The Complete Guide to Learn App Store Optimization

Android
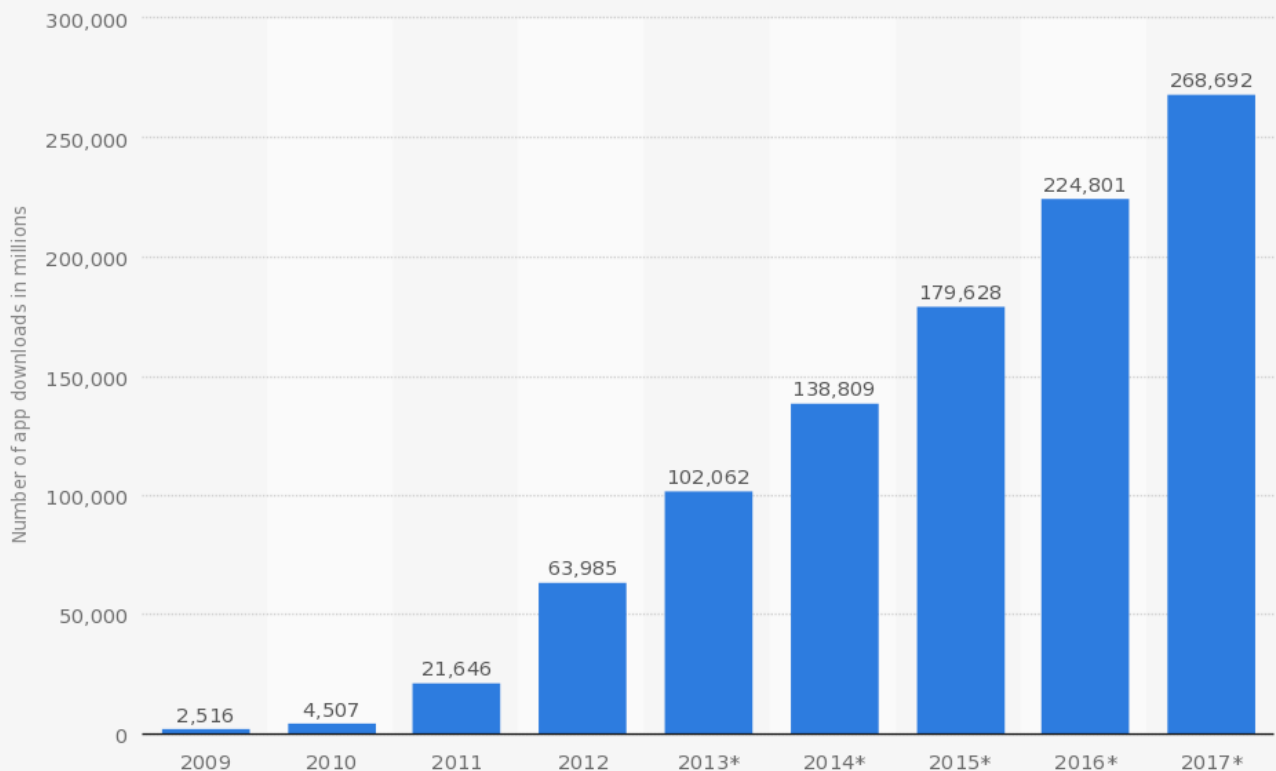
iPhone

What Is App Store Optimization?

App store optimization (ASO) is the process of improving the visibility of a mobile app in an app store. (such as iTunes for iOS, Google Play for Android, Windows Store for Windows Phone or BlackBerry World for BlackBerry).
ASO is the process of optimizing mobile apps to rank higher in an app store's search results. The higher your app ranks in an app store's search results, the more visible it is to potential customers. That increased visibility will increase more traffic to your app's page in the app store.

Why Mobile App Marketing is Needed?

1. **The mobile app industry** is booming, and since the one-million-app mark was reached in late 2011, the competition to get your app noticed in the marketplace is fierce. However, there is space for your app, and, if marketed correctly, your app can and will succeed.

2. **1000 apps** are submitted per day (and approved within 7 days for 90% of them, the rest longer). Where is your app stand in the app store.

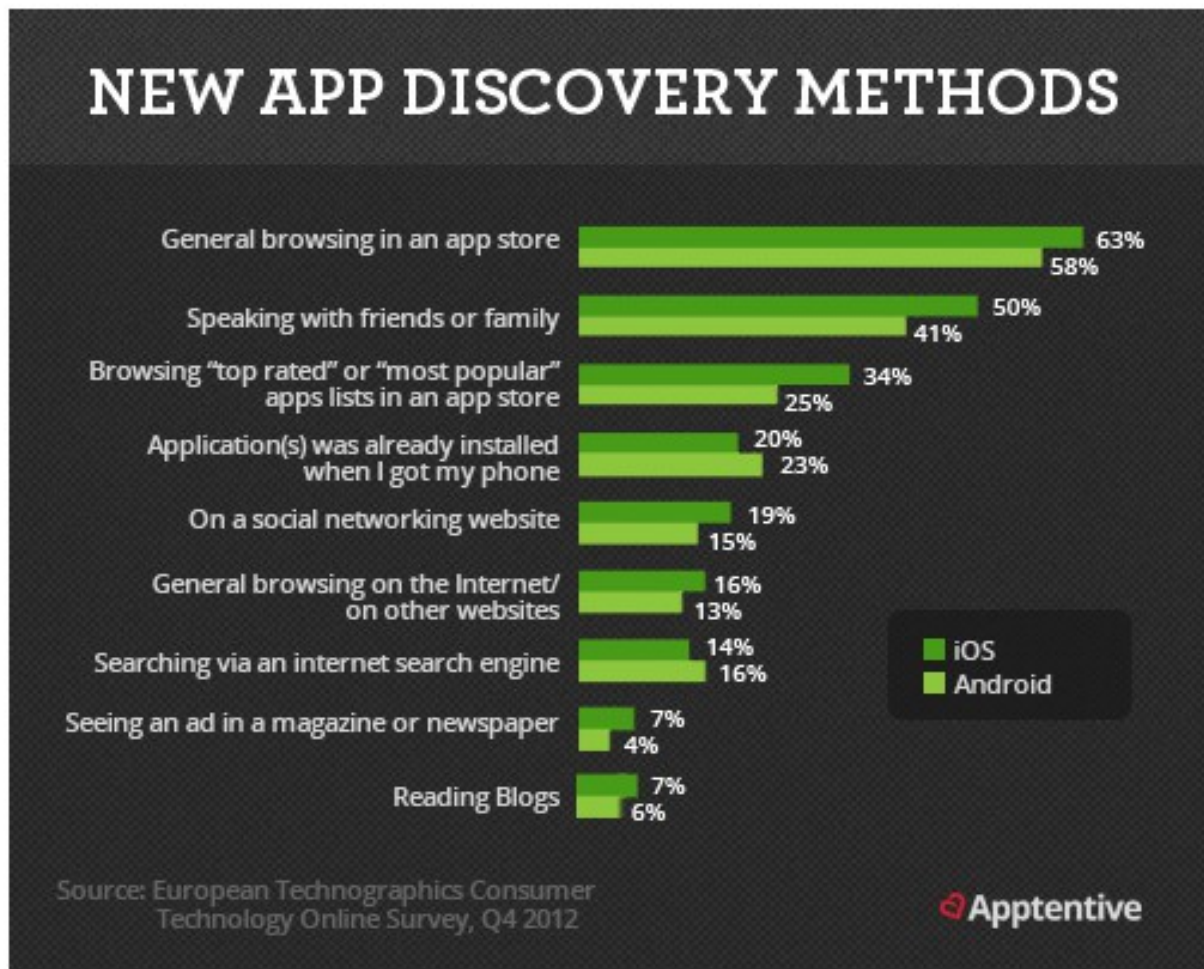**Number of mobile app downloads worldwide from 2009 to 2017 (in millions)**

Year	Number of app downloads in millions
2009	2,516
2010	4,507
2011	21,646
2012	63,985
2013*	102,062
2014*	138,809
2015*	179,628
2016*	224,801
2017*	268,692

Source:
Gartner
© Statista 2015

Additional Information
Worldwide; Gartner; 2009 to 2013

How People Find Your App?

According to Forrester, 63% of apps are discovered through app store searches. This makes search, in the app store, the most used method for discovering and downloading new apps. Recently, at Google I/O, Ankit Jain reported that "For the average app, search actually makes up the vast majority of installs."

NEW APP DISCOVERY METHODS

Method	iOS	Android
General browsing in an app store	63%	58%
Speaking with friends or family	50%	41%
Browsing "top rated" or "most popular" apps lists in an app store	34%	25%
Application(s) was already installed when I got my phone	20%	23%
On a social networking website	19%	15%
General browsing on the Internet/on other websites	16%	13%
Searching via an internet search engine	14%	16%
Seeing an ad in a magazine or newspaper	7%	4%
Reading Blogs	7%	6%

Source: European Technographics Consumer Technology Online Survey, Q4 2012

Apptentive

"If you're not using ASO to increase your app's search ranking, you're missing out on the largest discovery channel available to your app. "

How do Google Play Store and Apple Store rank their apps?

Sr. No.	Google Play Store	Apple Store
1.	Refreshes its ranking only once a day	Refreshes ranking every four hours
2.	12 percent of daily active users (DAU) search for apps daily, 50 percent of DAU search for apps weekly and Google sees six million unique phrases searched for, monthly. High user search experience is the key factor.	Main factors are keywords, visuals and off-site factors
3.	Target audience is first time users and users with new devices for Top Paid, Top free and Top Grossing category. For return users, it is under Top New Paid and Top New Free categories. It lasts several days and the key metrics are installs and revenues.	Algorithm based primarily on download

Process Of App Store Optimization

Key ASO Factors:

1. Application Title:
Your app title should be relevant to your application, it should tell the working of your app in just a single glance. This is the most important part of ASO, if the title of your app can't elaborate the working of your application to the user, he/she will probably move on to another app. A total number of 255 characters can be used to make your application's title, you should use that space properly to describe user what it does.

2. Application Keywords:
You are only allowed to use 100 characters to pick up the keywords by understanding your market, your competitors and popular search phrases. All the keywords change seasonally, so picking up the right keyword every time is undoubtedly a full time job.

3. Application Reviews and Ratings:
Reviews and Ratings are two of the special parts of Application Store Optimization. More than 30 percent of your search ranking is totally based on your on-page optimization.

4.Application Description:

If a user want to read your application description, it means he/she is willing to download your app. Getting a user to view your app description is just like making him/her to visit your website. This is the key optimising factor of this process, which you should use to sell your application and elaborate correct explanations for what the user is downloading it.

5. Application Logo:

You can also capture a user's interest in just about 3-5 seconds as they see the list of applications, to chose an app they want. You have to ensure that your application is very creatively and effectively expressing the working of your application just by its icon.

6. Application Screenshots:

You should also use screenshots of all of the best features of your application, which clearly defines your app's functionality. Just keep in mind that people usually judge a book by its cover and a store by what is being display in the windows, so, just make sure that you fill up all the space give for the screenshots.

7. Application Publisher name:

Users also search any application by its publisher name at App Store.You might consider to publish under several trade names of your company, which fits the different types of apps you are developing.

8. Application Category:

Picking up the primary and secondary category of your application is undoubtedly a great decision, on which the success of your application depends. The right category will take you in front of qualified customers, while the wrong category will result in lackluster for your application.
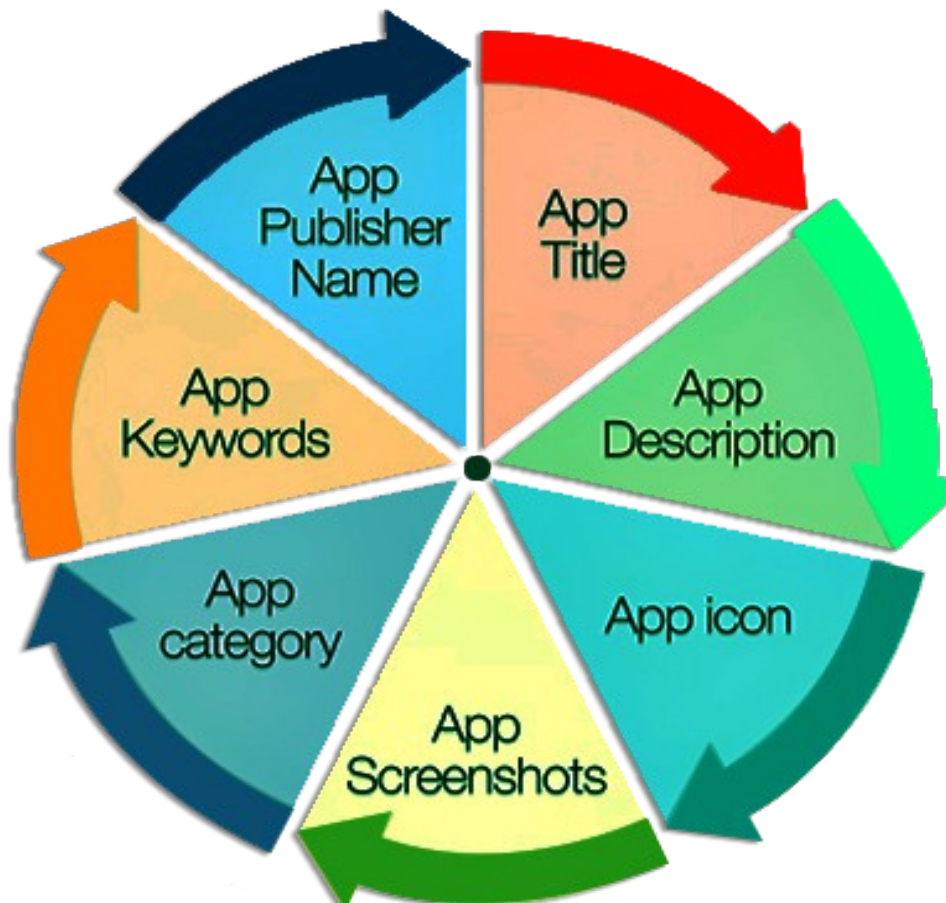
Comparison:
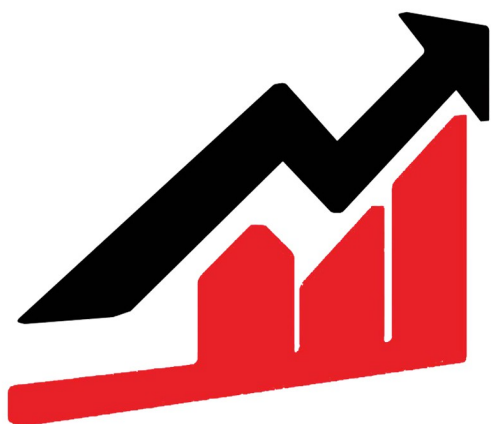
Your app ranking when use ASO technique

Your app ranking when don't use ASO technique

Advantages of App Store Optimization

- To be on the field and not be found is of no use. If you want to stand out and make a mark you need to be found in the first place. And to do that you need App Store Optimization, which will ensure that you are visible at the top.

- Higher Ranking in App Stores

- Using technique of ASO on your app makes sure that you reach your targeted and most relevant audience.

- ASO methods will improve your ranking in app stores for particular keywords and categories.

Now, you know all about the app store optimization and its related factors, Also, you can easily differentiate that why your app is needed the techniques or methods to get 1st place in the app world.