

Lecture 19: App Category Strategies

The App Category may be less important than your title or description, but that doesn't mean you can pass over it. Please note that Apple will review your app and check to make sure you chose the best category that really matches your app. If not, it will be rejected. Sometimes the choice isn't very obvious, so you can add your app to two categories.

- Cycle through all the different categories and choose the one that really fits your app the best.
- If you're choosing 2 categories for your app, compare the apps that are in the top 5 of both of them and choose the group that has less competition and make that your primary category. Okay, I'll see you in the next lecture.