

Lecture 13: Expert App Store Title Strategies

A good title is crucial. If you don't optimize your title, you can forget about a good ranking on an app store. Unfortunately, there is so much confusing information about this around on the web, it can be hard to figure out what is good practice and what isn't. Having a keyword in your title can improve your app's search ranking for that keyword by an average of 10.3%.

For iOS:

There are actually two names associated with every iOS app. The first one is called the App Name.

It has a maximum length of 255 characters. The app store product page will display 75 characters or less and keep in mind that the app store search results on people's iPhones will show 35 characters or less.

The second is known as the Bundle Display Name. This is the name that appears under your app icon on the home screen of an iPhone, iPod or iPad. Here You don't need to worry about this name for ASO purposes. This will show only 12 to 14 characters.

For Android:

Google Play app titles have 35 characters allowed. This makes it much harder to squeeze in your keyword compared to Apple.

For Both:

Make sure you put the essential keywords words in the beginning!

Don't use names that are already in use – it won't win you more downloads if you use the name of a popular app, it will simply mean you get lost in the crowd.

Make sure your app name is short, easy to spell and easy to remember.

Try to reflect the nature of your app in its name – you don't want users to get confused. Always split test your app's title.

Okay, I'll see you in the next lecture.