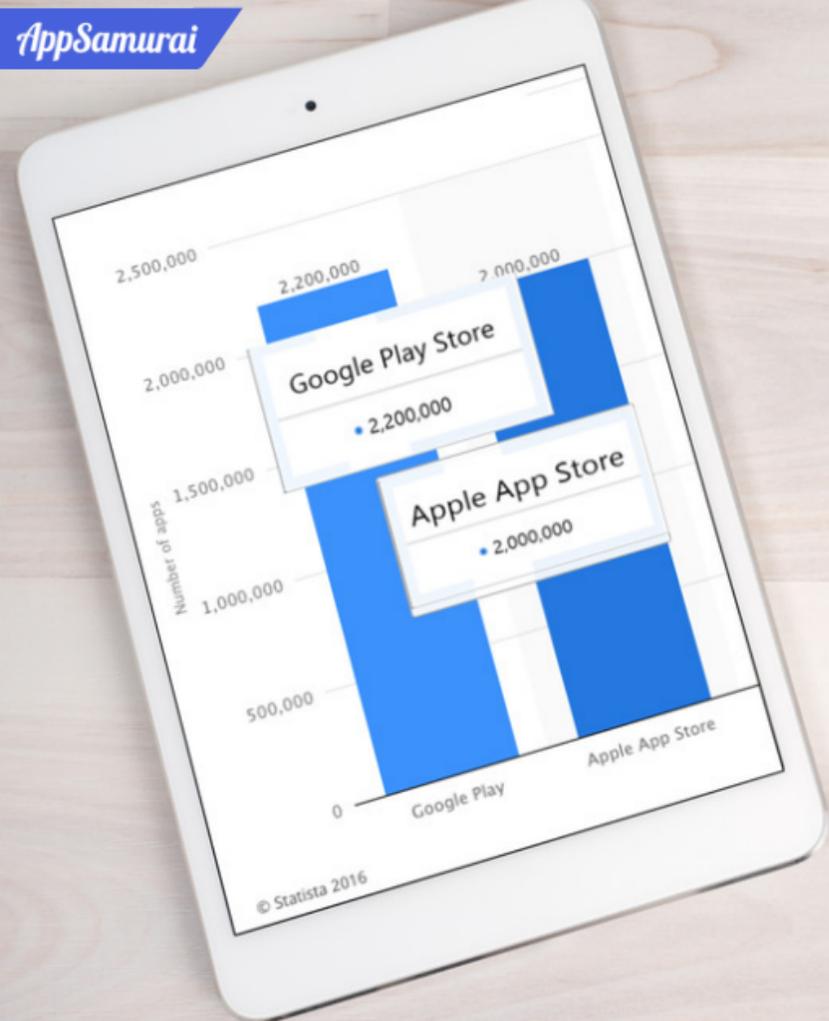






# WHAT IS ASO?

ASO stands for “App Store Optimization”. We can say that ASO is the mobile version of SEO. While SEO aims to make web sites rank higher on search engines’ search results, ASO aims to make applications rank higher on Stores.



If you have an application, you want people to download your app organically.



According to an online statistics portal, Statista, there are 2.200.000 apps on Google Play and 2 million apps on Apple's App Store, and these numbers are increasing each passing day.



So, how can users find your app out of these millions of applications without having any knowledge of your app?



If you make your app more visible in app stores, this will increase your apps' downloads. But how can you make your app more visible in app stores?

**This is What ASO Exists For!**



There are some basic but important implementations of ASO. These implementations include optimizing written and visual features of your app, analyzing category, competitor, and keywords, and so on. Let's have a look at them in more detail! :)

---

## Category, Competitor & Keyword Analysis

---

- There are lots of categories in app stores and you should decide which one fits your app best for maximum success.
- After choosing the category, you should do competitor analysis. You should follow your competitors' activities.
- Keywords are the words that users type in search fields when they want to find an app. 56% - 63% of users use keywords to find apps. So, we can say that it is important to analyze keywords too.

---

---

# Optimizing Texts

---

---

---

---

∞

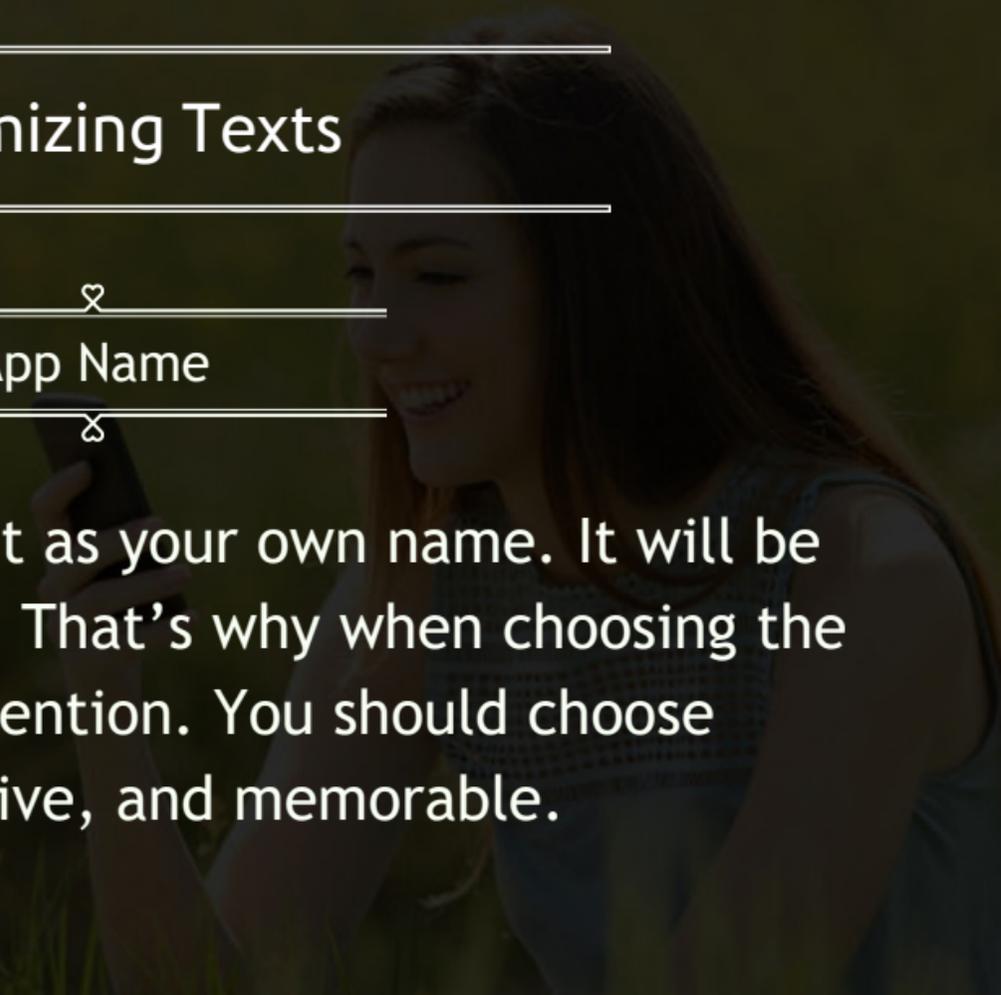
## App Name

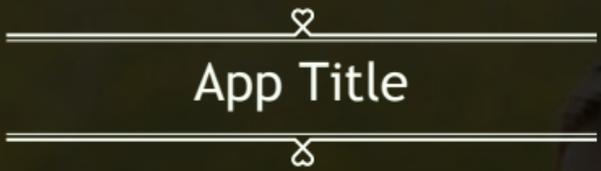
---

---

∞

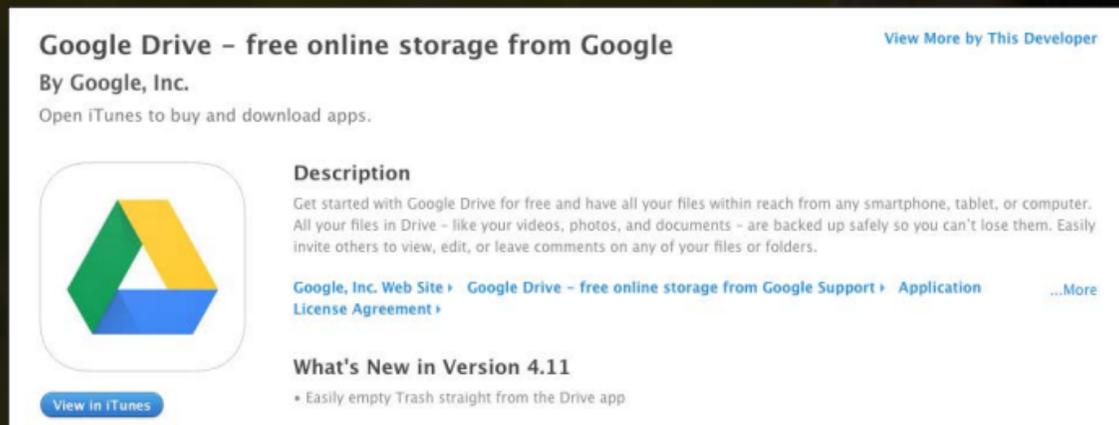
App name is as important as your own name. It will be the identity of your app. That's why when choosing the name you should pay attention. You should choose something unique, creative, and memorable.





At the same time, you should include a title next to your app name. On the search results pages in App Stores, users can not see your app definition before they visit your app page. They can only see your app icon, name, and title. Your app name and icon alone may not be helpful enough for users to understand what it is about. But if you include a title, it will be more understandable for users.

- Don't forget that you can use only 30 characters on the Google Play Store and 255 characters in (IOS) App Store.



**Google Drive – free online storage from Google** [View More by This Developer](#)

By Google, Inc.

Open iTunes to buy and download apps.



**Description**

Get started with Google Drive for free and have all your files within reach from any smartphone, tablet, or computer. All your files in Drive – like your videos, photos, and documents – are backed up safely so you can't lose them. Easily invite others to view, edit, or leave comments on any of your files or folders.

[Google, Inc. Web Site](#) [Google Drive – free online storage from Google Support](#) [Application License Agreement](#) [...More](#)

**What's New in Version 4.11**

- Easily empty Trash straight from the Drive app

[View in iTunes](#)

This is a good example of using the title effectively. When you see this app page, you can find out what this app provides easily.

---

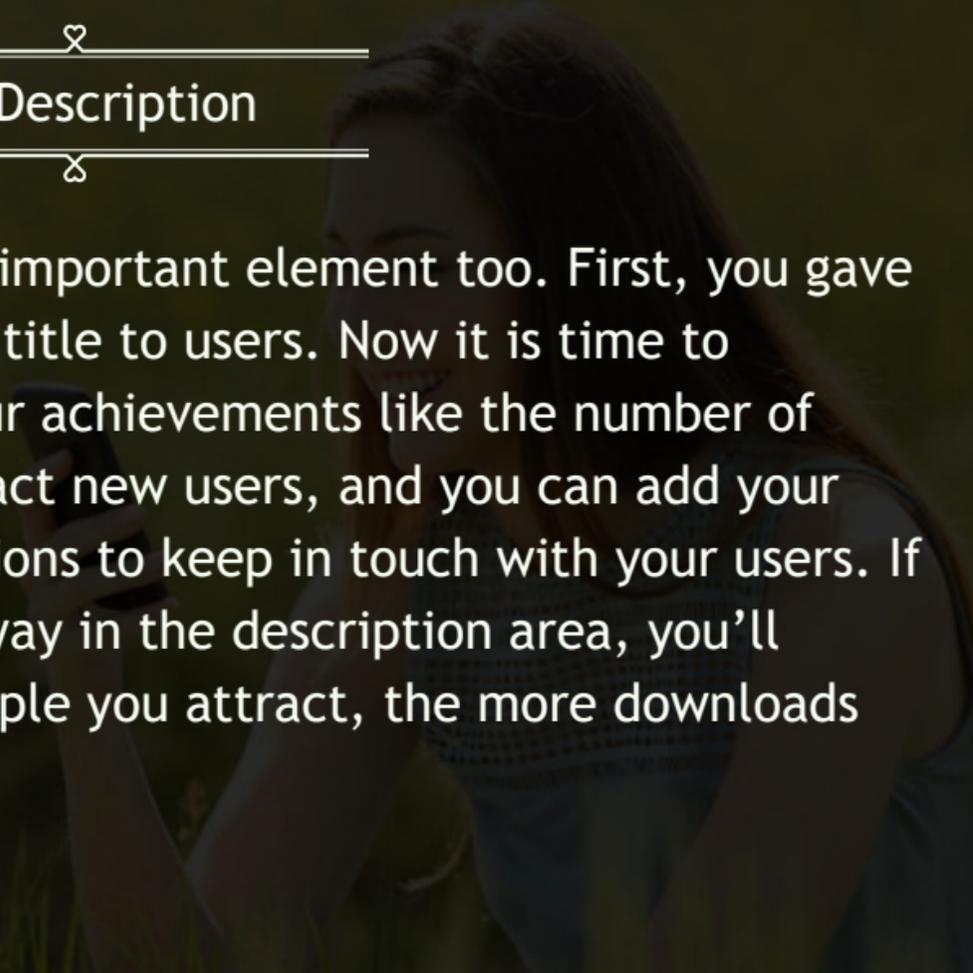
---

App Description

---

---

Optimizing your description is an important element too. First, you gave a short description with your app title to users. Now it is time to elaborate it. You should show your achievements like the number of downloads in descriptions to attract new users, and you can add your social media accounts in descriptions to keep in touch with your users. If you promote your app in a good way in the description area, you'll attract people, and the more people you attract, the more downloads your app gets.



You can use **maximum 4000 characters** in both **Google Play** and **(IOS) App Stores**. But while there is a short description area with a long description area on Google Play, there is only one description area in the App Store.

### Google Drive – free online storage from Google

By Google, Inc.

Open iTunes to buy and download apps.



[View in iTunes](#)

 This app is designed for both iPhone and iPad

#### Description

Get started with Google Drive for free and have all your files within reach from any smartphone, tablet, or computer. All your files in Drive – like your videos, photos, and documents – are backed up safely so you can't lose them. Easily invite others to view, edit, or leave comments on any of your files or folders.

With Drive, you can:

- View documents, PDFs, photos, videos, and more
- Search for files by name and content
- Easily share files and folders with others
- Set sharing permissions to view, comment, or edit
- Quickly access recent files
- See file details and activity
- Enable viewing of files offline

Both stores allow you to use **4000 characters** but you don't have to use all of them. Just use vivid and pure statements like Google did for their app you can see in the graphic above.

---

## Optimizing Visual Contents

---

Your app icon, screenshots, and preview video will help new users to find out what your app is about and its visual features. Think of it this way: in real life, when going to an interview, your appearance makes a first impression on your interviewer. These 3 things are kind of like your apps' appearance. That's why they should be perfect. You should show the features and advantages of your app in your app icon, screenshots, and preview video.



---

---

## App Icon

---

---

- Your app icon should be remarkable. If it draws users' attention when they surf on their phones, it is more likely for them to open the app. Besides, you shouldn't add your app name into your app icon. Users can already see your app name on your app page, so it is unnecessary to add it to your icon.

---

---

## Screenshots

---

---

- You should show the visual features of your app through screenshots. **Google Play Store** allows you to add **8**, and **Apple App Store** allows you to add **5** screenshots.

---

---

## Preview Video

---

---

- Especially in recent years, watching videos became a very popular trend. This trend affected so many things in our lives. For example, before we buy a product, we research on the internet and watch videos about that product to have an idea if it's what we're looking for. We can say that app preview videos are like these product videos. It gives users a chance to preview the app. It is like a sneak peek. If you show an attractive preview app, it is more likely for users to download your app.

**Google Play Store** allows you to put **30 second long** and **Apple App Store** allows you to put **2 minute long videos**.

---

# LOCALIZATION

---

The mobile world became a very big world. Around 60%-70% of the people in the world use a smartphone, so new potential users might be from anywhere in the world. Localization is a good way to expand your audience. If you want users from other countries to download your app, you should serve them your app in their language. First, you should analyze which countries your app is on the radar of, then you should optimize your app in their languages.

**If they don't understand your apps' language, why would they want to download it?**



---

## A&B Testing & Updating Regularly

---

It doesn't finish when you optimize and publish your app. After publishing, you should do A&B tests and update your app **regularly**.

A&B tests help you to understand which features, graphics etc. contribute the most to the app's success. You should do minor changes then analyze them. Those **minor** changes may affect your apps' success **majorly**.



"The Only Thing  
That Is Constant Is  
Change "



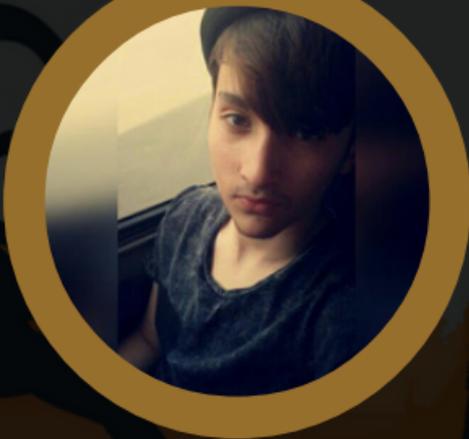
Heraclitus

This is totally true. User habits  
and trends are changing too. You  
should update your app **regularly**  
considering these changes.



## In Conclusion ;

There are millions of applications in app stores and if people don't know about your app, it is so difficult for your app to be downloaded by big audiences. If you make your app more visible, it gets more downloads. And the most powerful way to make your app more visible is **ASO**. You can get in touch with us for more information! :)



Tuna Çetin





# *App Samurai*

