

Mobile App Development and App Store Optimization: What is App Success in 2015?



ASO Checklist

1. How long should my app title be?

Apple allows for a maximum of 255 characters- however, using all 255 characters may cause your app to be rejected. Google Play allows for a maximum of 30 characters.

2. Google Play doesn't have a keyword bank. How do I target keywords?

Keywords for Google Play are taken from your app's description. Google crawls the description to understand what keywords your app is relevant for. It's important to call out the relevant keywords you want to rank for in the description.

3. Is a short description on Google Play relevant?

Yes, the short description is where you can tell Google what your app is about in a limited 80 characters. It also provides a quick marketing call out for end users on mobile devices.

4. Are screenshots that important? What should I do with screenshots?

In mobile search, over 80% of the screen is occupied by the first two screenshots or preview video. This is your chance to instantly communicate what your app does to end users- and potentially get them to click through.

5. Is an app preview video important? How long should my it be?

Yes! App preview videos give users a unique view of your app and its features. Apple and Google both favor apps that have a preview video. Apple allows for 30 seconds of screen capture, while Google Play allows a 30 second to 2 minute promotional video.

6. Do Reviews and Ratings matter?

Reviews and ratings show potential new users there is an active user base and what their opinion of your app is. They can also give your targeted keywords a bit of a boost in relevancy, which can translate to an increase in ranking for those keywords.

App Development FAQ

Questions	Answers
What are the top 5 most popular app categories?	Games, business, education, lifestyle and entertainment.
How many apps have been downloaded worldwide?	By 2017, the number of downloaded mobile apps will reach 268.69 billion.
What's the average development time for an app?	Depending on the complexity, between 2-5 months
What's the cost for making an app?	You'll need between \$30-\$200K.
Should I charge for my app?	By 2017, 14.78 billion apps will be paid-for downloads., and the market is increasing. Yes, you should charge.
What's the average price of an app to download?	Between \$0.63-\$1.30.