



The App Store Optimisation Cheat Sheet for iOS

This cheat sheet will help you remember what you need to check before you submit an app update. Many of our clients like to print it out, so they have a checklist to reference at all times. The “details” links will send you to the best source of information that we have found on each topic. For questions, suggestions and comments, feel free to [contact us](#).

Find the latest version of this cheat sheet here: <http://bit.ly/aso-cheat-sheet>

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App Name		<i>(App description continued)</i>		<i>(App screenshots continued)</i>	
Choose a descriptive name	Details	Include social proof (awards, blogs, reviews)	Details	Focus on benefits, not just features	Details
Use URL-safe characters only	Details	Localize description	Details	Add explanations / combine screenshots	Details
Limited to 50 characters	Details	Include main benefits list	Details	Use A/B testing tool to find best screenshots	Details
App Keywords		App Icon		App Ratings	
Use the whole allowed 100 characters	Details	Don't use words in icon	Details	At launch, have friends/family give reviews	Details
Pick high-volume, low-difficulty keywords	Details	Keep it simple, one idea/focus	Details	Support page URL valid and useful	Details
Ranking well is more important than traffic	Details	Choose high-contrast colors	Details	SDK to send only positive reviews to App Store	Details
Learn how to use an ASO keyword tracker tool	Details	Design an icon consistent with app design	Details	SDK to send negative reviews to support	Details
Research your competitor's keywords	Details	Stand out from the crowd / innovate	Details	Listen and fix problems quickly	Details
Localize keywords	Details	Design for a range of screen sizes	Details	Ask for feedback at the right time	Details
Look through review for common themes	Details	A/B testing: focus on changing 1 thing only	Details	App Preview Video	
No need to include company name	Details	App Updates		Keep in mind Apple's guidelines	Details
Do review mining for keywords	Details	Fill the "What's New" field thoroughly	Details	Plan and prepare - write a script	Details
Use long-tail keywords	Details	Add call to action to encourage updating	Details	Show the "magic moment" asap	Details
Requires continuous optimization	Details	Encourage positive reviews	Details	Have attention grabbing "poster frame"	Details
App Description		App Screenshots		Cannot localise, make sure it works for all	Details
First 3 lines seen most, make them count	Details	Use all screenshots slots (first 2 + important)	Details	Don't rely on sound	Details
				Preview on mobile screen early in production	Details