

The Ultimate ASO Checklist for the Apple App Store

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

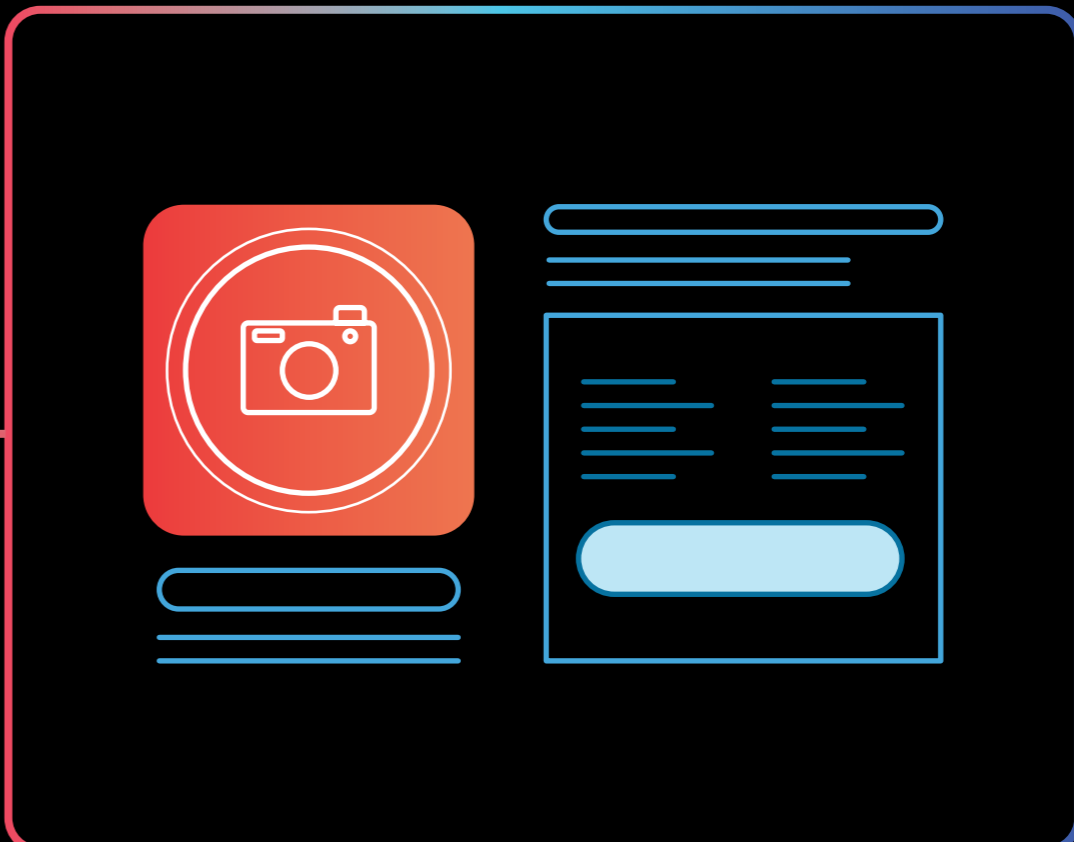
APP NAME
Choose a memorable, easy-to-spell name that suggests what your app does. Keep name to 30 characters or less.



ICON
Create a simple and recognizable app icon that represents your app's purpose. Avoid using text unless it's essential to your logo.



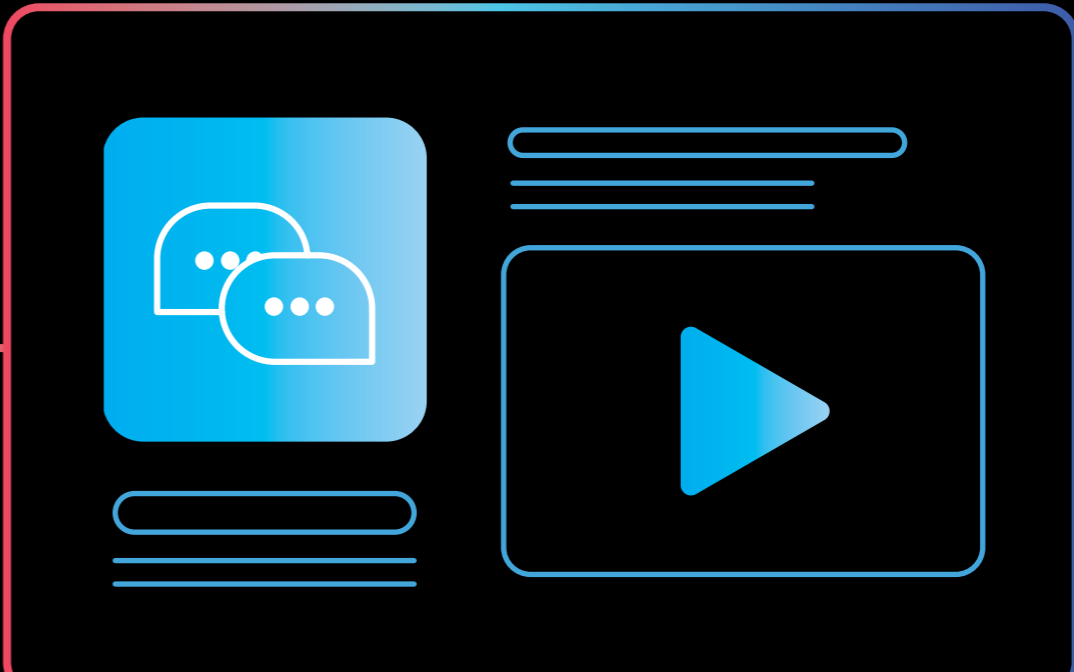
DESCRIPTION
Craft a concise subtitle that describes your app's value and use case in 30 characters. Avoid generic phrasing like "super fun game." Then, use the description to highlight unique features and functionality more in-depth. Descriptions should be a concise, informative paragraph followed by a list of main features.



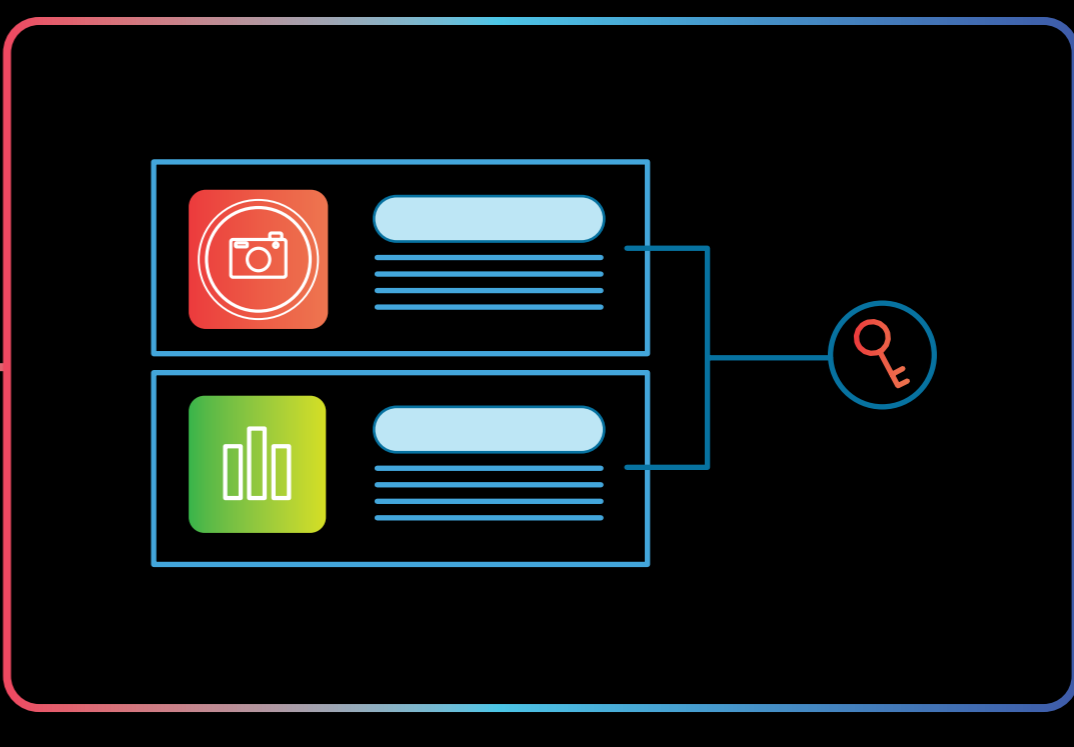
SCREENSHOTS
Choose up to 10 screenshots to showcase the in-app experience. The first 1-3 will appear in search results. Select screenshots that feature the main benefits and features to convey your app's value. Consider including at least one screenshot in Dark Mode.



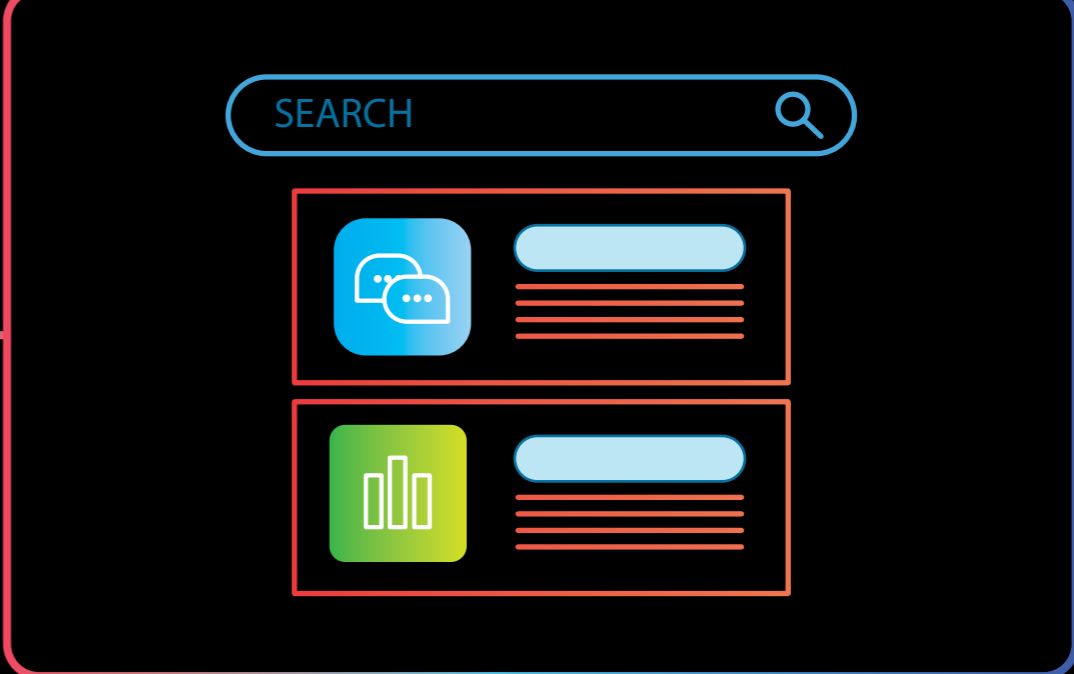
VIDEO PREVIEWS
Previews can be up to 30 seconds long and use footage captured on an iPhone to show the in-app experience. You can feature up to 3 app previews on your product page, and localize them for all available App Store languages.



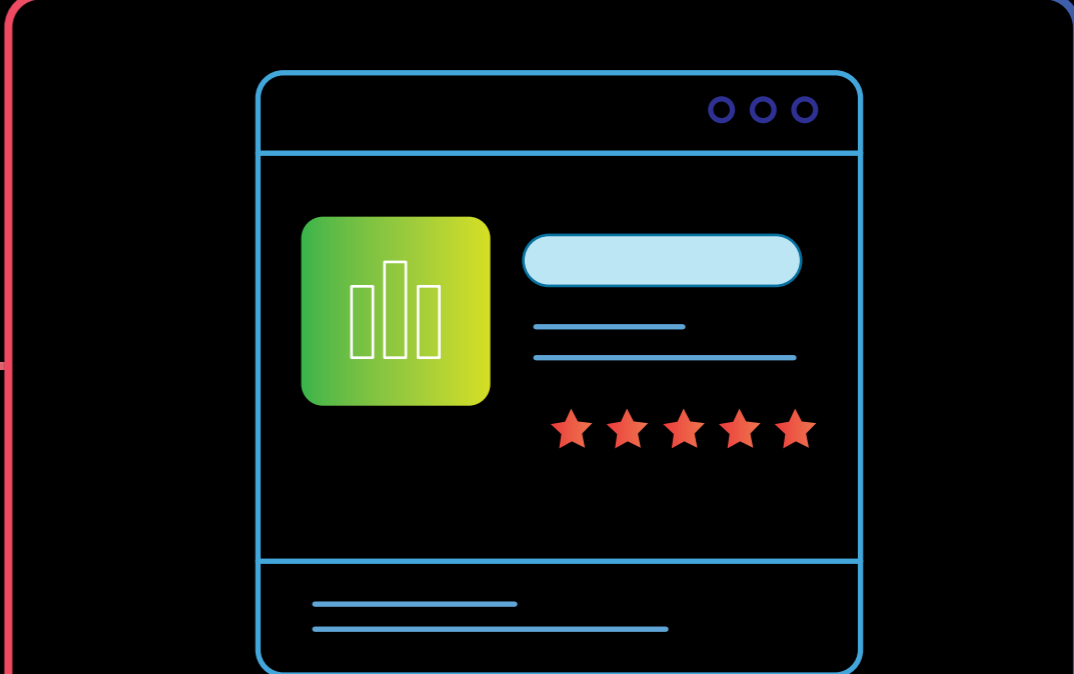
KEYWORDS
The App Store ranks keywords, App ID, title, and subtitle. It does not rank description, promo text, and release notes. Don't repeat keywords in the title and subtitle. Keywords are limited to 100 characters total in the dedicated keyword field (not seen by users).



CATEGORY & TAGS
Assign the primary category that is most relevant to your app's function. This will help increase discoverability through App Store browsing and filtered search results and determines if the app will be placed in the Apps or Games tab.



RATINGS & REVIEWS
Ratings and reviews impact how your app ranks in search results. Always provide users with the best and most updated version of your app. Use App Store Connect to respond to customer reviews of your app and directly address their feedback, questions, and concerns.



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

[Get Started](#)