



App Store Optimization

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DIGITAL MARKETING STRATEGY

Session 6: App Store Optimization



Overview



Windows Store



Apple Store



Google Store



App Store Optimization (ASO)

- ▶ App Store Optimization (ASO) is the process of improving app visibility within the app stores and increasing app conversion rates.
- ▶ The major app stores are App Store for iOS and Google Play for Android. In addition to ranking high in the app store search results, ASO also focuses on click-through rate (CTR).
- ▶ This means you have to convince people to actually click into your app store listing once they find it. You can do so by optimizing your App Name, App Title, App Icon, App Screenshots and App Rating.



What is the difference between ASO and SEO?

- ▶ ASO is often referred to as app store SEO (Search Engine Optimization). Both processes share similarities like keyword optimization, backlinking and conversion optimization. The main differences between App Store Optimization and Search Engine Optimization are the ranking factors. Also, ASO is utilized for mobile apps whereas SEO is for websites.
- ▶ SEO factors for a web browser, like Google Search, involves more than 200 aspects and the list keeps expanding. The list of ranking factors for ASO is much shorter, however many people are still unsure of which ones play a role. It's time to put an end to that!

What is the difference between ASO and SEO?

SEO	vs	ASO
Search Engine Optimization		App Store Optimization
Search Engine		
Google Search, Bing, Yahoo		Apple App Store, Google Play
On-Page		On-Page
Title Tag H1, H2, H3 Keyword Density Page Speed Bounce Rate		App Name (Title) Description Keywords (iOS) Usage & Quality Metrics Uninstall Rate
Off-Page		Off-Page
Links Anchor Text Social Signals		Backlinks Ratings & Reviews Download Stats
Goals		
Traffic (Visitors)		Downloads (Users)

Why App Store Optimization is important for app growth?

- ▶ More than 5 million apps are available to download from the Apple App Store and the Google Play Store. It's very likely that your app is facing a lot of tough competition.
- ▶ The primary goal of App Store Optimization is to increase downloads and the number of loyal users. The first step of maximizing your downloads is to make your app easily discoverable by the right users.



How do users find and download mobile apps?



People are mostly hunting for specific apps in app stores like Google Play Store and Apple App Store. A whopping 70% of mobile users utilize search to find new apps. Furthermore, 65% of all downloads occur directly after a search. Clearly, app store search is the most common method for discovering new apps.





App Store Ranking Factors

- ▶ App Name
- ▶ App URL
- ▶ App Subtitle
- ▶ Keyword field
- ▶ In-App Purchase
- ▶ Rating and Reviews
- ▶ Updates
- ▶ Downloads and Engagement
- ▶ Some Hidden factors



Google Play Store Ranking Factors

- ▶ App Title
- ▶ Short Description
- ▶ Long Description
- ▶ In-App Purchase
- ▶ Rating and Reviews
- ▶ Updates
- ▶ Downloads and Engagement
- ▶ Some Hidden factors



Windows Store Ranking Factors

- ▶ Product Name
- ▶ Description
- ▶ Store Logo
- ▶ Search Terms
- ▶ Screenshots
- ▶ Video Trailers
- ▶ Regular App Updates

Thank You!

