



The App Store Optimisation Cheat Sheet for iOS

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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|--|-------------------------|---|-------------------------|--|-------------------------|
| App Name | | <i>(App description continued)</i> | | <i>(App screenshots continued)</i> | |
| Choose a descriptive name | Details | Include social proof (awards, blogs, reviews) | Details | Focus on benefits, not just features | Details |
| Use URL-safe characters only | Details | Localize description | Details | Add explanations / combine screenshots | Details |
| Limited to 50 characters | Details | Include main benefits list | Details | Use A/B testing tool to find best screenshots | Details |
| App Keywords | | App Icon | | App Ratings | |
| Use the whole allowed 100 characters | Details | Don't use words in icon | Details | At launch, have friends/family give reviews | Details |
| Pick high-volume, low-difficulty keywords | Details | Keep it simple, one idea/focus | Details | Support page URL valid and useful | Details |
| Ranking well is more important than traffic | Details | Choose high-contrast colors | Details | SDK to send only positive reviews to App Store | Details |
| Learn how to use an ASO keyword tracker tool | Details | Design an icon consistent with app design | Details | SDK to send negative reviews to support | Details |
| Research your competitor's keywords | Details | Stand out from the crowd / innovate | Details | Listen and fix problems quickly | Details |
| Localize keywords | Details | Design for a range of screen sizes | Details | Ask for feedback at the right time | Details |
| Look through review for common themes | Details | A/B testing: focus on changing 1 thing only | Details | App Preview Video | |
| No need to include company name | Details | App Updates | | Keep in mind Apple's guidelines | Details |
| Do review mining for keywords | Details | Fill the "What's New" field thoroughly | Details | Plan and prepare - write a script | Details |
| Use long-tail keywords | Details | Add call to action to encourage updating | Details | Show the "magic moment" asap | Details |
| Requires continuous optimization | Details | Encourage positive reviews | Details | Have attention grabbing "poster frame" | Details |
| App Description | | App Screenshots | | Cannot localise, make sure it works for all | Details |
| First 3 lines seen most, make them count | Details | Use all screenshots slots (first 2 + important) | Details | Don't rely on sound | Details |
| | | | | Preview on mobile screen early in production | Details |