



## 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>

Get our App Marketing Newsletter [here](#)

Brought to you by [Apptamin](#) - We Craft Professional App Marketing Videos

# The App Store Optimisation Cheat Sheet for Android

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