

Lecture 14: Expert App Description Strategies

This is a very important part of ASO process. This is where you have your best chance at selling your app to all your potential users browsing the app market. This works just like the meta description tag for a website. It's not searchable, so you don't have to over-pack it with keywords. This should be around 3 or 4 sentences. Google Play allows 80 characters for it's short description of your app and up to 4000 characters for it's long or full description. Apple allows 4000 characters for it's description section.

Remember, only the first 580 characters will be seen until the viewer has to click on More button. The first 3 lines of your app description are super important! That's because people looking on a desktop or tablet get to see only the first 3 lines of your description. Plus your app icon and first 1 or 2 screenshots. Therefore, place your most important words here first. For example, place any awards you may have won or Top Reviews here. Everybody just isn't going to read your entire description.

Tips For Both Apple and Android:

- The default fold – put the most important information before it.
- List benefits and features.
- Never Use HTML
- Never sound Too Technical - Speak in Layman's terms so everyone can understand
- Include a call to action to make people feel they need to have it. You can say Download now to enjoy! Pull that psychological trigger.
- Include some social proof to help convince people how cool your app is (awards/reviews). Place this always at the very Top!
- Your app's description will constantly be evolving, so when you get solid reviews you will want to add those here.

Now, If want to see what your description will look like before you release your app to the store, please use software called App Snippet Preview.
Be sure to check the Recommended Link below.
Okay, I'll see you in the next lecture.

Recommended Link:

<http://appsniippetpreview.com/>