

App-Store-Optimization (ASO)

With App Store Optimization you can improve the ranking of your apps on Google and Apple if you don't forget anything. We have summarized all the important aspects for you.

BEFORE LAUNCH

- ☐ **Encourage reviews:** Add a feature during app development that encourages users to submit star ratings.
- ☐ **Publish website:** Create a companion web presence to reach users this way as well.
- ☐ **Implement OG:Tags:** Build in Open Graph tags so that your app can be showcased well on social media.
- ☐ **Use Deep Linking:** Link your website's services to the app's counterparts and also update them when changes occur.
- ☐ **Create anticipation:** e. g., with point 2) website or email marketing, so that the app is downloaded often on release day.
- ☐ **Set up tracking:** Set up app tracking with Google Analytics 4 and Google Search Console.

AT LAUNCH

- ☐ **Set app name:** Choose a concise title that also includes the main function of the app.
- ☐ **Fill in metadata:** Put the most important keywords in the app's descriptions.
- ☐ **Set app icon:** A professional icon invites downloads.

AFTER LAUNCH

- ☐ **Schedule updates:** since you can only adjust metadata when you update the app, development and marketing should coordinate with each other.
- ☐ **Support with marketing:** Support ASO with other marketing efforts.
- ☐ **Use ASA:** With app store advertising, you give your app a small boost in reach and provide a positive impact that you don't get, for example, in the ratio of SEA to SEO.
- ☐ **Analyze data:** Check your metrics regularly and use external tools for this as well.

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