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
# The App Store Optimisation Cheat Sheet for iOS

## App Name
- Choose a descriptive name
- Use URL-safe characters only
- Limited to 50 characters

## App Keywords
- Use the whole allowed 100 characters
- Pick high-volume, low-difficulty keywords
- Ranking well is more important than traffic
- Learn how to use an ASO keyword tracker tool
- Research your competitor's keywords
- Localize keywords
- Look through review for common themes
- No need to include company name
- Do review mining for keywords
- Use long-tail keywords
- Requires continuous optimization

## App Description
- First 3 lines seen most, make them count

## App Icon
- Don't use words in icon
- Keep it simple, one idea/focus
- Choose high-contrast colors
- Design an icon consistent with app design
- Stand out form the crowd / innovate
- Design for a range of screen sizes
- A/B testing: focus on changing 1 thing only

## App Updates
- Fill the “What’s New” field thoroughly
- Add call to action to encourage updating
- Encourage positive reviews

## App Screenshots
- Use all screenshots slots (first 2 + important)

## App Ratings
- At launch, have friends/family give reviews
- Support page URL valid and useful
- SDK to send only positive reviews to App Store
- SDK to send negative reviews to support
- Listen and fix problems quickly
- Ask for feedback at the right time

## App Preview Video
- Keep in mind Apple's guidelines
- Plan and prepare - write a script
- Show the “magic moment” asap
- Have attention grabbing “poster frame”
- Cannot localise, make sure it works for all
- Don’t rely on sound
- Preview on mobile screen early in production

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