Lecture 16: App Keywords Strategies Including My Favorite Keyword Finders

Okay this only applies to iOS at this time. In iTunes, they give you a field to include your keywords you would like to rank for. You have only 100 characters of space, under keywords, At the time I prepared this section of the course Google Play does not even ask the app developer for keywords. They prefer to have people solely rely on your app title and app description instead. However, if they do in the future. This section should help Android developers. This part of ASO is super important, so be careful here and think hard.

Now, I recommend using a service such as MobileDevHQ to help you track your search rankings, choose better keywords, analyze your existing keywords, and spy on your competitors. Another ASO Tool I suggest you use is called Sensor Tower. Today finding single keywords is going to be a tough task to say the least, so what I would highly recommend is start finding keyword phrases or long tail keywords which will help more people find your app and put your app in a less competitive environment. Using keyword phrases will help your ranking and gain you more exposure!

Using Relevant Keywords For Your In App Purchases
I bet you didn't know that the App store actually indexes your keywords you use for your In App Purchases. Crazy I know but it's true, so start using search friendly keywords that will help bring you more downloads. Just don't use generic keywords such as full access, unlimited gems, etc.

For Android: Make sure you use your primary or most important keyword you want to rank for in your App's Title and then mention your keywords up to 5 times only in your app's description. It's been proven that mentioning your keyword over 5 times has no effect in app store ranking!

Here are a few solid tips:

•Use single words rather than multiple-word phrases

•Mention your primary keyword or keyword phrase 3 to 6 times in your description and make it look natural.

•Research your competitors' keywords and go for ones that are untapped and less competitive.

•Don't repeat words used in the title.

•Put the keywords in priority order.

•Keep playing with your keywords – the ones that do not convert now, might convert in the future as your app becomes more popular.

•Separate keywords with commas, don't use spaces.

Be sure to check the Recommended Links below. Okay, I'll see you in the next lecture.

Recommended Links:

https://sensortower.com/ - Great ASO Tool

http://www.mobiledevhq.com/

Please read this article on How To Increase App Downloads By Targeting Keyword Phrases: http://blog.tapdaq.com/app-marketing/increase-app-downloads-targeting-keyword-phrases/

https://adwords.google.com/KeywordPlanner - **Another place that you can use as a tool to search for keywords and keyword phrases. You have to have a Gmail account to use.**

https://blog.sensortower.com/blog/2013/10/02/the-definitive-3-step-process-for-selecting-keywords-that-get-your-ios-app-ranked-and-downloaded/
Free Tool On Finding Relevant Keywords Here