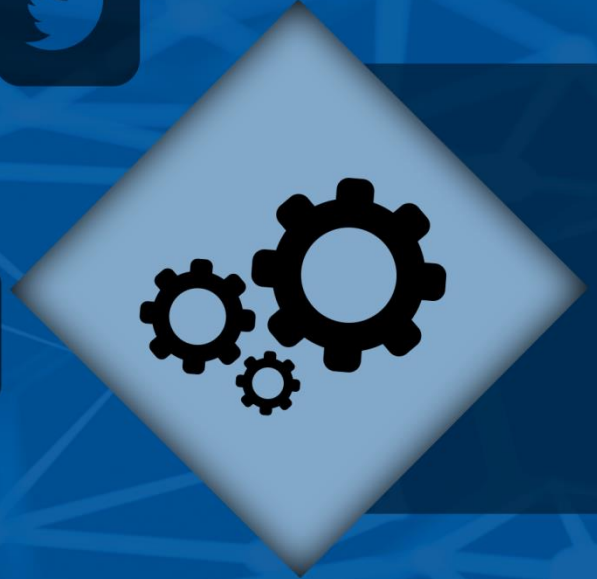




Prismetric
Technologies



6 Steps

for successful App Store Optimization

Everyone has witnessed the vast and brisk growth rate of mobile apps. The vibrant shift of users from the static desktops to the movable mobiles has raised many aspirations of people with regards to making their lives easier than before. Optimistic predictions have been made and everyone is always seen chatting about the latest app in the market.



But how do people come to know about these apps that spring up every now and then and grab attention of users? Well, there are various factors that collectively contribute to publicizing these apps and making them available for users. Right from traditional methods of advertising, to the most sophisticated and technically compliant method of App Store Optimization, every aspect is important to taste success for your app.

Why is this major attention shift?

From the point of view of customers, mobile has undoubtedly made their lives easy. With advent of apps, everything; right from buying grocery to apparels has fallen right to the finger tip of your target users. All this has entitled that digital marketers ride this boom and advertise their apps exactly where people are present – On mobile phones. So to reach users finger tips, the right method to utilize is ASO (App Store Optimization).

When we talk about the digital world, the concept of digital content comes to the core. However, this concept can be a bit huge to appreciate what we are discussing here – Shifting attention to mobile.

With digital we are thinking about videos, blogs, articles, tweets etc. But to explain the shift, it needs to be acknowledged here that all of the above mentioned aspects are accessed on mobiles more than on desktops in current times.

All these facts prove that mobile is the king and businesses need to tap this vast market for their advertising campaigns to reach their audience. So mobile apps are the right platform via which this can be achieved. All this justifies the attention shift.

All this brings us to the real thing – *How to engage in App store optimization?*

Let us view some important methods and steps to ensure that your app store optimization campaign is on the right track.



Competitor Analysis

So you have finally decided to make that coveted app for reaching your audience. However, the primary aspect to consider as mentioned earlier is optimizing it for App Store. The foremost activity that is recommended here is to know your competition.

Extensive research needs to be your primary activity. This needs to be focused around finding others who are already in the market related to your domain. Your app may be already having fierce competition and finding this will help you draft a perfect plan of action.

Knowing your competitors will enable you to streamline your app project accordingly. Try to download competitor apps and use them for some time. This will shed some light on what you find wonderful about these apps and what is lacking in them too.

You can then list down things that are best about these apps and what is not. The pricing factor too needs consideration.

Once all these points are on paper in front of you, planning your app to beat these competitors will become easier.



Keyword Research and Relation with Category

Every marketer will know the importance of keywords with regards to optimization. However, remember that there is a difference between keywords and search queries that you target. Be prepared to spend time here. Brainstorming sessions with your core team and researching about search queries and then aligning them with keywords based on your competition will be the key element here.

You can use various tools available online to base your search for keywords. Remember to give equal importance to short as well as long tail keywords. Both are necessary to ensure that your optimization process works best.

Note: App Stores usually provide you with 100 characters for listing keywords.

Some important tips you can follow are as follows:

- Avoid spaces and make use of commas without using a space after them
- Keyword repetition does not work
- Use of numerical (eg. 5) is good instead of typing the word (Five)
- Combination of keywords is the best approach
- Ignore pluralizing
- Avoid stop words such as at, on, the
- Utilize all the 100 characters allowed; however, remember that the first 32 are most important and this is where you need to put the punch

The next aspect to consider is the category. Selecting category for your app means to put it in the right group. This selection is vital as it will be a deciding factor during searches. Aligning your keywords along with categories will ensure that you get downloads accordingly. Popularity of the category you choose and aligning it with right keywords is the way to go.



Naming Your App and using Right Title with Description

Naming your app:

The first question that will come to your mind is “Why give so much importance to your App's name?” Well, you need to understand that there is a frenzy list of apps available across App Stores. This means that chances are high that your app gets lost in this frenzy.



Naming your app is actually important from the perspective of your users. Just any other name, or some name similar to a popular app in your category is not going to help. All this entitles that you engage in thorough homework. Try to be unique and at the same time don't use names that are confusing. The right mix of uniqueness, clarity, use of suffixes or prefixes and at the same time ensuring that you do not duplicate, will be the correct process.

Title:

When you put a title for your app, ensure that the keyword used in it has the largest search traffic. You have already spent significant time earlier researching for keywords, so knowing the top ranked one with regards to search traffic needs to be used in your title.

This also helps in terms of not needing to alter the title every now and then. If your app tastes success, then changing the title will mean losing users in search results.

Description:

Keywords and your title are necessary elements for engaging your audience; however, compelling them to download your app is the work done by your description. Though keywords and titles will bring users to your app, your description will be the factor that provokes downloads.

Some tips about writing a description for your app are as follows:

- Your focus needs to be on selling the app by describing it aptly, rather than concentrating on stuffing keywords here. Staying focused on the first lines you use in the description is crucial. Users will view these lines when they visit your app. So highlight features and experience details and forget about keywords here.
- Your description needs to be clear, precise and to the point. It has to be easily readable along with being a perfect ad copy.
- Your description needs to provoke action. This can be to download your app or install it, or other such things.



Using the Right Icons, Screen-Shots and Videos

Icon:

Remember that you are dealing with finicky users. Yes, finicky is the right word as expectations are high. People want apps that are elegant, beautifully designed and yet simple to use. The icon you use for your app is the first interaction between your app and users. This makes it imperative that your icon is just perfect to convey about your brand. It needs to be elegant along with explaining usefulness of the app you present.

Some of the widely used applications icons are as displayed below:



When we consider search results, your app icon is a major contributor to explain usefulness. All this means that giving prime importance to icons is mandatory for successful ASO.

Screenshots:

Your priority with regards to using screenshots for your app needs to ensure that they are not just “Screenshots.” Confused? Well, your screenshots need to act as promotional aspects with correct use of graphics. They need to have the capability of conveying the story of your app with right use of graphics and text. Most importantly, this needs to be done creatively to make it interesting visually.

Ensuring a right and streamlined flow of these screenshots can do wonders for your app's promotion. Every screenshot has to provoke users to scroll and continue knowing more. User engagement gets a firm push if you use a right blend of graphics and text to explain the story of your app in an interesting manner.

Video previews:

Short video previews of how your app functions when in action are engaging for your users. Using these videos on product pages of App Stores can provide your users with a firsthand experience of your app. This will help users to understand your app better and also provoke downloads.

These previews need to have footage from your app as viewed on a device. Remember to be honest here and show what exactly users can expect.

The following steps will help you prepare an introductory video:

- Develop storyboards to highlight exciting moments in your app that make it stand out. Focusing on best features that are in sync with what you have explained in your app description is the key.
- List down scenes needed for this activity. Decide timing for these scenes so as to fit different features in a short time frame.
- Ensure that users get an apt feel of your app's journey and what they can expect
- Remember that this preview will act as a booster for people to download your app. Hence, plan perfectly and see your downloads increase.



Localization of Your App

The process of making your app ready for the international market is called Internationalization. This process makes your app ready to be used in different countries. Localization is a process wherein you use local languages in different countries and translate your app accordingly. This includes conversion of currency, units and also cultural adaptations.

It goes without saying that no one will want to restrict their apps for specific markets. Localization of apps is a necessity these days. App Stores work globally and hence, you need to reach a global audience. Remember that any user who next downloads or goes through your app can be located across any country. Hence, localization of your app in that particular language becomes imperative.



Conclusively, internationalization is a preparatory platform for your app to use localization and give global consumers the ease of knowing about it. So using localization correctly, with help of experts if need be, is extremely important for global success of your app.



Gauge Success with Reviews and Ratings

The marketplace for apps is overcrowded and is getting worse with millions of apps hitting App Stores. This has made visibility difficult and marketers are feeling the pinch. However, there is still hope.

Reviews and ratings for your app are aspects that act as firm triggers that aid app visibility. They form the core metrics used by app marketers for analyzing their app's success. Ratings are vital for determining likelihood of prospective users in downloading your app. They act as mirrors for understanding user satisfaction. Reviews and ratings together help your optimization endeavors.

To ensure that you get positive reviews, ensure that you are brisk in providing customer support. More importantly, asking for user feedback and responding accordingly is necessary. You can ask your users to rate your app based on different parameters. The key lies in user engagement and you need to understand how to correctly utilize it to your advantage.

Final Words

Everything ends at revenue which forms the core metrics for understanding your app's success. So you need to keep a track of your revenue figures along with the search performance of your app. Keeping a close tab on conversion rates periodically is also important.

One thing is for sure; App Store optimization done correctly will definitely ensure that your conversion rate increases and correspondingly your revenue starts accentuating. Hence, you cannot afford to ignore ASO at any cost if you expect your app to reach the top of popularity charts.