ASO Updates For Both Android + iOS For Late 2016

This Information should supersede or replace any Information mentioned earlier in this course!!!

ASO is not a one time thing you do! The app stores are constantly evolving every day and you will need to stay on top of your own ASO if you want to get out of the cellar. For instance, when a big Holiday comes around. You should update your App Description, Icon, Screenshots and Promotional Video to reflect what's changed like Christmas or Halloween events.

App Titles

This goes for both Google Play and iTunes: Don't change your app title too often as this is now reflecting a drop in rankings!!!

App Store: The character limit for app names is **50 characters** ,however it is recommended to keep the title **under 23 characters** to avoid truncation and keyword stuffing.

Keywords near the beginning of the title always holds more weight, so please use the following recommended formula for your app titles: [Brand/App Name] + [Descriptive Keyword or Phrase]

Google Play: They give you only 30 characters for your app name in Google Play. Just Keep your app name simple and include your Primary keyword or phrase. In Both stores, use your app or Brand name followed by your Primary keyword.

App Descriptions

App Store: You have 4,000 characters to work with when making your App Store description. Here the app description has the least importance in app store rankings. But, the app description is super important in converting your potential user to download your app. In the end, app description will determine your success in app rankings because of number of conversions it's responsible for down the road. Therefore, treat it nicely, so it will pay off in dividends or downloads:)

Above the fold is always the most important section of your app description. Many, many users won't bother to click the read more link, so please keep that in mind. You want to sell your app basically in the first 3 sentences is the rule of thumb here.

Google Play: You can use up to **4,000 characters** for your app description. Here you want to mention the main focus of your app in the first few sentences. This section will become your meta description for your app's Android Google Play page which is then shown in Google's organic search results.

Also, remember that customer or user testimonials **aren't allowed** in the app description. Please don't speak of other apps in your description either.

App Keywords

App Store: The character limit for keywords is **100 characters**. Apple's search algorithm currently will automatically group keyword phrases, therefore, it's best to have as many single **Relevant keywords** as humanly possible here.

Google Play: First thing to note here is No Keyword field in Google Play Store, unlike the Apple App Store.

Therefore, your app keywords should be used much like in a Search Engine Optimization way. Once you've identified your app keywords, they should be used in your app title and app description to help your rankings.
Keep in mind that Google hates keyword stuffing or spamming here in the Google Play Store as well. Always use your **Relevant keywords** that makes sense and have good frequency of 4 to 5 times spread throughout the app description.
Never ever stuff your keywords in one area!

Now, use the 4-5 rule cautiously because it depends on how long your app description will be. For instance, mentioning your keyword 4-5 times and your app description is say 150 words. Google could see that as Spam alert.

App Icons

Always use high quality eye catchy app icon. Poorly made icons will kill off your business before it starts. Pay a good designer here because it's super important to catch the user's attention right away. You only have a split second for the user to glance over your icon and you don't want to blow it right here! If it looks like crap. Then the user will think your app will be the same and won't bother to download it! You want to never copy an icon from a competitor either. Your app's icon needs to stand out among the competition here. Use different colors on the border, or make it 3 dimensional to give it that polished eye candy look which will entice your potential user to further look into downloading your app. Your app's icon has to show what your app does while looking very appealing to the potential user.

App Screenshots

I know many users won't even bother to read your app's description, so that's why your app's first 2 screenshots are super important to quickly convert them into a user. Here you want to display and capture the top features of your app here. You can add captions to describe what the potential user is looking at if it needs clarification. Always try to use hand gestures such as pinching to zoom in

or out or swiping actions to show how your app works or plays is also important to showcase in a screenshot.

App Localization

Nothing really new to update under Localization. Just the obvious, you want to partake of it to increase your downloads and revenue as much as possible. You'll need to hire a company or service I recommend to make this as simple as humanly possible. Everything needs to be localized such as all your meta data, in app content, app assets, app instructions, tutorials, buttons, text, files, icons, nib files and graphics. Different colors might be needed to not offend certain cultures. Today, services exist that handle all of this for you, but it's still expensive but very well worth it. I'll point you in the right direction to what the Experts use as far as services depending on where you want to showcase your app Internationally.

I'll see you in the next lecture:)