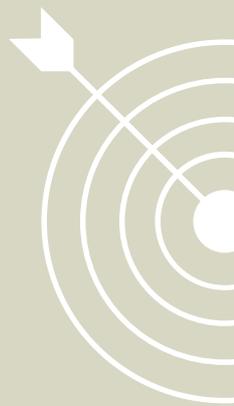
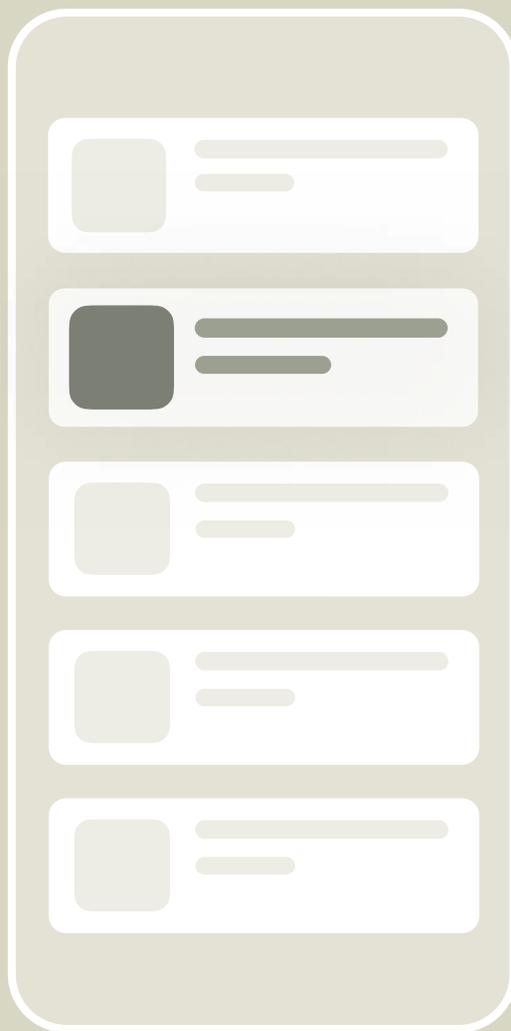


# ASO Beginner's Handbook to Boost Your App's Visibility

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# ASO Essentials

Diving into the world of App Store Optimization (ASO) can initially seem daunting, but it's a crucial step for any app developer looking to stand out in the crowded app marketplace. This guide is designed as your comprehensive introduction to ASO, ensuring you're well-equipped with the knowledge and strategies needed to elevate your app's visibility and success in the app stores.

From the basics of keyword research to advanced strategies for A/B testing your app's metadata, this guide offers a step-by-step approach to mastering ASO. You'll learn how to leverage ASO to not only increase your app's visibility but also enhance its appeal to prompt downloads and, ultimately, foster a loyal user base.

We'll also talk about the ranking signals on the app stores, from keywords and app titles to user reviews and download rates, providing you with a clear roadmap for optimizing these key elements.

Whether you're a first-time app developer or looking to refine your existing ASO efforts, this guide aims to provide actionable tips and insights to help you navigate the complexities of ASO and achieve your app's full potential.

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## 1. What is App Store Optimization?

The apps we want to download from the App Store or Google Play are more visible when they rank highly in the search results for a variety of keywords, when they maintain a high position in the top charts, or when they are featured on the stores.

**App Store Optimization (ASO)** is the process of improving an app's visibility on the app stores and maximizing its appeal to new, existing, and lapsed users over its entire lifecycle. The goal is to increase the number of app downloads and (re)activations.

In simpler words, ASO comes down to this simple equation: **traffic x conversion = downloads.**

## Traffic

The traffic we want to drive to an app can fall under a variety of umbrellas.

The main two we'll discuss are **Search traffic** and **Browse traffic**.

There are other sources, like **Referral traffic**, which is traffic from other apps or websites, but ASO practitioners predominantly focus on **organic traffic** that happens within the store.

✦ **Organic search traffic:** This mainly refers to users who find your app after making a keyword search on the App Store. As a result, ASO practitioners typically focus on one chief pillar, keyword optimization, to increase search traffic. We'll go into more depth about this later.

✦ **Browse traffic:** Traffic can also be driven through the Browse or Explore pages when an app is featured on the App Store or Google Play. The store editors constantly search for strong apps and games to promote, so getting featured can help to drive a lot of traffic (and therefore, downloads). In-app events, for example, are an effective strategy to connect with new users, keep current users engaged, or re-engage lapsed users. Hosting in-app events for your app/game might contribute to your app being featured on the App Store, providing an extra visibility boost.

## Conversion

The second part of the ASO equation is conversion, the act of converting a store visitor into an app user. Now that your app is visible and drives traffic, you actually want to transform this traffic into actual customers.

There are a few things to consider to increase your app's conversion rate. The most important are your **app creatives** (icon, screenshots, videos) and your **app ratings and reviews**. These elements are vital to persuade store visitors to download your app.

## 2. Basics of ASO

Several elements can influence the visibility and organic downloads of your app. ASO practitioners tailor their strategies based on a company's priorities, goals, and key performance indicators (KPIs). This involves:

- ✦ Executing keyword research to optimize app metadata with the most searched for keywords
- ✦ Implementing an effective review strategy to ensure a steady stream of positive reviews
- ✦ Optimizing app creative assets such as icons, screenshots, and videos to encourage more users to download your app
- ✦ Increasing an app's visibility in editorial content, featured stories, or "Similar Apps" placements
- ✦ Running in-app events to increase visibility, boost user engagement, re-engage lapsed users, and provide a competitive advantage
- ✦ Monitoring app store changes and competitor updates to maintain app visibility
- ✦ Localizing an app's product page to foreign languages worldwide

# Why is ASO Important?

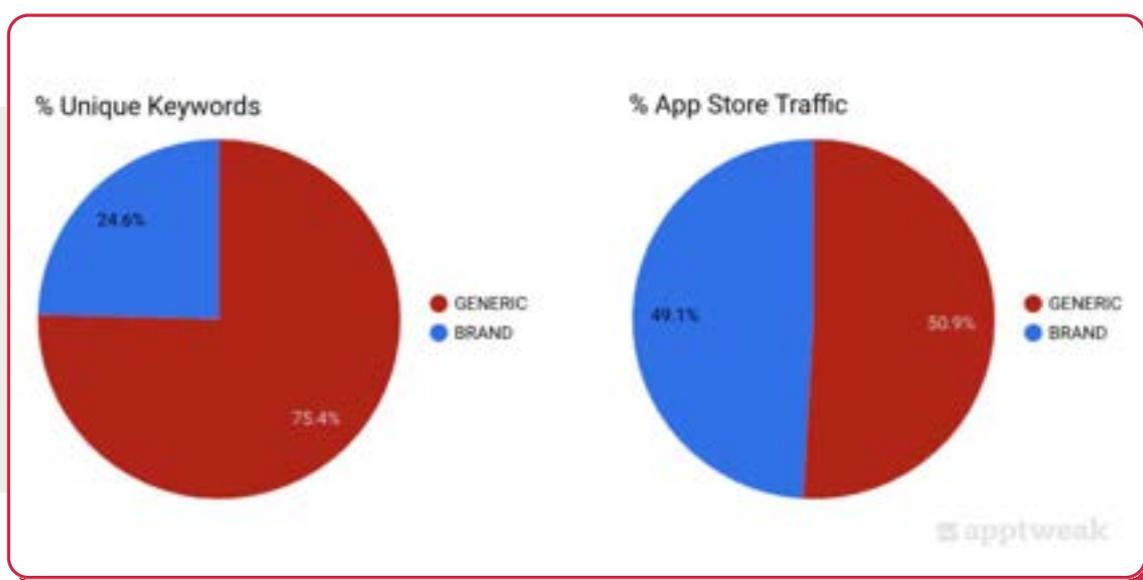
ASO should be part of every mobile marketer's marketing stack. Being able to share the significance of ASO for your app's success will enable you to convince your team that ASO is worth the resources you'll undoubtedly need to invest.

## 1. ASO is your key to visibility

If you're not investing in ASO, you're missing out on the largest discovery channels available to your app.

According to Apple, **65% of all downloads** on the App Store happen after a keyword search. This means that working on your search optimization will put you in the best position to get your app in front of the people looking for it.

AppTweak found that **non-branded keywords**, and especially their strategic combinations, account for half of all search traffic on the App Store. Clearly, this represents a huge opportunity to increase your app's visibility and conversion.



Comparing the percentage of unique keywords with a Search Popularity above 12 against the traffic they drive on the US App Store.

You may wonder about the effectiveness and impact of ASO for well-established apps with strong brand identities, such as Spotify, Candy Crush, or Netflix. It's easy to assume that these brands primarily benefit from brand searches. Yet, the strategic use of **generic keywords** – terms not directly associated with your brand – plays a crucial role in **attracting new users** and **increasing your brand awareness**.

For example, *Tinder* is one of the most popular dating apps in the world. Despite a significant portion of its downloads originating from searches for "Tinder," a noteworthy share also stems from **generic terms** like "dating apps," "online dating," or "dating app for adults."

By incorporating these generic keywords into its metadata, *Tinder* not only captures potential users who may not be initially searching for the app itself but also secures a competitive edge by ensuring it appears in searches where competitors might also be listed.

Keywords ?	Vol. ?	Installs ?
★ dating apps for adults	58 <small>📈</small>	2,675 <small>📈</small>
★ dating apps <span style="background-color: #009688; color: white; border-radius: 50%; padding: 2px 5px;">M</span>	70 <small>📈</small>	2,074 <small>📈</small>
★ online dating <span style="background-color: #009688; color: white; border-radius: 50%; padding: 2px 5px;">M</span>	28 <small>📈</small>	72 <small>📈</small>

Generic keywords like "dating apps" drove over 2,000 organic downloads for *Tinder* in the USA in 30 days. Source: AppTweak

## 2. Every app download begins on the app stores

It's important to remember that everyone will come through the **app stores to download** your app. Whether that person found your app through social media ads, native ads in an app, or through any other channel, your product page plays a major role in convincing these users to download your app.

Optimizing your default app store page (or any custom product page) will lead to **higher conversion rates** and **lower CPIs** for your advertising campaigns. With improved conversion rates, your paid acquisition campaigns become much more cost-effective.

- ✦ Consider your app's store page as its storefront window. If it's not appealing, users will walk on by. **High-quality** and **well-designed visuals** (icon, screenshots, preview/promo video) are essential for capturing user interest and standing out.
- ✦ Next, perform a thorough **competitive analysis**. Evaluate how your app compares to others in terms of features, design, and user feedback. Use these insights to differentiate your app and highlight what sets you apart.
- ✦ Conduct **A/B testing** on your app's page by modifying one element at a time, measuring the impact, and refining your approach accordingly.
- ✦ Additionally, don't forget about **user reviews**. A less-than-great rating or a detailed negative review are major turn-offs for both the users and the app stores.

## 3. Prioritize ASO to boost brand presence

Further, your team should prioritize ASO as a sustainable method to get your app in front of the right people. Even renowned brands cannot afford to underestimate the influence of a finely-tuned app store presence in reinforcing their brand and messaging. When your app or game secures a feature, it conveys a message of excellence and reliability, qualities sought after by users.

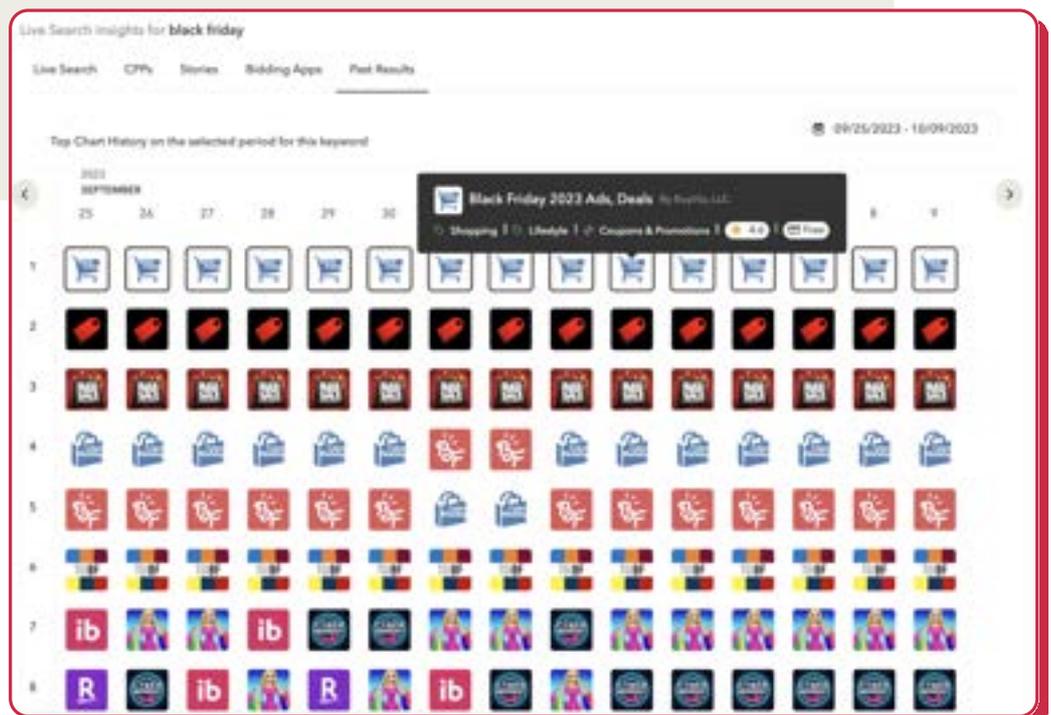
App stores extend beyond being mere acquisition channels for downloading new apps; they serve as dynamic platforms to capture attention from both existing and lapsed users. One of the most effective ways to achieve this is through well-planned **in-app events** (App Store) and **promotional content** (Google Play). These features are your chance to showcase what's fresh and exciting about your app or game.

Some also leverage **seasonality** to maintain user engagement. App store seasonality goes beyond incorporating festive icons or seasonal sales – a **well-thought-out seasonality strategy** ensures that your app aligns with your audience's current interests, thereby distinguishing it from the competition. Make sure to **align your app page with seasonal offerings** by updating your app keywords and visuals (screenshots or icons) to reflect the holiday season.

For example, using specific holiday keywords such as "Halloween," "Christmas," "St. Valentine's Day," or "Black Friday" can increase visibility and drive more traffic. These keywords are often less competitive than general ones, making them effective for app growth during the holiday season.

## EXPERT TIP

For many e-commerce apps, events like Black Friday are a big chance to get more visitors and downloads. To make the most of the high search interest in "Black Friday," apps should try things out, like adding the keyword "Black Friday" to their title or refreshing their screenshots to show Black Friday participation. Looking at past searches, we saw less-known apps with ads and deals ranking high for "Black Friday." To compete, brands need to tell Apple their app is relevant for this search by adding it in the title too.



Search results history for the keyword "black friday" (2023) on AppTweak.

## 4. Boost user retention

Retention rate is a very important app metric. On average, **apps downloaded organically** have **retention rates 25% higher** than apps downloaded through paid means, such as advertising or promotions. This suggests that users who find and choose to download an app without external incentives are more likely to stick around and use the app consistently.

This has led many mobile marketers to rethink their strategies. Rather than heavily relying on paid techniques that may result in quick downloads but lower retention rates, they are increasingly turning to ASO as a more sustainable and long-term approach to acquiring users.

## 5. Increase chances of getting featured

Getting featured on the App Store and Google Play boosts your app's visibility, making it easier to find. This leads to more installs from the **Browse** and **Explore** sections, improving your app's growth. Receiving a featured placement is a big advantage, showing users that your app is trustworthy and of high quality.

ASO will help to increase your chance of getting featured. With 2 million apps on the app stores, being featured by Apple or Google is a very rare opportunity. However, the more you follow the store's **best practices and guidelines** with a **solid ASO strategy**, the higher your chances are of being featured.

**EXPERT TIP**

When it comes to getting your app featured on the App Store, there's no one-size-fits-all checklist. Apple's editorial team is on the lookout for apps that not only boast an outstanding user interface design but also deliver a great user experience.

- ✦ Aim for a visually appealing and intuitive design.
- ✦ Ensure smooth, efficient, and enjoyable app functionality.
- ✦ Develop unique solutions to customer problems that differentiate your app.
- ✦ Adapt your app for different cultures and languages to broaden appeal.
- ✦ Include features that make your app usable for people with various disabilities.
- ✦ Use engaging screenshots and detailed descriptions to attract users.

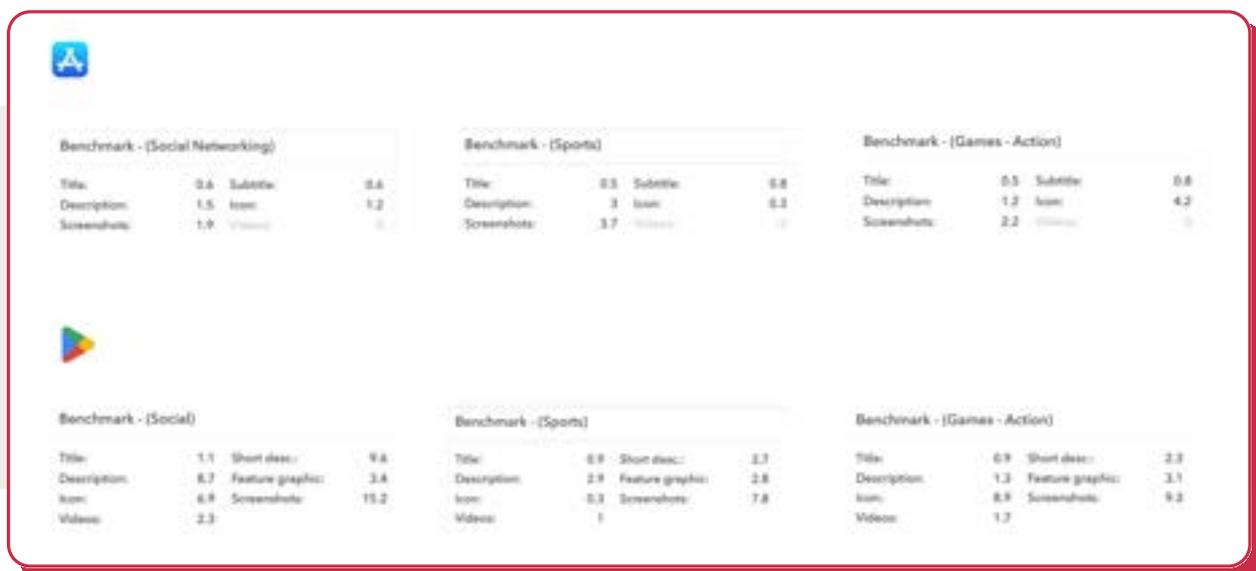
**For games, specifically:**

- ✦ Create compelling and addictive gameplay that keeps users coming back.
- ✦ Invest in high-quality graphics and smooth performance.
- ✦ Improve the gaming experience with superior sound quality.
- ✦ Engage users with a strong, story-driven game.
- ✦ Offer new challenges or rewards to encourage continued play.

## 6. Stay ahead of the competition

Finally, your competitors are doing it. But don't just take our word for it. On AppTweak, you can discover how often the top apps in each category update their metadata to actively improve their ASO. For example, with our Update Frequency Benchmark feature:

- ✦ We see that on average, the top 30 apps in the Social Networking category on iOS update their screenshots around twice a year.
- ✦ The top 30 sports apps on both the App Store and Google Play update their descriptions around 3 times per year.
- ✦ Action games update their icons very frequently – around 9 times a year on Google Play.



Source: AppTweak

# Impact of ASO

Doing ASO has proven time and time again to be the most sustainable way to attract, convert, and retain quality customers. Using two case studies from Superscale and Wix, let's look further into the real impact of ASO.

## 1. How Superscale boosted its organic downloads with ASO

As a leading gaming growth platform, Superscale's mission was to help Nimblebit, an American game publisher, improve the attractiveness of its flagship game *Tiny Tower* on Google Play.

Early on, Superscale realized that *Tiny Tower* lacked visibility due to its outdated product page, which hadn't really changed since 2011. The real challenge was now to promote *Tiny Tower* to modern players while maintaining its core originality.

### Optimizing app title & description

They started by optimizing *Tiny Tower*'s title and description. They used AppTweak to analyze the keywords used most in searches, which also helped them understand where *Tiny Tower*'s competitors lacked visibility.

At first, Superscale focused on **paid user acquisition** to target app installs through advertising campaigns. However, the traffic and conversion results weren't great. So, to optimize *Tiny Tower*'s performance, Superscale decided to try investing more into ASO and, more specifically, into **creative and keyword optimization**.

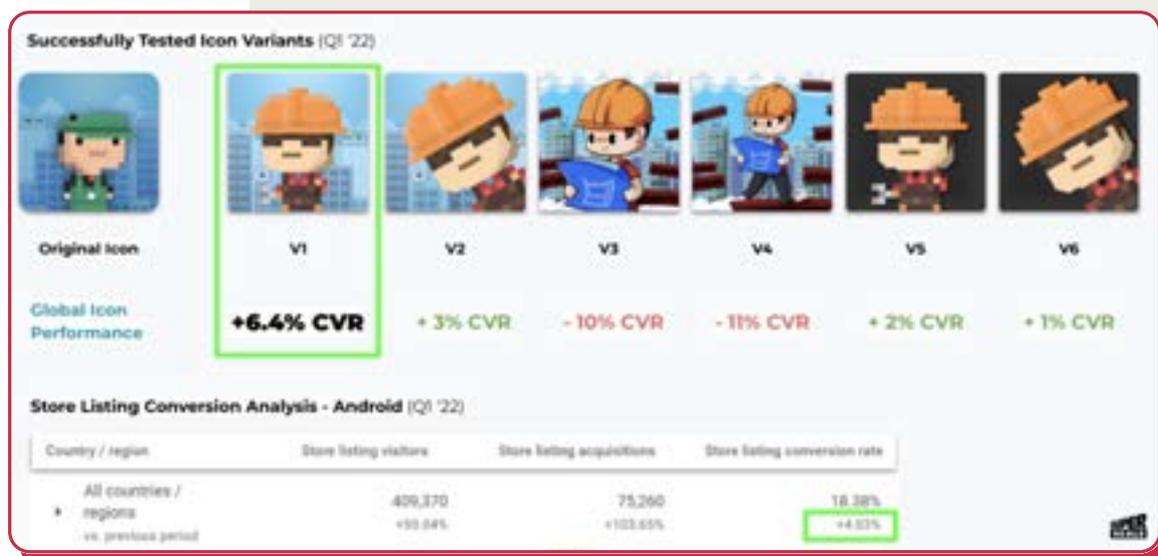
Shortly after updating the game's metadata based on these insights, the Superscale team saw downloads from Google Play Search traffic increase by 25%.



Source: AppTweak

## A/B testing app icons & screenshots

Next, their team used AppTweak to **research creative trends** in the game's category. After spying on its competitors to understand what works – and doesn't work – for them, Superscale created new visual assets to perform **A/B tests on the app icon**.



Source: AppTweak

The game saw a **6.4% rise in conversion rate** after a successful A/B test on Google Play.

With a focus on creative and keyword optimization, *Tiny Tower* was featured more often on the Play Store. As a result, downloads from Google Play Explore skyrocketed and **grew more than 450%**.

### EXPERT TIP

With AppTweak's [Timeline feature](#), quickly track metadata updates & A/B tests for any app on the stores.



Stumble Guys is A/B testing their icon on Google Play to see which version converts better (Source: ASO Timeline, AppTweak).

## 2. How Wix boosted its #1 keyword rankings by 257% within a month

In the highly competitive field of website creation, the team behind the Wix Owner app aimed to boost its app's presence on app stores, making it simpler for potential users to find and engage with their platform. Their main objective was to improve the app's keyword ranking and increase the number of keywords where the Wix Owner app ranked within the top 10.

### Keyword optimization

Wix first paid attention to keyword optimization. By carefully **selecting and integrating keywords that were highly relevant** to its target audience, Wix was able to significantly improve its app's searchability. This involved an in-depth analysis of user search patterns and preferences, allowing Wix to identify the exact keywords potential users were searching for.

### Leveraging localization

Wix understood that different markets have unique language nuances and search behaviors. By **localizing their keyword strategy** to align with the linguistic and cultural preferences of each target market, Wix was able to tap into a broader audience base. This not only improved their app's visibility across various regions but also maximized user engagement.

### Continuous monitoring & optimization

Wix's strategy involved continuous **monitoring of their ASO performance** and adapting their approach based on **real-time data**. This iterative process allowed them to stay ahead of changing market trends and user preferences, ensuring their app remained highly visible and attractive to potential users.

## Results

Wix observed a remarkable increase in visibility on Google Play in the US within a mere 4 months. They not only claimed the top position for their top three keywords – "website builder," "website creator," and "website maker" – but also broadened the range of keywords they ranked for, increasing their overall standings. Within just one month, Wix experienced a noteworthy 257% rise in keywords ranked at #1 on the US Google Play Store and a 31% increase on the US App Store.



Estimated keyword rankings for "website maker" on Google Play in the US. Source: AppTweak

## ASO Ranking Factors

To get started with App Store Optimization, you need to understand the app store algorithms. The App Store and Google Play have their own unique algorithms, but the main ranking factors are similar. These factors are the ones the stores consider when ranking your app in keyword search results and deciding how and where to promote your app.

To better understand the mechanisms behind keyword rankings, it's important for us to first look into two concepts the app stores consider when deciding which apps to rank for different search queries. These are **keyword relevancy** and **ranking strength**.

## 1. Keyword relevancy

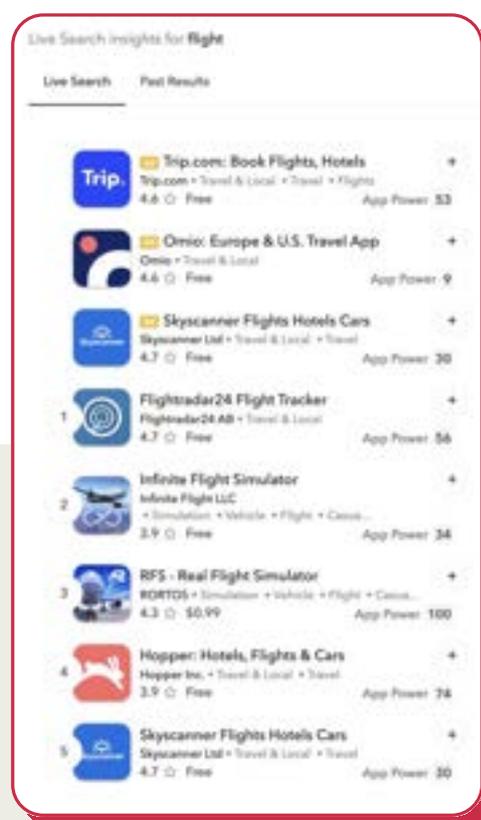
The first factor the app stores look at when deciding which apps to rank is keyword relevancy. In other words, is this app relevant to the user's search query?

To determine whether or not an app is relevant to a search query, the app stores look at a couple of factors:

- ✦ The first is your app's **primary category**. Whether you place your app in the Finance, Productivity, or Utilities category, this decision indicates the specific themes that might be relevant to your app.
- ✦ Even more indicative are the **keywords you add to your app metadata**. The App Store and Google Play look at the keywords in your title, subtitle, descriptions, and keyword field to understand what your app is about, where on the store it should be shown, and how well it matches user search queries.

Picking the right keywords isn't always simple. For instance, take the keyword "flights" for a travel app like *Booking.com*. While you might assume it is relevant since people searching for flights might also want accommodation, the actual search results show that the top-ranking apps are specifically for booking flights. So, these apps are more relevant to the keyword "flights" than *Booking.com*.

The key is **relevance**, determined by **how well a keyword matches user intent**, often reflected in download numbers. Assigning a **relevance score** to each term (from 0 to 5) based on downloads and user intent helps filter out the best keywords for your strategy.



Live search results for "flights" on the US Google Play Store reveal that the top 5 apps are predominantly focused on flight-booking services. Source: AppTweak.

How do the algorithms understand **exactly how relevant** these themes and keywords are to your app?

There are a bunch of ranking factors that signal how strongly your app is related to different search terms on the store. The most important is the **placement of the keywords in your metadata**.

## Keywords in app metadata

For app stores to decide whether to rank your app on a certain keyword, the algorithms look at the keywords provided in the app metadata.

- ✦ **For iOS:** title, subtitle, and keyword field
- ✦ **For Android:** title, short description, and long description

When users search for a keyword that's in your app's metadata, your app has a chance to rank for that search term. The app store algorithms give a higher ranking to apps with the keyword in the title compared to the keyword field or long description.

Remember, **keywords in the app title** have **more impact** than those in the subtitle. Those in the subtitle have more impact than the ones in the iOS keyword field or long description.

## 2. App ranking strength

To continue finetuning the search results, the app stores look beyond keyword relevancy and also account for **app ranking strength**. When deciding which apps to show first, second, third, and so on in the search results, the app stores will consider your app performance data.

### App downloads & velocity

The number of **daily app downloads** is one of the strongest ranking signals on both the App Store and Google Play. A high number of daily downloads will help increase your ranks on a wide variety of keywords. The stores will consider an app that is driving a lot of daily downloads to be relevant to many store visitors' interests.

But it's not just about the total number of downloads. The speed at which your app is being downloaded (download velocity), and how recent these downloads are, also play a big part in determining your app's position in search results and the top charts.

Interestingly, Apple and Google pay special attention to **download velocity**. This means that an app doesn't necessarily have to be old with a huge total number of downloads to rank high. Even a newer app that's being downloaded more and more each day can achieve a high ranking.

## App conversion rate

Your overall **conversion rate** is also important, and depends on the visual assets you show to users through your icon, screenshots, video, and so on.

If your app has a high, stable conversion rate for a specific keyword – for example, if a lot of people are downloading your app after searching for the keyword “flight booker,” you're also very likely to **rank high in the search results** for that term.

Google Play considers your app's **retention rate** when positioning your app across the store. So your conversion rates and number of downloads matter; but how well your **app retains users** is also arguably one of the most important ranking signals on Google Play. Google wants to provide the best experience possible for Play Store users. To do so, the store prioritizes apps that users seem to like in the long term.

## Ratings & reviews

The **number of app reviews and your star rating** represent another major ASO ranking factor. As both stores only consider high-quality apps and games, they will consider an app's ratings and reviews. A lot of positive reviews and high star ratings signal to the algorithms that users are liking your app.

## Android Vitals

The Play Store's algorithm includes **app performance** as a ranking factor. This means that factors such as an app's stability, crash rate, and how much battery it uses can impact its visibility. Poorly performing apps may be ranked lower, highlighting the importance of optimizing app performance for better placement in the Play Store.

**Android vitals** is a really useful tool to help you easily track when you are meeting or not meeting Google's quality standards. For your app's success, closely tie your app's technical quality with your ASO efforts. It's essential to first address any technical issues in your app, making sure it meets Google's standards. You cannot afford to overlook this because even if ASO helps increase your app's downloads, any lingering technical problems can lead to a disappointing user experience.

## Backlinks on Google Play

When ranking your app, the Play Store algorithm also considers the number and quality of websites directing visitors to download it. Google's algorithm looks at the power and credibility of these websites, considering the page views, bounce rate, the keywords used in the URL (which should be related to your app's content), and so on. The **more reliable** the websites pointing to your app are, the better the backlink. Increasing the quality of your backlinks and monitoring those you already have can help improve your rankings on Google Play

# ASO on the App Store vs Google Play

The App Store and Google Play have the same objective – to help users discover and download new apps. But both stores have a very different look and feel when it comes to their app page and search results. Some of these differences have a major impact on how you should optimize your app.

## 1. App Store vs Google Play: Difference in search results

It's not only app pages that vary between the stores; the search results also look very different.

### Search results on the App Store:

- ✦ Apps appear alongside an app icon, title, subtitle, ratings, and screenshots.
- ✦ When the developer opts for portrait screenshots, **3 are shown in the search results**. If landscape screenshots have been used, only 1 is shown in the search results. If the developer adds a portrait app preview video, the video will be placed before the first portrait screenshot and **autoplay** as users scroll down the search results page. Since the launch of iOS 15, screenshots won't show in the search results for apps that users have already downloaded on their device.

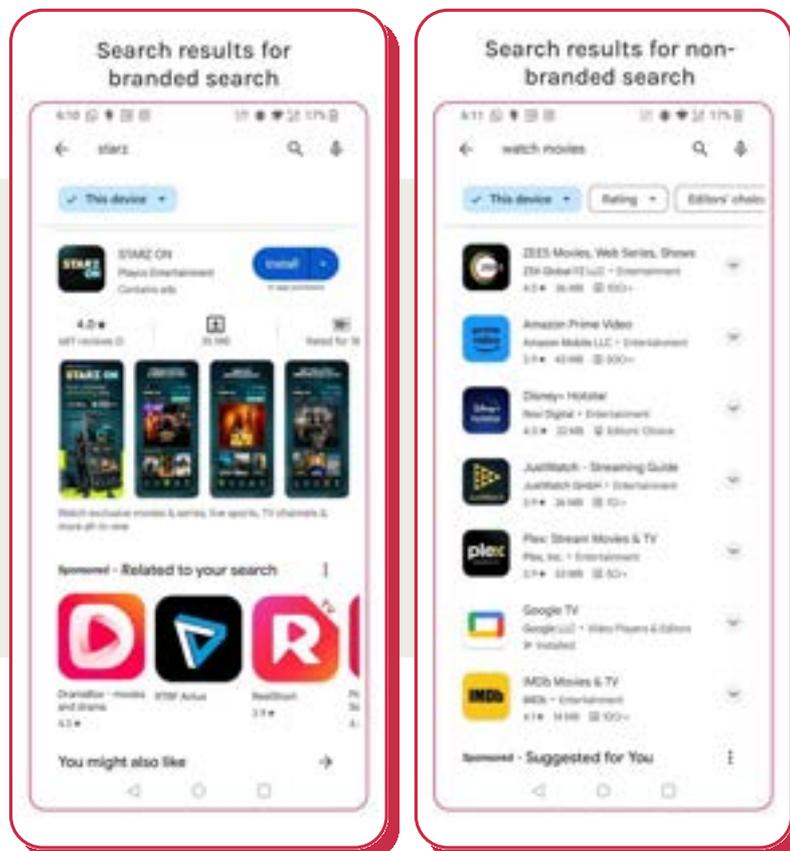


Example of App Store search results vs Google Play search results.

- ✦ Apple allows titles of up to **30 characters**, but in the search results, the title is usually cut off at 26 characters.
- ✦ Since the creative elements take up so much space, a **maximum of 2 apps** are shown on a phone screen. To see more, users have to scroll down. As a result, apps that are listed below the 10th position receive very little views.

## Search results on Google Play:

- ✦ Up to **8 apps** can be shown in the search results for a generic keyword.
- ✦ Apps appear with the app icon, title, developer name, ratings, and the average number of daily downloads.
- ✦ Screenshots, videos, and the short description do not show in Google Play search results for **generic keywords**.
- ✦ App titles are required to be only **30 characters**, similar to the app title requirement in the App Store. Again, depending on the device, the title may be cut off in the search results.
- ✦ When searching for a **branded keyword**, the search results look different. The corresponding app occupies most of the screen and appears with the app icon, title, developer name, ratings, downloads, screenshots, and short description. Underneath the app card, Google shows a carousel with **“You Might Also Like”** and **“Similar Apps.”** Only below that (underneath the fold), you will find a list with apps that rank organically on this branded keyword.



Example of Google Play's branded keyword search results for Starz vs non-branded keyword search results for “watch movies”.

## 2. App Store vs Google Play: Impact on ASO

Search results, app pages, and the algorithms of the App Store and Google Play clearly look very different. These impact how developers and mobile marketers should optimize their app store listings on each store:

### App title (name)

App title is a key factor in how it ranks on both the App Store and Google Play. Including **relevant keywords in your app title** will not only boost your chances of ranking higher for that keyword but also makes your app more visible to potential users.

- ✦ Both Google Play and the App Store allow titles up to **30 characters**. Therefore, choose a name that is both unique and distinctive.
- ✦ Your title should clearly convey **what your app does**, steering clear of vague or misleading names.
- ✦ Additionally, on Google Play, avoid using terms such as “best,” “#1,” or “leading,” which could be seen as subjective or promotional and are not allowed.

**Note:** The short description and screenshots on the Play Store aren't displayed for general keywords in search results. This makes your **app's title even more important**. It's the main way to tell people **what your app does** and persuade them to choose your app over others.

### Subtitle/short description

Subtitles have varying lengths in the App Store and Google Play (30 characters and 80 characters respectively). Their roles also differ.

- ✦ **App Store:** The subtitle appears below the title in search results and helps explain your app's purpose.
- ✦ **Google Play:** The short description appears under the screenshots on the app listing. It should catch the user's eye and encourage them to download your app.

💡 2 tips to optimize your app subtitle on the App Store:

- ✦ **Avoid keyword repetition:** Make sure your subtitle introduces new keywords instead of repeating those in your title. Search engines don't value repeated words, so it's important to vary your keywords between the title and subtitle.
- ✦ **Be specific & relevant:** Avoid using vague or general phrases like "most popular game" or "social networking" in your subtitle. Such terms don't effectively communicate what sets your app apart or its specific features to potential users.

## Keyword field (iOS)

The keyword field, hidden on your app's page, helps the App Store to understand what your app is about and which keywords it should rank your app for. The keyword field is limited to 100 characters, so it's vital to use this space wisely by following best practices for keyword selection. This strategy improves your app's visibility and relevance in the App Store.

Google Play does not have such a keyword field and looks at long-tail keywords added in the title, short description, and long description.

### Best practices for iOS keyword field:

- ✦ Separate keywords with commas, not spaces.
- ✦ Avoid keyword repetition in the field, title, or subtitle to prevent wasted space without benefiting ranking.
- ✦ Break phrases into individual keywords (e.g., "photo,filter" instead of "photo filter") to maximize search combination potential.
- ✦ Use singular forms of keywords, but in some languages it might make sense to include their plural counterparts as Apple's algorithm doesn't always associate them correctly.
- ✦ Remove unnecessary words and those implied by your app's category, as they don't contribute to ranking improvements.
- ✦ Fully utilize the 100-character limit to improve visibility.

## Long description

- ✦ **App Store:** Keywords used in the long description don't rank, so it does not need to be written with keyword optimization in mind.
- ✦ **Google Play:** The long description is an important ranking factor, so optimize your long description following best SEO practices and increase the density of top-priority keywords.

### Tips to optimize your long description on Google Play:

- ✦ Structure your description into clear, easy-to-read sections with clear subtitles. This helps users quickly find the information they need.
- ✦ Ensure the first few lines are engaging and convey your core message. Most users won't read the full description, so catch their attention early.
- ✦ Place keywords in the opening lines to boost their visibility. Google places higher importance on keywords in the first few lines.
- ✦ Highlight achievements such as mentions, awards, and positive reviews, while adhering to store guidelines and ensuring all reviews are attributed.

## Repeating keywords

- ✦ **App Store:** Recommends not repeating keywords in the title, subtitle, and keyword field. Add single keywords to the keyword field (no long-tail keywords) because Apple will automatically make combinations between all the keywords used in the title, subtitle, and keyword field.
- ✦ **Google Play:** Define your top single and long-tail keywords and increase the density of these keywords in your app page without keyword stuffing.

## Screenshots

- ✦ **App Store:** On the App Store, traditionally, the first three screenshots of an app appear prominently in search results. However, a significant change introduced with iOS 15 is that screenshots no longer display in the App Store search results for apps already downloaded by the user.

However, any in-app event card you're currently running will show, even if the app has already been downloaded. Thanks to this, in-app events present a great opportunity to grab the attention of your users and encourage them to revisit your app.

It is also a good practice to add captions to your iOS screenshots that **highlight your app's main features** or value proposition. It helps your app stand out in the search results.

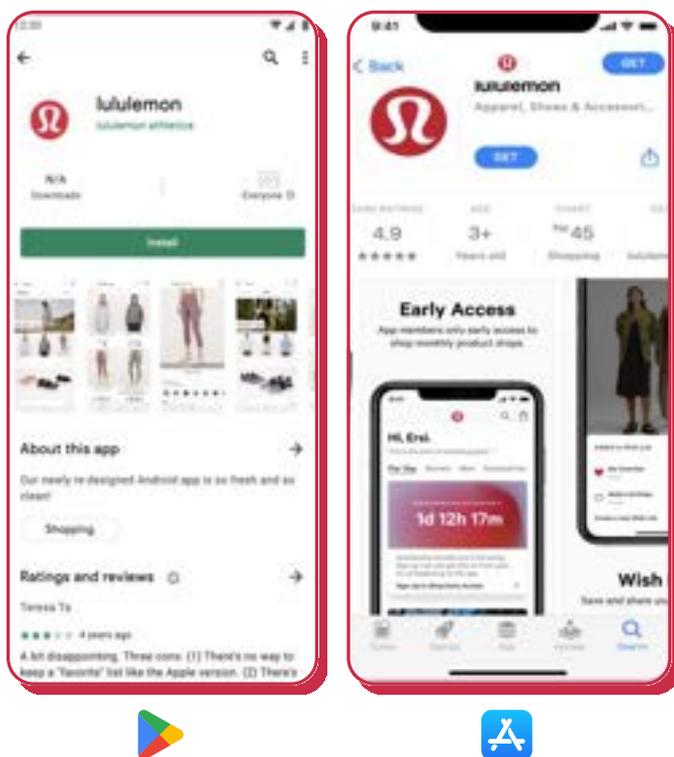


Source: AppTweak

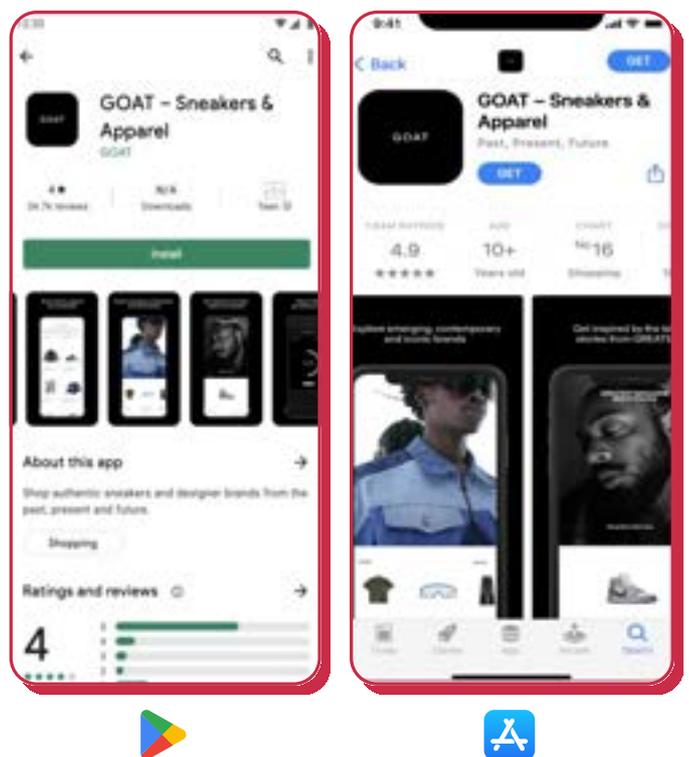
- ✦ **Google Play:** Google Play adopts a more selective approach to screenshot visibility in the search results. Generally, app screenshots are not immediately visible in search results for generic keywords. They're hidden in the app's detailed page. However, for searches directly related to your app's brand name, screenshots will appear alongside the app's icon, title, and a concise description.

Keep in mind that screenshots appear smaller on Google Play than on the App Store. Given the smaller dimensions on Google Play, any text needs to be clear and easily readable to effectively communicate your app's features and benefits. This ensures that your app stands out, attracting and retaining users by clearly conveying its value.

### Example of a good screenshot in Google Play search results



### Example of a poor screenshot in Google Play search results



Lululemon's strategic adaptation of screenshots for the App Store & Google Play stand out, while GOAT's identical screenshots for both the stores miss the mark on Google Play visibility.

Let's consider the example of Lululemon. For the App Store, where screenshots are larger and more prominent, they use captions to highlight offers and promotions. Recognizing that Google Play displays screenshots at a smaller size, making text harder to read, Lululemon opts for compelling visuals of their products instead.

GOAT, however, hasn't tailored its screenshots as effectively. Their decision to use identical screenshots for both the App Store and Google Play results in unreadable content on Google Play, lacking visibility and failing to stand out effectively.

# In-App Events & Promotional Content and Their Impact on ASO

## 1. What are iOS in-app events?

Starting with iOS 15, Apple introduced a feature called **in-app events**. These are essentially highlights within apps and games that showcase special activities or occasions. Examples include competitions, live events, movie premieres, and various challenges.

The purpose of in-app events is threefold – help attract new users, keep current users engaged, and bring back those who haven't used the app in a while.

**The complete list of available iOS 15 in-app event badges on the App Store includes:**

- ✦ **Challenge:** Activities encouraging the user to achieve a goal before the event ends.
- ✦ **Competition:** Activities where users compete against one another for the highest ranking or to win rewards.
- ✦ **Live event:** Activities that occur in real-time that all users can experience simultaneously.
- ✦ **Major update:** Introducing significant new features, content, or experiences.
- ✦ **New season:** Adding new content, storylines, battle pass, or media libraries to build on established content.
- ✦ **Premiere:** Announcing new content or media for the first time.
- ✦ **Special event:** This refers to limited-time events not covered by other event badges. These could include multiple activities or experiences, such as a collaborative event.

Apple supports these events with specific badges – like for challenges or premieres – to clarify the type of event being held. Once you've set up an in-app event, it will be **visible on your app's product page**, as well as in prominent sections of the App Store such as the Today tab, Apps and Games tabs, suggested events, and even in search results.

You can host up to 5 different events at the same time over a span of 31 days. Each event can be customized based on the country, language, and other metadata, which is great for targeting. Plus, this metadata helps **improve your app's visibility** in search results by allowing it to rank for additional keywords.

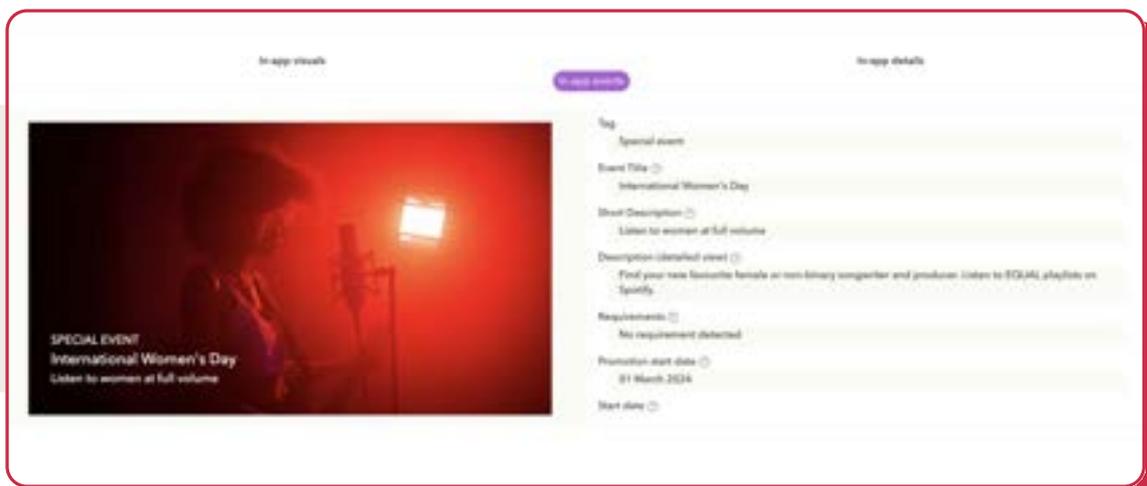
## 2. How to craft an effective in-app event to boost your visibility?

Once you've laid the groundwork for your in-app event and selected an appropriate badge to represent it, it's time to craft the event's metadata. This includes:

- ✦ **Event name:** Keep it concise, no more than 30 characters. Choose words wisely as they're indexed, meaning they can boost your app's visibility in search results.
- ✦ **Short description:** A brief overview, limited to 50 characters, and also indexed to help in searches.
- ✦ **Long description:** You have up to 120 characters to elaborate on your event. This detailed description becomes visible only when users show interest by expanding the event card. Note that this part isn't indexed.
- ✦ **Visuals:** Prepare an engaging image or a video clip (up to 30 seconds) along with a poster frame that captures the essence of your event. You could also consider a second visual or video of similar length for users who delve deeper by expanding the event card.

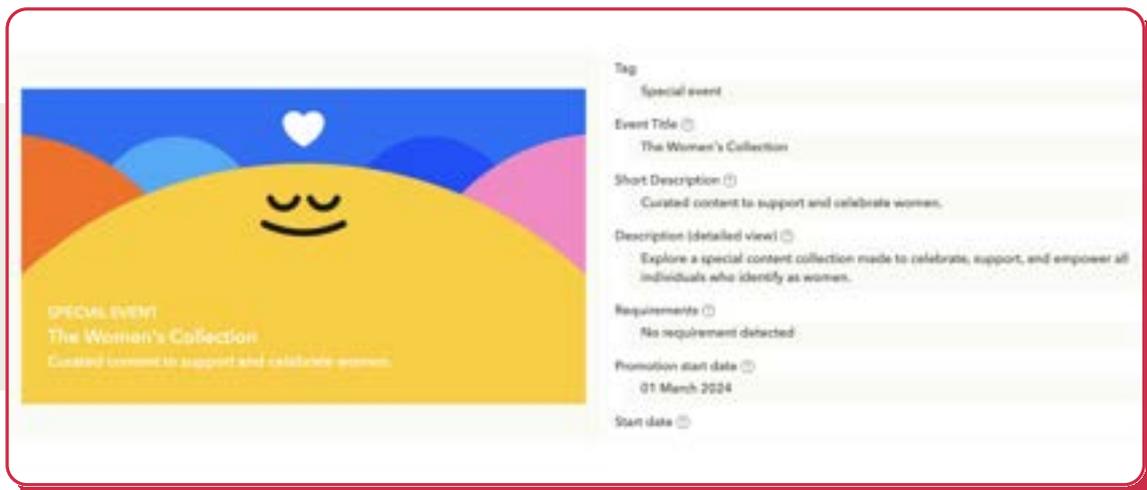
## 3. Examples of effective in-app events

Spotify takes advantage of International Women's Day to run a special event and increase its visibility on keywords like "women" by targeting it in the event title and short description. It has also made sure that the text on its event image is easy to read by choosing a background that stands out in contrast.



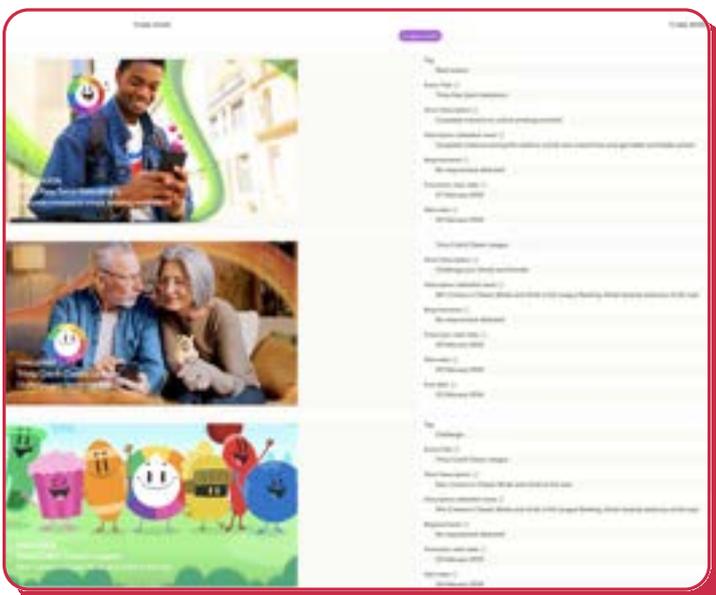
Spotify strategically leverages International Women's Day by hosting an in-app event to boost its presence on keywords like "women."

Another effective in-app event metadata can be seen in *Headspace's* recent in-app event to celebrate International Women's Day. *Headspace* has incorporated the keyword "women" in its event title, short description, and detailed view to increase its visibility for the occasion. This can help its event to appear in the search results, even for users who haven't previously downloaded the app. By targeting relevant, **high-volume keywords into your event metadata**, you can make your in-app event more accessible to both new and existing users, thereby maximizing your event's visibility.



*Headspace* is running an in-app event to celebrate International Women's Day by strategically incorporating the high-volume keyword "women" in its event metadata. The app has also employed vivid colors in its event imagery that resonate deeply with the day's significance.

*Trivia Crack* leverages Valentine's Day in February to connect with users who are looking for or celebrating this seasonal event. Additionally, *Trivia Crack* frequently hosts various in-app events labeled as "challenges" for different durations, boosting its presence on the App Store. This strategy helps to keep the game engaging for current users and visible to potential new users.



*Trivia Crack* makes use of different event durations and types to increase its visibility on the App Store.

### 3. What is Google Play promotional content?

Promotional content on Google Play (previously LiveOps) includes in-app content, major updates, or time-limited events within your app or game. Highlighting these on Google Play can significantly enhance user engagement, boost sales, and minimize the likelihood of users leaving your app.

These promotional events serve as an effective method to connect with users outside your app, encouraging them to either start using your app again, install it, or take advantage of special offers like discounts or exclusive deals for new customers.

Regularly offering high-quality promotional content signals to Google Play your commitment to improving your app, potentially leading to more visibility on the platform.

Similar to iOS in-app events, Google Play promotional content allows you to showcase your in-app events in various places such as the Games tab, Events tab, your store listing page, or in search results. Developers can promote different in-app events, include a direct link to the event, and gain increased exposure on the Play Store, attracting both new and returning users.

### 4. Why is promotional content impactful for your app?

The advantages of incorporating promotional content into your strategy include:

- ✦ **Target the right audience:** You can tailor your promotional content to specific countries/regions or based on user eligibility, ensuring it reaches the most relevant audience.
- ✦ **Improve store visibility:** Your app can gain more exposure across the Play Store through various channels, including the Apps or Games tab, the Events tab, and directly on your app's store listing page.
- ✦ **Enhance search visibility:** Similar to in-app events, promotional content has the potential to appear in Google Play search results, although it's not confirmed if the keywords on promotional cards are indexed by the store.
- ✦ **Boost user engagement:** This is perhaps the biggest advantage of promotional content. Google's data from the closed beta phase indicates that apps running promotional content saw an average increase of 5% in active users and a 4% rise in revenue compared to those that did not.

## 5. How to implement promotional content for your app/game?

Promotional content plays a crucial role in the success of mobile games, especially those that depend on high retention rates and in-app purchases for profitability. Engaging a large and active audience through creative promotional content keeps your game appealing and fresh. Here are a few ways for implementing promotional content into your mobile game:

### Holiday promotions

Leverage holidays by introducing **special sales** or events. These periods provide perfect opportunities for creativity and planning. **Holiday-themed promotions** can serve as an initial test to gauge user response to your offers.

### Competitive tournaments

Introduce competition to **foster engagement** and incentivize in-app purchases. Organizing tournaments, particularly for genres like fighting games or RPGs, can significantly boost user involvement. Competitors vie for leaderboard positions to win exclusive rewards. It's important to balance these events to avoid a "pay-to-win" atmosphere.

### Challenges

Implementing challenges offers a simpler alternative to tournaments but can still effectively enhance user engagement. These time-bound events, similar to limited-time achievements, motivate players to **complete specific tasks**, such as collaborative raids, within the event time frame.

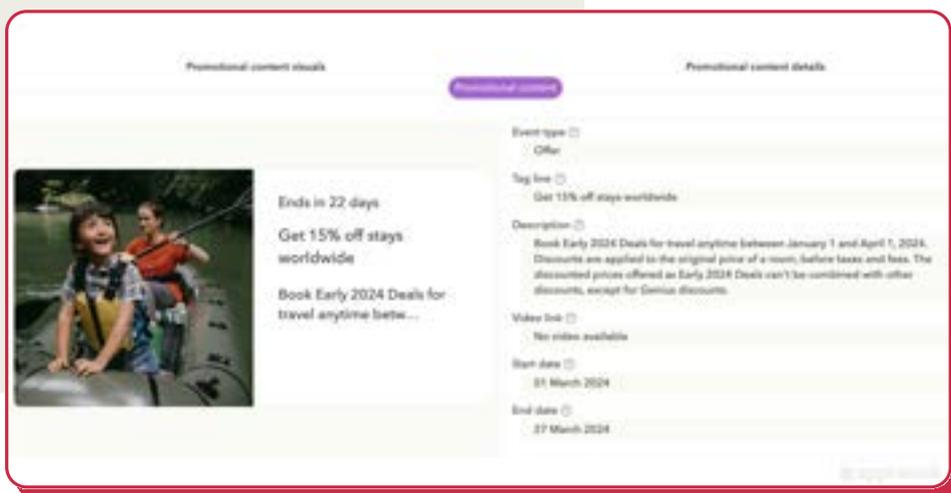
### Loyalty rewards

To improve player retention, consider **exclusive offers for long-term players** or VIPs. Limited-time bundles featuring new game modes and unique content can deepen loyalty. Additionally, incorporating a system where items are collected over time for redemption rewards can foster habitual engagement and reward loyalty.

## 6. Examples of promotional content

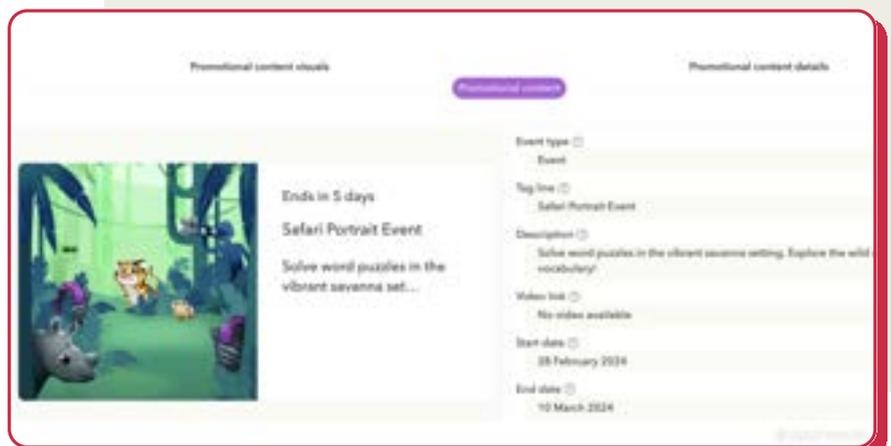
In the highly competitive mobile market, it's crucial for app developers and marketers to understand the latest strategies in promotional content usage. Here, we'll explore practical examples of how various apps and games are effectively leveraging promotional content to stand out and engage their audiences.

*Booking.com* is running a promotional content titled "Get 15% off stays worldwide," clearly outlining the offer in its tagline. It provides straightforward details on how users can benefit from this offer. Additionally, *Booking.com* has crafted a unique visual specifically for this event, ensuring consistency across the tagline, description, and imagery to maintain clarity and prevent any misunderstanding.



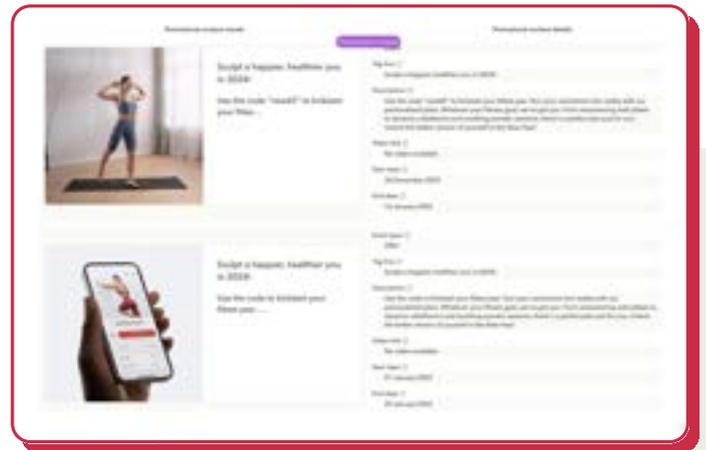
*Booking.com's* exclusive offer is not just in the promotional content card's tagline but also mentioned clearly in the event card, accompanied by a relevant visual.

*Wordscapes* presents a great example with its promotional content titled "Safari Portrait Event." The event's tagline and descriptions align well with the theme, complemented by imagery featuring a jungle and animals. Additionally, the app has cleverly used keywords such as "wild" and "savanna" to evoke a safari ambiance and attract users.



*Wordscapes* skillfully matches its promotional event's theme with relevant keywords and imagery to appeal to users.

An example of a promotional content card that could be improved is illustrated by *BetterMe: Health Coaching*. The app has hosted two promotional events under the same tagline “Sculpt a happier, healthier you in 2024.” However, each promotional event should feature distinct and specific assets, including images, taglines, descriptions, and videos. Reusing identical assets for different promotional content, even if they were part of past promotions for another app or game, is not recommended.



*BetterMe* has launched two promotional content events with the same taglines, a practice not recommended by Google Play.

## EXPERT TIP

What if your competitors have held in-app events or promotional content in the past but aren't active now? With AppTweak's ASO Timeline, you can quickly view how often and for how long these events were run, alongside updates on metadata, product page optimization, A/B testing, and more.

AppTweak uses a **purple line** in the Timeline to indicate in-app events or promotional content. Simply clicking on this line reveals detailed information about the event. On Google Play, there's no limit to the number of promotional content, so we introduced a "dense view" in our Timeline that uses a heatmap to indicate the intensity of events taking place simultaneously - the darker the purple, the more events the app is running.



Monitor the history of all your competitors' ASO updates in the Timeline. Source: AppTweak

# Tips to Create a Winning ASO Strategy

Now that you know all about App Store Optimization (ASO) ranking signals, the app store algorithms, and user search behavior, it's time to get started and increase your organic downloads.

Have a look at the tips below to discover what to focus on first.

## 1. Identify your competitors & analyze their ASO strategies

As a first step in your ASO strategy, identify which apps you are competing with and what their strategy is. When identifying your competition, you should not only consider direct competitors but also apps or games competing for the same keywords in the app stores.

Before you start digging into keyword research, take a step back and look at what your competitors are doing in terms of ASO. Not only can you learn a lot from this exercise, it will also help you define realistic benchmarks or KPIs for your own strategy.

An ASO tool like AppTweak can make this research a lot easier.

For example, with [ASO Timeline](#), you can find out exactly when a competitor implemented a metadata update. It lets you have a before/after view of the update to see what has changed.

You can also see **product page optimization (PPO) tests** for your app or your competitors. These insights come directly from Apple, allowing you to visualize the element tested (icon, screenshots, or preview video) and the real traffic distribution allocated to each variant.



Headspace is testing three variations of its app screenshots by experimenting with different value propositions, image elements, and backgrounds to identify which resonate best with the audience. Source: AppTweak

## 2. Audit your app’s current metadata performance

Before you start optimizing different elements of your app page, you have to carefully audit your current performance.

- ✦ How is your current metadata performing?
- ✦ Is your app ranking on the keywords targeted in the app title or subtitle?
- ✦ Do these keywords drive volume and downloads to your app?

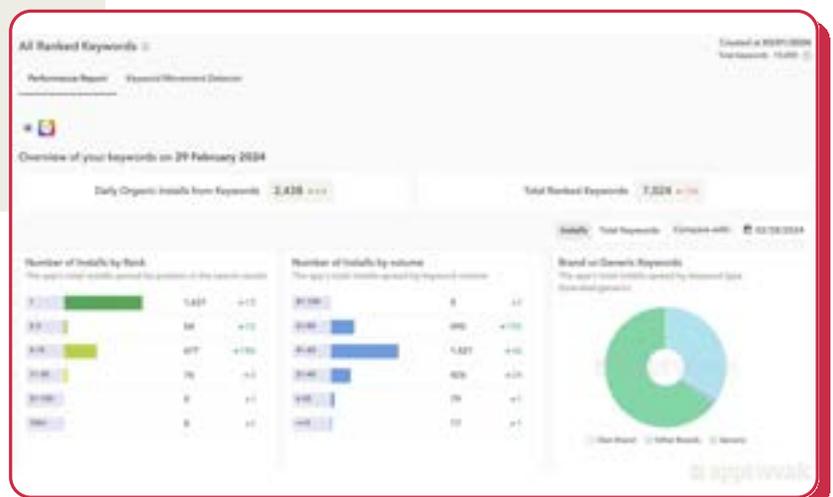
With this research, you can make sure you don’t remove any keywords that are driving downloads to your app, while replacing those keywords for which you lack visibility.

If we consider the overview of *Among Us!* keywords on February 27, 2024, we see that the game received 13,887 organic installs and was ranking for 9342 keywords. Comparing these numbers to December 8, 2023, we see that the game’s organic installs had decreased by 4663, even though its ranked keywords increased by 1938.

- ✦ The first bar chart shows the number of installs by rank. Here, we see that most of *Among Us!*’s installs come from keywords where the app ranks in the #1 position.
- ✦ The second bar chart shows the number of installs by volume. From this chart, we’re able to understand that most of the game’s installs come from keywords with a volume between 61 and 80.
- ✦ Finally, the pie chart shows the number of installs by “own brand,” “other brands,” and “generic” keywords. Here we see that the majority of the game’s installs come from its own brand.

### EXPERT TIP

With AppTweak’s All Ranked Keyword Performance, you can see all the keywords for which your app ranks. Powerful metrics such as “volume” help you understand how often this keyword is searched for. The “installs” metric shows an estimation of how many downloads each of these keywords brings to your app.



All Ranked Keywords Performance report for *Among Us!* on AppTweak.

### 3. Find relevant keywords for your app

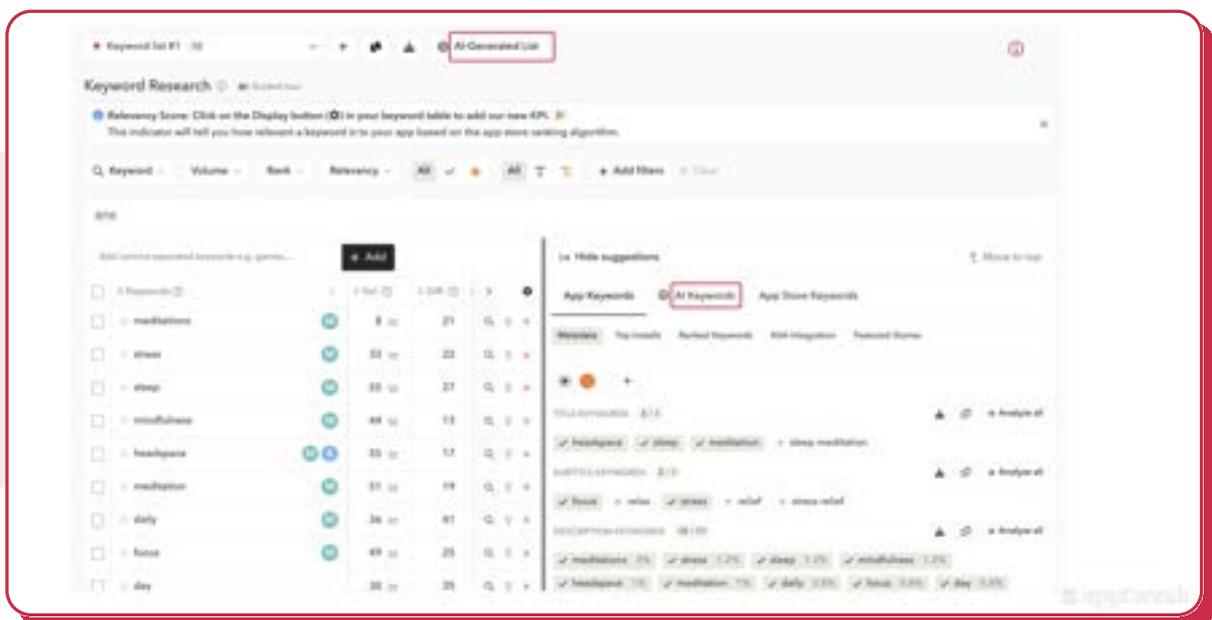
Let's start with keyword research. To maximize your app's visibility, identify the keywords users search for when looking for your product/service on the app stores:

- ✦ Start with creating a list of 150–200 keywords that are all relevant to your app. This is what we call a brainstorm list. To build a good **brainstorm list**, you need to think wide: which keywords are potentially related to your app? Check the competition, put yourself in your users' shoes, and think out of the box to find a broad range of relevant keywords. It's also important to include long-tail keywords in there.
- ✦ List all the **main features** or benefits of your app.
- ✦ You can also scan the pages of **competitor apps** to find out which keywords they are targeting in their title or subtitle.

But to truly find unique keyword opportunities (high-volume keywords for which your competitors lack visibility), it is best to **invest in an ASO tool**.

#### EXPERT TIP

Leverage AppTweak's AI-Generated Keyword List to jumpstart your keyword analysis for your app to highlight the most relevant keywords. We recommend using this valuable resource to not only improve your app's visibility but also to gain insights into your competitors' keyword strategies.



AI-generated keyword list on AppTweak.

## 4. Decide which keywords to focus

Once you have built a list with keywords that are relevant to your app and that describe your product or service, you need to decide which keywords you should add to your app metadata.

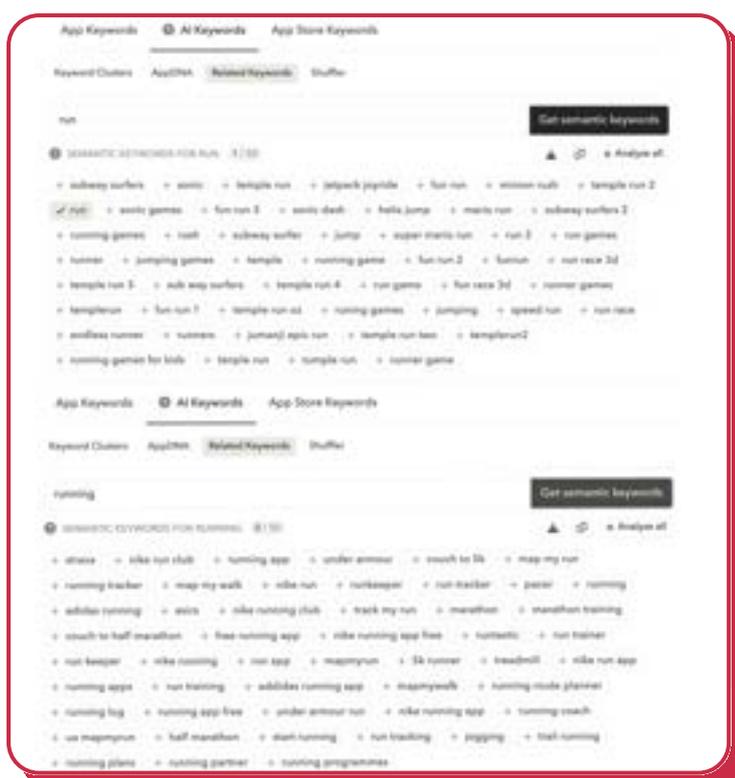
Keep the following tips in mind when selecting keywords:

- ✦ Choose keywords that are **most relevant** to your app and provide an answer to a user query.
- ✦ Choose keywords with a **medium or high volume**.
- ✦ Opt for keywords with a **low competition rate** for which you have a high chance to rank.
- ✦ Make sure to add the **most important keywords to your app title** as it contains the most weight in both the App Store and Google Play.

### EXPERT TIP

AppTweak has a valuable metric known as the **Relevancy Score**, which ranges from 0 to 100. This score offers a clear indication of how closely a keyword aligns with your app, essentially measuring the semantic connection between the two.

Take, for instance, the keywords "run" and "running." At first glance, both might seem directly relevant to a fitness app like *Nike Run Club*. However, combining our **AI-powered Relevancy Score** with a **Live Search** for each keyword, we found that the app stores consider "run" to be more relevant to games, such as *Subway Surfers* or *Temple Run*. Conversely, "running" is identified more closely with running apps, such as *Nike Run Club*.



Semantic keywords related to "run" and "running". Source: AppTweak

## 5. Optimize your app's visual elements

On both the App Store and Google Play, visual assets are a critical element of ASO. The average user dedicates no more than 7 seconds to any given app store listing. This brief window is your golden opportunity to capture the attention of your intended audience. So take the time to design well-thought screenshots, icons, and videos.

### Tips to optimize your app screenshots

App screenshots play a crucial role in ASO as they often serve as the first introduction to your app for potential users. To make a lasting impression, your screenshots should:

- ✦ Capture the essence of what your app offers
- ✦ Highlight its most compelling features
- ✦ Showcase the core functionality that sets it apart

**Note:** Avoid **cluttered** or overly **detailed** visuals, as these may suggest your app is complex and off-putting. Remember, unattractive screenshots give your competitors an edge by making their visually appealing apps more enticing to your target audience.

### Tips to create a compelling app icon

Despite its small size, your app icon carries significant weight in ASO efforts. It's the visual anchor for your app across both the stores and plays a critical role in brand recognition.

To design an effective app icon, start by identifying your **app's primary purpose**. Then, convey this purpose to your target audience as simply as possible through your icon design. We advise to:

- ✦ Choose a design with a single focus point to avoid overwhelming your audience
- ✦ Use simple graphics and add text only when necessary to convey your message
- ✦ Incorporate familiar brand elements if they resonate with your audience
- ✦ Conduct A/B test to understand how different designs perform among your target market

## Best practices for your app preview/promo videos

Videos in your app listing can significantly help users understand as to what to expect, making them especially beneficial for games on both the App Store and the Play Store. A well-crafted video:

- ✦ Accurately reflects actual usage of your app or game
- ✦ Avoids time-sensitive content to remain relevant
- ✦ Is tailored to the language and cultural nuances of your target market

By providing a **realistic preview**, videos can help set the right expectations, reducing the likelihood of users uninstalling your app post-download due to unmet expectations.

Prioritizing clarity, relevance, and user satisfaction in your app's visuals will position you strongly against competitors and foster a loyal user base.

## A/B testing your app creatives

Google Play's store listing experiments allow you to A/B test different versions of your creative, so that you can find out which one resonates best with your audience (and will therefore drive up your app's conversion rate).

Similarly, with Apple's product page optimization, developers can experiment with different variants of their product page assets and find out which ones are the most compelling. To measure the impact of both your keyword updates and creative updates, we recommend **establishing a timeline** so you can plan your updates at different times.

## 6. Localize your app

App stores reach global audiences. So, to really increase your app's visibility around the world, it is very important to localize your app.

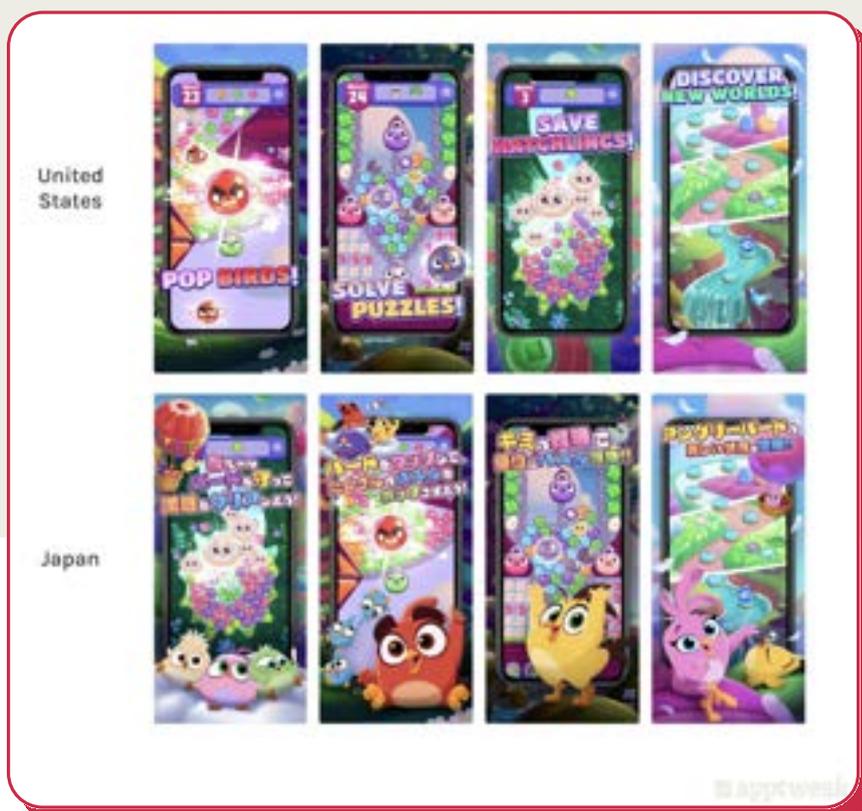
App localization is the process of adapting your app (including the metadata, keyword field, and screenshots) to all the different languages and cultures you want to target. Localization is important to increase the visibility of your app in foreign markets. With localization, you have a greater chance to break into the mobile app markets of those countries that are generally less proficient in English, such as Japan or China.

However, note that localization goes beyond **just translating your app's metadata** and graphic assets. People in other countries might search differently.

To be effective, you need to properly research which keywords people are using in your target country and optimize your metadata accordingly. You could also spot additional opportunities by **monitoring local competitors**.

As seen in the following example of *Angry Birds Dream Blast*, Japanese apps and games use screenshots that contain more text and appear busier compared to those in Western markets. Local developers frequently incorporate numerous small details into their app store screenshots, including special effects and emotions throughout.

For games, adding anime or manga characters prominently is popular practice, catering to the Japanese audience's appreciation for comic and anime styles.



*Angry Birds Dream Blast* has magnified the cute characters in its screenshots in the Japanese App Store. Source: AppTweak

Hago has tailored its app screenshots differently for the US and Indonesian markets. For Indonesia, the app features models of various ages, religions, and ethnic backgrounds in its images. This highlights cultural diversity, making the app more attractive to a broader audience in Indonesia. Further in its localization efforts, Hago has translated the screenshot captions into Indonesian.

Highlight cultural ethnic backgrounds in your app screenshots when localizing your app for the target market to engage with a wider range of users. Source: AppTweak



## 7. Get more user reviews

Ratings and reviews are a major ASO ranking signal and should be a key part of your ASO strategy.

### How North Face increased its ratings with a review prompt

Let's take the example of *The North Face*. The app significantly increased its app ratings by strategically implementing a review prompt within their app. Recognizing the importance of user ratings and reviews beyond just the app's metadata, *The North Face* focused on improving its ratings score to improve conversion rates.

On the App Store, this boosted *The North Face's* overall rating from 3.68 to 4.23, alongside a notable 59.06% boost in the conversion rate from page views to downloads. Similarly, on Google Play, the prompt resulted in a 75% rise in ratings, improving the app's score from 3.71 to 4.54.

By placing a **rating prompt** to appear after a successful checkout – targeting users at a moment of likely satisfaction – they achieved remarkable results.

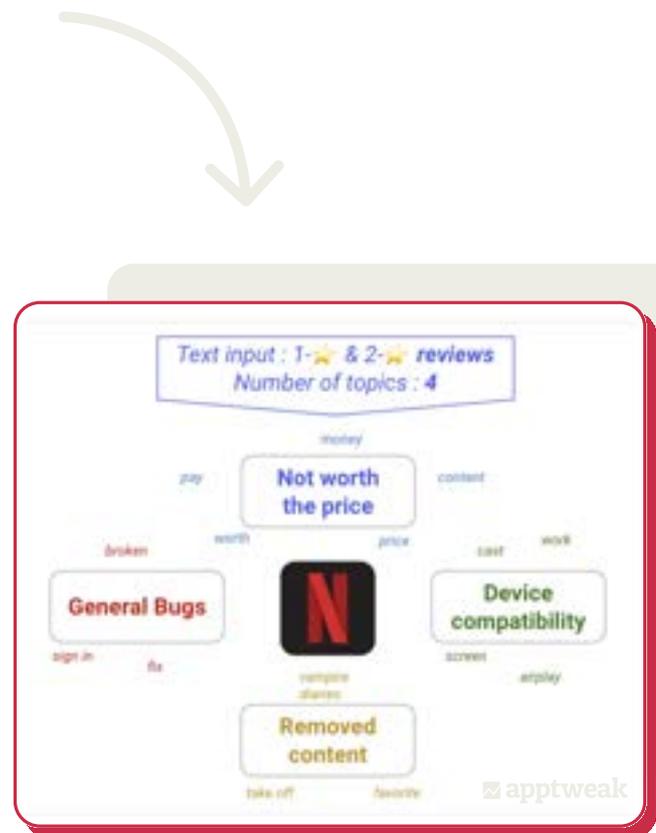


Source: AppTweak

## Dig into reviews to identify user sentiments

User reviews are also a **goldmine of useful information**. They provide insights into what users love about your app and areas that need improvement.

For instance, when Netflix discontinued streaming the widely beloved series *The Vampire Diaries*, it sparked a significant upset among its audience. This discontent was clearly mirrored in user reviews, with a noticeable surge in complaints regarding "removed content." This highlights the importance of monitoring content releases for app developers and marketers, not just to stay trendy but to address user feedback efficiently.



The removal of "The Vampire Diaries" from Netflix led to a substantial increase in user complaints, highlighting the importance of closely tracking content releases. Source: AppTweak

### EXPERT TIP

AppTweak's **Sentiment Analysis** tool offers a powerful way for you to understand the keywords most repeated for your app. It identifies the words users mentioned most in reviews, revealing the hot topics on their minds. For each highlighted keyword, the tool shows the average rating of reviews using that word, giving a clear idea of how users feel about specific app aspects. Plus, it tracks the trend over time for each keyword, letting you know if people are talking about it more, less, or the same.

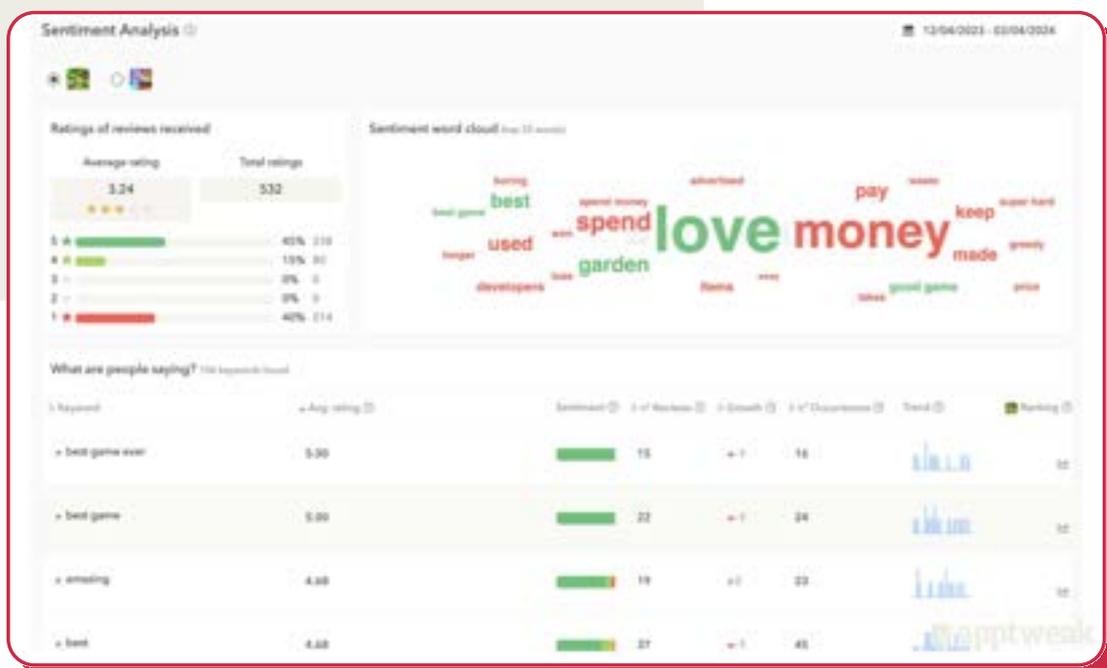
Taking a closer look at *Gardenscapes*, we noticed that keywords like "best game" and "amazing" are frequently mentioned alongside high average ratings, typically above 4 stars. Conversely, terms such as "money," "impossible," "pay," and "spend" are often linked to the most negative feedback.

For each keyword in the analysis, AppTweak gives a shortcut to directly access the corresponding reviews in order to better understand the context in which users are using these words.

For example, analysis of the keyword "money" reveals a common frustration among users regarding the game's frequent requests for in-app purchases to acquire items or advance to subsequent levels. Based on this feedback, the game's product team could identify the specific concerns about the frequent in-app purchase prompts and make necessary adjustments to the game's design.

### Best practices to respond to app store reviews:

- ✦ Promptly address user feedback
- ✦ Personalize your response and reference specific details from their review
- ✦ Acknowledge user concerns and apologize sincerely
- ✦ Provide clear instructions to help users understand the steps they need to take to resolve their problem
- ✦ Take the time to thank users who leave positive feedback
- ✦ Tailor your response to the specifics of the review



Most repeated keywords across Gardenscapes' latest reviews (Play Store). Source: AppTweak Sentiment Analysis tool

## 8. Monitor app rankings & visibility

It is vital to monitor your app rankings and visibility on a **regular basis**. Not only do the app stores update their algorithm regularly, the app stores see constant competition and user search behavior changes over time.

Make sure to spot trends early and adjust your keyword strategy when necessary.

### EXPERT TIP

Regularly updating your app's metadata in the App Store and Google Play is one of the most efficient ways to ensure your app's visibility. In general, we recommend reviewing and updating iOS metadata every 4 weeks and Google Play metadata every 4-6 weeks.

# Optimize Your App for a Successful Launch

Even when your app is not on the app stores, it is important to carefully prepare your ASO strategy to maximize visibility.

Both Apple and Google give a small boost to new apps. If done right, this small boost could result in long-term visibility on your primary keywords.

- ✦ Identify and audit **competitor's metadata** and **ASO strategy**. Try to dig into past updates to understand what worked for them and what did not.
- ✦ Start with keyword research and **identify high-volume** and **relevant keywords**. Have a look at competitors and find out which keywords they rank for and find the hidden gems for which they lack visibility.
- ✦ Create an app title, subtitle, and long description that carefully explains **what your app is about**.
- ✦ Design **engaging creatives** that make your app stand out from the competitors in the search results.
- ✦ Once your app is live, you need to give both algorithms some time to correctly rank your app on your target keywords. Make sure to **keep a close eye** on the progress and adjust keywords if needed.

## Test your ASO with a soft launch

**Soft launching** implies releasing an app or game in a secondary market.

For example, many game developers launch their app in markets like New Zealand or Norway to gather user feedback and spot bugs before the worldwide app launch.

A soft launch can also be used to **test your ASO strategy**. It allows you to understand keyword performance and test which creative generates the highest conversion rate.

## Create buzz through pre-order (iOS) or pre-register (Android)

You can build excitement and an audience for your app by making it available for pre-order (App Store) or pre-register (Google Play). Your app will appear in the stores, but instead of downloading the app, users can **pre-register** for it.

Then, once the app is released, users will receive a notification and the app will automatically be downloaded on the device (for Google Play, users have to opt in for the app to be automatically downloaded).

- ✦ **Pre-order apps** have their own (simplified) **app page** and can appear anywhere in the App Store (search results and even the “Today” tab and “Apps” or “Games” tab if it’s featured). Pre-order apps are indexed in the store and can rank on the keywords targeted in the metadata. This allows you to test keywords’ and creatives’ performance early on.
- ✦ Apps available for pre-registration on Google Play are **searchable in the store**. To encourage users to pre-register for your app, Google provides the option to offer “pre-registration rewards” – an in-app product such as a special character or extra lives that users will receive after the app is released.

Developers can also provide a **Google Play Instant** experience. This allows users to engage with the app or game before the official launch and helps drive pre-launch buzz and engagement.

# Monitor & Adapt Your ASO Work

Achieving success with ASO is a gradual process. Once you've implemented updates (metadata or creatives), it's essential to monitor your app's performance carefully and make iterative adjustments. The dynamics of app stores, including the entry of new apps and periodic algorithm updates, can impact your rankings. To sustain visibility, it's crucial to stay proactive by monitoring your rankings and making necessary adaptations.

Also, stay informed about the latest trends in ASO. Regularly keeping an eye on emerging practices and changes in the app store landscape will help you stay ahead and optimize your app effectively for continued success.

Are you ready to start optimizing your ASO?

[Start free trial](#)

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