

ASO GUIDE FOR 2020

A complete checklist



YOUR APP'S TITLE

- ☐ 30 characters for Apple store, 50 for Google
- ☐ Name of your application should be easy to read, understandable, and should be focused on your application brand's niche. For Example. MakeMyTrip,

APP'S SUBTITLE

- ☐ 30 char in the App Store & 80 In the Play Store
- ☐ Try to keep your subtitle as simple as possible. So put your message in a nutshell, avoid using repetitive words and make sure to slip in a keyword or two as well.

KEYWORDS OPTIMIZATION

- ☐ Make the application more and more discoverable
- ☐ Consider relevancy, competition and popularity. According to a report by Apple, about 65% of the downloads directly come straight from the app searches only.

SCREENSHOT OPTIMIZATION

- ☐ Demonstrate the key functionality & interface
- ☐ 50 per cent of users make their buying decisions dependent on the first impression, so your screenshots have to look the

best.

AVOID MISTAKES

- ☐ Improve everyday
- ☐ Avoid keyword repetition, copy pasting stuff. poor quality screenshots.

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