

## App Name

Choose a descriptive app name, with keywords  
Use URL-safe characters only

[Get details](#)

## App Keywords

Don't use more than 99 characters  
Don't repeat app name keywords  
Choose keywords for which you can rank high  
Use single form keywords to save chars

[Get details](#)

Resources: [AppCod.es](#) [MobileDevHQ](#) [SearchMan](#)

## App Description

Keywords not searchable: focus on convincing the reader  
Get the first 3 lines very right  
Include social proof (awards, blog/users reviews)  
Insert main features list  
Localize description

[Get details](#)

## App Updates

Fill the "What's New" field thoroughly  
Add call to action to encourage updating

[Get details](#)

## App Icon

Don't use words in icon  
Keep it simple

**Design with details**

Design an icon consistent with app design  
Stand out from the crowd / innovate

**Consider using borders on icon so it looks good on all backgrounds**

Resources: [iOS Icon Gallery](#) [App Icon Template](#)

[Get details](#)

## App Screenshots

Use all available screenshots, **most relevant screenshot first**

Localize screenshots

**Add explanations / combine screenshots**

[Get details](#)

## App Ratings

Let users know how to reach you directly (website, app page, within app)

**Make sure the support URL on App page is correct (and useful)**

Ask (only) engaged users for ratings

Listen, reply quickly and fix problems

[Get details](#)

Resources: [App Booster](#) [AppBoy](#) [Apptentive](#)

## App Facebook Likes

**Encourage your community to Like your app on the App Store**

This resource is brought to you by Apptamin.com. You should sign up for free (no spam) email updates [here](#).