

# Lecture 18: Expert App Screenshot Strategies With Favorite Screenshot Tool

App Screenshots are just as important in the visual description of your app as your app icon believe it or not. For those not lucky enough to be featured or noted under noteworthy. Then it's your screenshots that your user will look at first after finding you in the app search results. The user will base their decision on your 1st screenshot 99% of the time. The other 4 screenshots still need to be eye candy and matter, but the 1st is the most important by far.

Please get a video no more than 1 minute long showcasing your app and have it next to your app store screen captures. The video helps get you more downloads. Notice all the top apps have a video for their potential customer to click on and view. Why? People always love and prefer watching video over static pictures. Your screenshots are very important as far as real estate goes along with your app icon. Now, with that being said, you need to grab the attention of the potential user first and foremost.

Then you need to address what exactly makes your app different from your competition. Lastly, I want you to include a bonus or coupon code to give them an incentive to want to download your app. That's like your Call To Action which you always need to do.

## **Tips For Both Apple and Android:**

- Localize your screenshots.
- Try to Add explanations, arrows, tips etc. Always Keep it clear and simple, and show what the user can do inside your app.
- Highlight your most popular and most needed features.
- Don't bother showing splash pages here
- Show the 'inside' of your app

- Convince users that your app is exactly what they're looking for.
- Split Test Your App's Screenshots

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

**Recommended Links:**

**<https://blog.sensortower.com/blog/2013/07/05/tutorial-how-to-create-localized-screenshots/>**

**[Free Screenshot Builder Here](#)**