

Lecture 22: Expert App Localization Strategies

What I mean by app localization is your app listing in the app store is appearing all over the world. Not everybody reads or understands English, so if you want to be able to sell your app say in China or Brazil which are 2 extremely big markets. China being the Largest consumer of apps in the world. You need to translate all of your app elements into whichever languages you decide to target. You definitely need to translate your metadata such as app title, description and keywords. Your app will also need notifications and any instructions or text to be translated as well. You do this correctly and I've seen people's apps go from the cellar up to top 10 in their category inside of few days.

You can find an inexpensive translator's Link in the Bonus Section 1 found at the end of this course so make sure to check it out. Don't use any Free translating software online as it always has errors in it and it winds up making you look bad in the end and it will hurt your downloads when it doesn't have to. Just by doing this, you can Double, Triple or even Quadruple your downloads each and every day!

The important point here is if you are going to do this. Then do it right and it will pay off Big Time! I like ElLoco.com for my localization needs. It's worth the money to hire a human translator here! Be sure to check the Recommended Link below. Okay, I'll see you in the next lecture.

Recommended Link:

<https://www.elloco.com/>