



The App Store Optimisation Cheat Sheet for Google Play

This cheat sheet will help you remember what you need to check before you submit an app update. Many of our clients like to print it out, so they have a checklist to reference at all times. The “details” links will send you to the best source of information that we have found on each topic. For questions, suggestions and comments, feel free to [contact us](#).

Find the latest version of this cheat sheet here: <http://bit.ly/aso-cheat-sheet>

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The App Store Optimisation Cheat Sheet for Android

App Name	App Icon	App Ratings
Choose a descriptive name Details	Don't use words in icon Details	Ask for feedback at the right time Details
Consider if localisation is a good idea Details	Keep it simple, one idea/focus Details	At launch, have friends/family give reviews Details
Use a keyword, if you can Details	Design with details Details	Support page URL valid and useful Details
App Keywords	Design an icon consistent with app design Details	SDK to send only positive reviews to App Store Details
App keywords are pulled from description Details	Stand out from the crowd / innovate Details	SDK to send negative reviews to support Details
Ranking well is more important than traffic Details	Consider Google's guidelines (Material Design) Details	Listen, reply quickly and fix problems Details
Research your competitors' keywords Details	Design for a range of screen sizes Details	App Screenshots
Requires continuous optimisation Details	Choose high-contrast colors Details	Use all screenshots slots, first 2 + important Details
App Description	A/B testing: focus on changing 1 thing only Details	Focus on benefits, not just features Details
Check keyword density Details	App Promo Video	Add explanations / combine screenshots Details
Don't use testimonials or stuff keywords Details	Keep in mind Google's guidelines Details	Avoid generic screens like menus Details
Localize description Details	Plan and prepare your video - write a script Details	Adjust your screenshots for the market Details
Include main benefits list Details	Show the "magic moment" asap Details	Use A/B testing tools to find best screenshots Details
Focus on first 167 characters for web search Details	Have attention grabbing "feature graphic" Details	Use design templates Details
Get related backlinks, if possible Details	Can localize videos Details	
Optimize the short description Details	Don't rely on sound Details	
	Preview on mobile screen early in production Details	