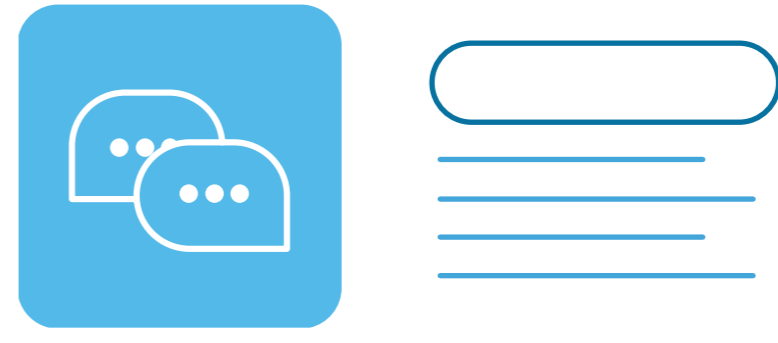


# The Ultimate ASO Checklist for Google Play

App Store Optimization can increase your app's discoverability in Google Play. Start checking those boxes below to boost your app's visibility and rank.

## APP NAME

Choose a unique, concise name that emphasizes what your app is about. Include keywords in the app title field and keep to 50 characters or less.



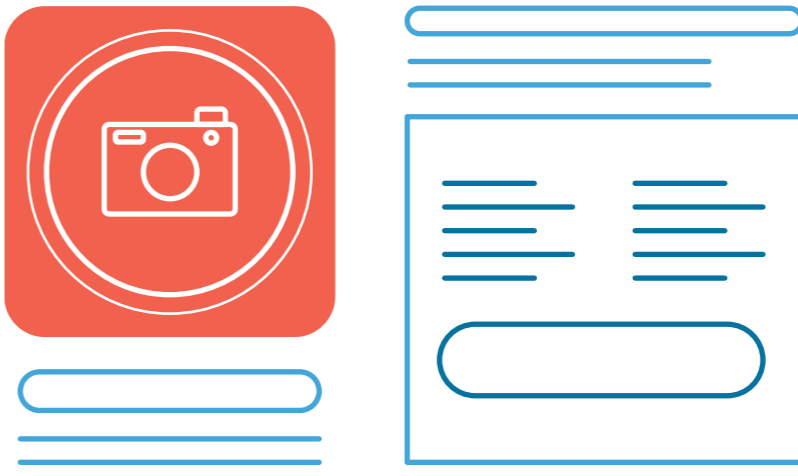
## ICON

Create a quality app icon that helps you stand out in Google Play search results. Keep in mind that Google Play dynamically applies rounded corners and shadow to all app icons.



## DESCRIPTION

Use the short description to tell users exactly what they will get from your app. Include the most relevant keywords in the first line of the app description. Use the most important copy in the short description, the text that comes before the cut-off on the page (around 80 characters) Repeat keywords 3-5 times in the full description.



## SCREENSHOTS

Choose 4-8 screenshots, landscape or portrait orientation, to demonstrate the actual in-app or in-game experience. Focus on core features and content so users can anticipate what the app experience will be like.



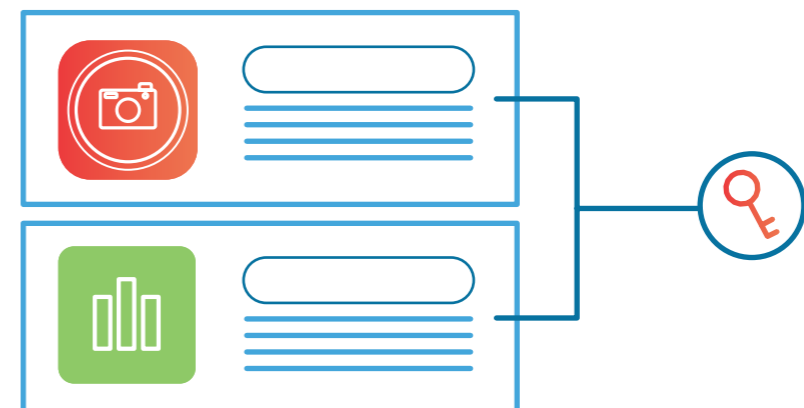
## VIDEO PREVIEWS

Add one preview video from YouTube to your store listing. Preview videos are displayed before your screenshots. Show the actual in-app experience, focusing on core features and content within the first 10 seconds of the video.



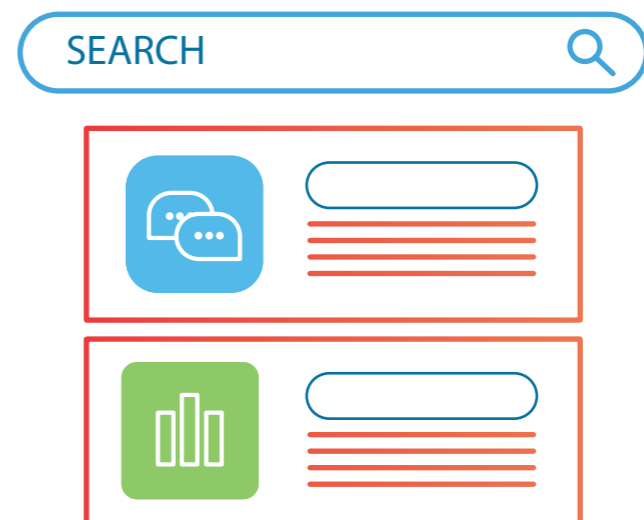
## KEYWORDS

Google Play uses an algorithm that considers keywords in your title, subtitle, and description. Reusing keywords in your title and short description could increase visibility.



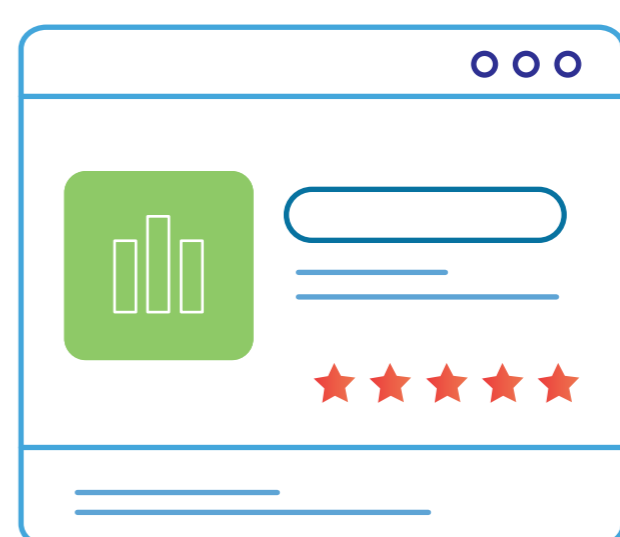
## CATEGORY & TAGS

Choose the right category within the given apps and games options so Google Play can promote your app properly. Choose up to 5 tags that are the most relevant to your app and will provide more insight to unfamiliar users.



## RATINGS & REVIEWS

The Google Play search algorithm factors in your app's experience based on user behavior and feedback from ratings, reviews, and number of downloads. Increase your rank by creating a strong user experience with regular app updates, asking for reviews and ratings, and responding to both positive and negative reviews.



Interested in strategizing ASO and user acquisition in the Google Play Store? Get started with our team of experts today!

[Get Started](#)