KrishaWeb
Passion empowered with experience

An Ultimate Checklist for

App Store Optimization for iOS

PREPARED BY:

KrishaWeb Technologies Pvt. Ltd.

www.krishaweb.com

info@krishaweb.com

Planning to launch a brand new iOS app or updating your existing one? This checklist will remind you what you need to check before submitting an app or update to iTune store. We have included all the important aspects that Apple considers while ratting application in app store. This checklist will also help you streamline your app store optimization strategy. Starting from Application Name to App Promotional Video, this checklist contains everything you need to check for app store optimization.

Table of Content

- Application Name

- Application Keywords

- Application Description

- Application Icon

- Application Updates

- Application Screenshot

- Application Ratings

- Application Preview Video

Application Name

☐ Does application have the descriptive name?

☐ Used only URL-safe characters in name

☐ Have used maximum 3 keywords in name

Application Keywords

☐ Utilizing maximum 100 character limit

☐ Not repeating App name in keywords

☐ Using numbers instead of spelled out words

☐ Researched what competitors are targeting

☐ Localize keywords

☐ Properly utilizing singular or plural keywords

☐ Continuously monitoring the keyword performance

☐ Using long-tail keywords

Application Description

☐ Making the most use of the first three line of the description (Users can see first three lines and description continues)

☐ Added social proof in description

☐ Highlighting the key features of the application

☐ Localized description

☐ No keyword stuffing in the description

☐ Is it easy to understand for users?

Application Icon

☐ Kept it simple and clear

☐ No words used in icon

☐ Have detailed and consistence design with the app interface

☐ Have borders that help standout from others

Application Updates

☐ Have all details about 'What's New' in update

☐ Appealing call to action

☐ Have option to write review

Application Screenshot

☐ Included all screenshots (First two are the most important)

☐ Highlight benefits not just features

☐ Used text and graphic to make users understand the image

Application Ratings

☐ Encourage and highlight positive reviews

☐ Used SDK to send positive reviews to app store

☐ Used SDK to send negative reviews to support

☐ Listening to users and fixing the problems ASAP

Application Preview Video

☐ Does app have preview video? (It helps a lot)

☐ Included all key features of the app in video

☐ Don't localize, keep it same for the global audience

I hope this checklist will help you figuring out your app promotion strategy. You can always contact us, if you have any query regarding this App Store Optimization (ASO) checklist for iOS.