reduces acquisition costs.

A user attracted by a certain sales proposal can fall out of the funnel if when they arrive in the store they do not find it reflected in the listing. If, on the contrary, the expectations that have been created correspond to the presence in the store, the conversion rate to download will improve.

You can create an infinite optimization loop and increase the conversion rate if you work on improving the different fields of the app listing and also maintain a creative consistency with the acquisition campaigns.

To conclude, we can say that when UA and ASO work hand in hand, the end result is better.
ANDROID VITALS
Android Vitals are an initiative of Google Play to improve the stability and performance of Android devices. When a user runs an app, their Android device records several metrics: app stability, app startup time, battery usage, processing time, and permission denials. Google Play Console aggregates this data and displays it in the Android Vitals dashboard:
The Android Vitals panel **mainly highlights** the “Crash rate” and the **“ANR rate”**, which are the fundamental aspects to which developers should pay attention and to which Google Play gives the most importance. The rest of the data that we can see in this panel should also be monitored to ensure that they do not have a negative effect on the performance of the app, as well as on its visibility on Google Play Store.

An **ANR error rate above the average negatively affects the user experience in an app**, which most likely ends up **generating bad ratings** on the listing **and even uninstalls**. In addition, during the last months we have been able to observe that Google reduces the visibility of apps that exceed what they have called the "Behavior limit" when it comes to maintaining their visibility within the store, both in terms of Navigation, decreasing its presence in similar and featured apps, and Search, lowering the app positions for some keywords in search results.

Below, we present the case of one of the clients with whom we worked at PICKASO, in which we have been able to observe this type of behavior.
**LOSS OF SEARCH VISIBILITY DUE TO AN INCREASE IN THE ANR RATE**

At the end of September 2019, due to an error in the app whereby the content did not load correctly, the ANR rate increased drastically. The effect of this rise in ANRs was a Google Play penalty for the positions occupied by the keywords for which the app was ranking. Once the errors was fixed, on October 20, 2019, the keywords began to recover their positions and we observe how these even improved over time and surpassed their old rankings.
In the App Store, we couldn’t see such a direct correlation between crash increases and app visibility. But even though the App Store doesn't seem to take into account crash rates as a ranking factor for now, frequent crashes and errors in an app will still affect ratings and reviews, so it's equally important to keep them as low as possible since negative ratings and reviews do have an impact on the ASO.

CONCLUSIONS

Google penalizes apps that exceed what they call the "Inappropriate Behavior Limit". Therefore, if you have experienced that the organic installs of your app have dropped drastically or that the Navigation and / or Search traffic has been reduced and you don't know exactly why, check the “Crash Rate” and the “ANR rate”, and make sure they are below the limit set by Google, because if they are above, Google has most likely applied a filter to your app.
12. SEO VISIBILITY
**VISIBILITY THROUGH SEO**

**SEO** (Search Engine Optimization) and **ASO** (App Store Optimization) are 2 different disciplines, but they have a lot in common. So much so, that **ASO has a great relevance in SEO** (web), since users can find our app through web searches carried out from a mobile device.

Web searches from mobile devices have grown very fast in the last years, to such an extent that they have already surpassed searches made from any other device. According to "Ditendra", 52% of the searches carried out on the Internet come from smartphones and tablets.

One of the aspects to take into account is that all the apps available in the Apple App Store and Google Play Store have a public URL that Googlebot crawls, indexes and positions in the web search results from a mobile phone for certain searches carried out from iOS and Android devices. These results may appear depending on the intention of the user's search and they return simple results from apps or “App Packs”.

---

**SEO**

![SEO Icon](image)

**ASO**

![ASO Icon](image)
TYPES OF **ORGANIC SEARCH RESULTS** ON THE WEB IN WHICH APPS APPEAR

**SIMPLE RESULTS**

Simple results are the most common in searches related to a specific application. These “snippets” contain the app name, the total number of reviews, the accumulated average rating and a snippet that describes the app, in addition to the install button. These types of results usually appear after conducting searches related to a brand of a specific app (such as the name of its own branding).
TYPES OF ORGANIC SEARCH RESULTS ON THE WEB IN WHICH APPS APPEAR

APP PACKS

The "App Packs" are **groups of apps suggested** in Google search results in mobile searches.

These types of results usually have **3 visible apps relevant to the keyword** for which the search was carried out (query sent by the user to the browser), but the displayed result can be expanded to obtain more relevant apps. These results take on a great importance when they are opened to see more apps, since they then **occupy the full screen of the device**.

Each app result that appears in these packages contains its **App Name / Title, the icon, the accumulated average rating and the total number of ratings**.

All these results are specific according to the type of device the user is using: devices with iOS will obtain results from apps from the App Store while Android devices will get results from Google Play.
On the other hand, because the URLs of the listings in each store are indexed, one of the most important strategies in the SEO world for ASO (only on Google Play) must be taken into account: link building.

Link building gathers all those actions carried out to get links (backlinks), if possible naturally, to the URL of your listing in the App Store or Google Play (although with more importance in Google Play), from third party websites. That way, we will improve the SEO of the apps available in the App Store and Google Play and the ASO of Android apps on Google Play Store.

It is important to know that, for any link building strategy, there is a series of points to keep in mind:

**WHO LINKS YOU?**

It is important to get links from websites that are related to your app and that are relevant.
HOW MANY LINKS DO YOU HAVE?

Having many links pointing to your file does not mean a direct improvement in its positioning - they must be quality links. Only having a large volume of inbound links won't work. On the other hand, there must be a logical progression in the achievement of links to the listing, since it is unnatural that in a short period of time the number of incoming links increases disproportionately.

ANCHOR TEXT

The "Anchor Text" is the visible text of a link. This visible text that links to interesting and related content provides extra information to the user who is reading the text and indicates to Google the topic of the linked URL. For example, this text "SEO for apps" links to an article on our blog and what appears between the quotation marks is the Anchor Text. Although it is not always necessary to link from text, it is also possible to link from images, in this case it will be the ALT (ALTerative Text) attribute that will have the function of “Anchor Text”.

The more and better links the listing of a mobile app or game receives, the more visibility it will achieve in Google mobile search (web) for both iOS and Android apps, and the better ASO positioning on Google Play Store.

CONCLUSIONS

Before, it was possible to measure the SEO visibility of an app available on Google Play from the developer console itself. However, this option is no longer available, so the only way to measure and monitor SEO for apps is through an SEO tool such as SEMRush or Ahrefs.
SEASONAL ASO
On the app stores, as in any other type of market (both online and offline), demand fluctuates by category depending on the time of year. It is clear that the search popularity of certain keywords is highly influenced by the time of the year, so taking advantage of these opportunities to apply certain changes to the listing of your app can help you generate extra downloads in certain types of apps. Christmas, Valentine's Day, Black Friday, sales seasons or sporting events (World Cup, Champions League ...), among many others, represent great opportunities in terms of app store optimization for the hundreds of ecommerce apps that exist on the app stores.

This way, you can work on ASO as part of your marketing strategy for each seasonality, in two different ways:

**Keyword Optimization (Search)**

Including seasonality in our ASO keyword strategy can help you benefit from higher search popularity for certain seasonal terms and even put your app in front of unreachable audiences during the rest of the year. During certain periods, users change the way they interact with the app stores. In fact, there are seasonal trends for search terms: some clear ones linked to holidays such as "Christmas", but there are also less obvious ones linked to a longer period of time, such as "tax returns."
Once these keywords relevant to your product have been discovered, you can also use them in sponsored search campaigns on channels such as Google Ads or Apple Search Ads. Although you must assume that the costs will be much higher on dates indicated by seasonality as there will be a large number of advertisers bidding for those specific keywords.

Optimization of the visual assets - conversion rate

The same goes for the visual elements of your listing: elaborating them with seasonal considerations in mind can positively influence the conversion to download. If, for example, we want to position our app for the “Black Friday” campaign, we can accompany our keyword strategy with an update of the screenshots, with visual elements such as discount percentages.

It must be taken into account that after the update of Google Play and according to the new guidelines, you cannot use certain graphic elements in the icon of your app or game as has been commented in this ASO guide (see specifications in point 7. Visual Assets).

(*) Did you know that Mexico does not celebrate "Black Friday" but "Buen Fin"?
In the following graph taken from Google Trends we can see how the relative popularity of the search "buen fin" (in red) in Mexico is infinitely higher than that of the search "black friday" (in blue). In addition, the periods do not coincide 100%.
A/B TEST ON GOOGLE PLAY AND SUCCES STORY WITH NOMO

THE APP

Nomo is an app for freelancers and small businesses that offers business, finance and tax management services. It allows you to generate quotes and personalized invoices, keep your business accounting and billing up to date and in order. It is available on the App Store and on Google Play but in this case study, we will focus on Google Play, the store where we have carried out the A/B test.

CONTEXT AND OBJECTIVE

In order to generate more installs and to improve the conversion rate of the app, we have decided to test a new version of the screenshots and do an A/B test of the previous version with the new version designed by our design team.

STRATEGY

The previous screenshots of the app, variant A of the A/B test that we carried out, have a design in which the mockup of the mobile does not stand out much, with the white background and a fairly neutral design in terms of colors.

For variant B, we worked on a more dynamic design, with brand colors that stand out more from the store and with black mobile mockups that also stand out from the background colors.
A / B TEST ON GOOGLE PLAY AND SUCCESS STORY WITH NOMO

VARIANT A

Tu app de facturación, control de gastos y gestoría digital ¡Todo en uno!

Crea y envía presupuestos y facturas limitados

Centro de tus gastos con una fotografía o enviando tus facturas por email

Anticipa los cobros de tus facturas

Presenta tus impuestos con el servicio de gestoría

¡Todo bajo control con tu gestor!

Ahora tiempo en las tareas administrativas de tu negocio

VARIANT B

Tu app de facturación, control de gastos y gestoría digital ¡Todo en uno!

Escanea facturas y tickets y no pierdas ninguno

Crea y envía presupuestos y facturas limitados

Anticipa los cobros de tus facturas

Presenta tus impuestos con el servicio de gestoría

¡Todo bajo control con tu gestor!

Ahora tiempo en las tareas administrativas de tu negocio
KEY RESULTS

After more than a month of testing the 2 variants that we used for the A / B test, **variant B stood out for being the one with the highest conversion ratio**, both for new users and for returning users.

In the following graph we see the downloads evolution throughout the test. We can see that, although in the first days, variant A generates more downloads for a few days, variant B is the one that generates the greatest number of installations after a few days and until the end of the test, **with about 1.4k downloads for variant A and almost 1.6k downloads for variant B.**
In terms of conversion rate, variant B has a higher CR of between 2.6% and 26.3% higher than the conversion ratio of variant A.

<table>
<thead>
<tr>
<th>VARIANTE</th>
<th>AUDIENCIA</th>
<th>USUARIOS RETENIDOS (Actuales)</th>
<th>USUARIOS RETENIDOS (Ajustado)</th>
<th>RENDIMIENTO (Intervalo de confianza del 90%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ficha actual</td>
<td>50%</td>
<td>437</td>
<td>874</td>
<td></td>
</tr>
<tr>
<td>Screenshots negros</td>
<td>50%</td>
<td>481</td>
<td>962</td>
<td>+2,6% +26,3%</td>
</tr>
</tbody>
</table>
FIRST ASO OPTIMIZATION:
CASE STUDY WITH ONDA CERO

**THE APP**

Onda Cero is a radio belonging to the Atresmedia group that allows you to listen to live radio programs, on demand, exclusive podcasts and to catch up on the latest news. It has an app on the App Store and on Google Play.

**CONTEXT AND OBJECTIVE**

In both stores, Onda Cero had not worked on its ASO strategy until we started working with them. The on-metadata textual fields that allow the app to rank in Search (App Name, Subtitle and Keywords Field on the App Store and Title, Short Description and Long Description on Google Play) had a lot of room for improvement, since they did not take advantage of all the characters available in each field and did not include business keywords other than the keyword "radio".

We started working on the ASO optimization of these on-metadata fields in order to improve the ASO visibility of the Onda Cero app, both on the App Store and on Google Play, and thus improve its organic search downloads.
FIRST ASO OPTIMIZATION: CASE STUDY WITH ONDA CERO

STRATEGY

First of all, we carried out a **keyword research to define the keywords** of the project to promote in the different on-metadata fields in each store. Those keywords must be words that potential users would search for in the stores or keywords for which the app wants to be found.

In the case of Onda Cero, we prepare a list of all the keywords related to "radio", "podcast", "live", and "news", their combinations, suggested keywords and the keywords most used by the competition. That way, **we find the most relevant business keywords, with high traffic and relevance in the Search sections** on the app stores.

Once the keywords research done, **we optimized the fields that position for ASO search in both stores, with the most important keywords next to the brand in the App Name / Title and other interesting business keywords in the Subtitle / Short description.** On Google Play we also **optimized the Long Description**, making the most out of the 4,000 characters to work on the keywords of the project **with html, bold and emojis** to give more weight to those keywords and also work on conversion. On the **App Store**, the Long Description does not rank but **we worked on the keywords field** where we took advantage of the 100 characters available to add important keywords for the project.

In addition, **we changed the category** of the app on Google Play from "Entertainment" to "Music and Audio", a less competitive category.
After just over 2 weeks since ASO optimization, these are the first results we achieved:

- **Mejora de la visibilidad orgánica de búsqueda**
  - +143% keywords in Top 1 on the App Store
  - +75% keywords in Top 10 on the App Store
Improvement of browse search visibility:
+50 in the category Top Charts on Google Play

Increase in the organic search downloads:
**x2 search downloads** on the App Store

OPTIMIZED LISTING UPDATE IN THE STORE

- App Store Search
- Web referrer
- App referrer
- App Store Browse
- Unavailable
Increase in the organic search downloads:
+60% of search installs on Google Play
FIRST ASO OPTIMIZATION: CASE STUDY WITH FOTOCASA

THE APP

Fotocasa is a real estate portal specialized in the search for a house to buy or rent and has more than 1.5M of properties available. It is the leading app in the sector in Spain and currently occupies the Top 1 in the category "House and home" in the Google Play Store.

CONTEXT AND OBJECTIVE

Fotocasa is an app with a high volume of downloads in both the App Store and Google Play, although most of them come from user, brand and channel acquisition campaigns. Until now, the company had not taken into account the importance of the ASO and for this reason they contacted PICKASO.

The objective of Fotocasa is to increase the volume of organic installations through search and navigation with generic business keywords and keywords that refer to cities where Fotocasa has great search demand and increase navigation traffic.
**STRATEGY**

At PICKASO, we worked on a **keyword research to define a list of keywords based on traffic** and the possibility of achieving higher positions. Once the set of keywords (brand, generic and by city) has been selected, we prepare a **new listing proposal for the App Store and for Google Play**, working with the keywords with the most traffic in the App Name and the Title and then in the rest of the on-metadata fields, with the aim of improving the ranking of these selected keywords and start ranking for those that were not previously contemplated. That way, we manage to **rank between Top 1 and Top 3 for the generic keywords** with the most traffic and thus **increase Search traffic**.

In addition, seeing that the app was in the "Utilities" category on the App Store, a very competitive category and in which the main competing apps were not, we proposed a **category change to "Productivity"**. With this change, the app went from **Top 8 in “Utilities” to Top 4 in “Productivity”**, positioning itself ahead of its most direct competitors and considerably improving organic installs from navigation.

**KEY RESULTS**

- **+14% organic installs** on the **App Store**
- **+47% organic installs** on the **Google Play**
- **Top 1 in the category “House and Home” on Google Play**
- **App Store Category Change: From Top 8 in Utilities to Top 4 in Productivity**
ASO CHECKLIST
**ASO CHECKLIST**

**01** Identify your main keywords and from these, make a list of keywords with combinations and other related keywords to get more mid and long-tail keywords for which to get to position in the app stores.

**02** Keep in mind that you are optimizing the listing for an app store and not for a website. **Think like the user** and adjust your keywords to their possible mobile searches.

**03** Use an ASO tool, such as App Radar, to track keywords on Apple App Store and Google Play Store. Choose those keywords with the highest traffic and the least competition.

**04** Include 1 or 2 Top Keywords in the App Name / Title next to the brand name. This will help your app start to have visibility in the stores (Search).

**05** Use the **Short and Long Description** (Google Play), **Subtitle and Keywords Field** (App Store) to include keywords included in the most common searches of users.
Take the time to create the perfect icon: try different colors for the background, apply unique identifiers within your category and make it different from your competitors. It is very important to work with a strong brand identity within the visuals of your app.

Create an attractive video and put it in the store listing; the first seconds are the most important ones!

Use real images from the app interface and encourage users to download the app with a Call-To-Action highlighting the benefits of your product.

Show the best features of your app in the first 2 screenshots and in the first self-reproducing video.

A / B test all visual elements to identify the best option to achieve the best Conversion Rate to download and / or more visibility.
ASO CHECKLIST

12. Analyze the competitors’ apps and the comments of their users to find more keywords and improvements / new functionalities to implement in your app and improve the user experience.

13. Encourage users to post positive feedback (ratings and reviews), identify the most loyal users and encourage them to rate the app at the right time (“sweet moments”).

14. Provide a customer service page or a support chat to avoid negative opinions on the store listing and always provide an individual and custom reply to all of the comments.

15. Reply to negative comments quickly because users can change their feedback and proceed to change / improve their public note in the stores.

16. Listen to users and use their feedback to improve your product and / or detect problems that your app may be experiencing on certain mobile devices or software versions.

17. Update your app frequently, at least once a month.
Get backlinks from relevant websites to your store listing on Google Play Store and Apple App Store to increase your SEO visibility in web search rankings and ASO positioning on Google Play.

Relocate the store listing of your app, and if the conversion is good, consider locating all its content, as long as the product lends itself to it.

ASO is a process that must be frequently monitored and optimized. If you want to work with experts, get in touch with us.
THANK YOU!

www.pickaso.com