

The Most Current, Smart Way To Do Google Play App Store Optimization (ASO) For Your Android App

As with anything involved in app marketing. You need to pay attention to the basic details. You would be very surprised how many app developers are flying completely blind, so if you follow these basic rules. You'll certainly be ahead of the game and the majority of app developers out there who actually didn't bother to follow the basic rules here! You will be rewarded with more downloads and revenue if you follow these basic rules.

Keyword Research Is Super Important

Here your keywords are the most important here and Google weighs your keywords heavily here. There's a rule to remember here and it's called R-D-T. It stands for **Relevance, Difficulty and Traffic**. So you want to choose your keywords that are super relevant because you want your users to hopefully download your app once they find it. Now, you want to find keywords that have a lower difficulty score, therefore, you'll have a much better chance of achieving a better or higher ranking! Does that make sense? Then choose the keywords with the much higher traffic scores. Always choose **Most Relevant keywords to match your app!**

Always Place Keywords In Your Android App's Title

Placing your title in your app is always going to increase your app's aso ranking!!!

Keep in mind though, Google Play only allows 30 characters, so choose your one or 2 keywords wisely.

Feel free to use this template to help you out:

Main title – Subtitle (XXX XXX – XXXXX XXXX XXXX)

If you can't fit your 2 top keywords in the main app title. Then place that keyword you couldn't fit into your sub-title instead. The sub-title should describe something important about your app. Please don't try to squeeze all your top choice keywords in your title or sub-title!

Absolutely, never ever use someone else's app titles or trademarks, etc for the obvious reasons.

You can however, use symbols or emojis in your app title to make it stand out more and catch the eye of a potential user.

You can use any of the following here: 🏆, ™, ®, ▶, ★ .

You can have your app title All in Caps

Always Add Keywords To Your Android App's Description

Okay, what you need to know here is the main differences between Android's Google Play store and Apple's iTunes store is iTunes gives you a keyword field to enter all your keywords, whereas, Google Play doesn't. They take your keywords directly from the app's description!

Google Play still allows 4,000 characters, so use them all up!

For Best Results, you can use your primary keyword about four to five times now. Spamming your keywords more than that won't help matters, so don't waste your characters!

Your app description should make sense and be crafted in such a way that you are selling why your app deserves to be downloaded right now!

Please do not include user testimonials in your app description!!!

Always Have Your Users Simply Love Your App

Remember, More Positive Reviews = Better Search Rankings

Now, let's say your app is not the greatest or a reskin, etc. You can get free reviews from this very community and I also tell you of several places online to get free to cheap reviews for your app. Therefore, don't worry. I have you covered.

Google Play uses quite a few criteria in figuring out your app's ranking for each keyword. Here are but a few: app growth, # of downloads in certain amount of time, uninstalls and how long and how often your users spend time in your app. The rest is pretty much proprietary or a secret.

You really need to have a great built, well tested app today or negative reviews will kill your app off faster than you can blink twice! I always recommend you perform a soft launch in a country that isn't popular. You don't want to do a soft launch in the USA or Canada or UK for example.

Always Promote Your App With A Short Concise Video!!!

I can't stress this enough and it boils my blood when I see an app on the app store and it doesn't showcase a short video on how the game works. You will triple your downloads alone just by having a nicely done, well edited promotional video.

Keep it to 31 seconds long, that's all you really need. The video outweighs the screenshots every time! It helps to grab the potential users attention while they are on your app store website. Highlight the top features of your app and that's it.

Always, Always, Always Create Eye Catching App Screenshots And App Icons

Always choose eye catchy app screenshots and app icons. Just look at your competition and if they all seem to have red icon borders. Then go with another primary color to help stand out from the crowd. Your app icon is the first thing they will see so you really need to put forth some effort here to impress them real fast. Your app screenshots should be very enticing and interesting to capture the user's attention. You are allowed to include text on the screenshot.

In Closing,

Google Play keeps an eye on your back links from authority sites which will help get your app's keywords ranking higher in Google Play. I have a company I personally use and that's spoken of at the end of this course along with a discount coupon. You can get back links from bloggers, social networks and press releases, etc.

I'll see you in the next lecture:)