

App Store Optimization

Checklist 2024

How do you check whether your app's page is well-optimized? The only tool to verify optimization performance is the ASO audit.

For your convenience, we have assembled a Q&A checklist for mobile app optimization. Having answered these questions, you will be able to assess the key elements of your application's page on the store.

1. Conversions
2. Text optimization
3. Graphical optimization
4. Localization
5. App rating

Conversions

Your first point to consider is the conversion rate, i.e. the number of impression-to-install conversions. Compare your values to the category average using benchmarks by [Appfollow](#) or [SplitMetrics](#).

1. Is your app's impression-to-install conversion rate higher than or equal to the category average?

Yes: Wonderful! You're doing great. But remember that ASO needs regular improvements. Proceed to the next checklist points to define other things you need to review.

No: If your conversions are less shining than benchmarks, your ASO needs maintenance! If your app ranks well in keyword

search positions, but you have a poor conversion rate or low traffic, you may also want to update your app page on the store.

Our checklist will help you take into account everything that matters.

Text optimization

1. Are the text fields on the app page effectively filled with keywords?

Yes: Properly filled text fields are the cornerstone of quality ASO. You can add up to 160 characters for one locale on the App Store:

- 30 for Title
- 30 for Subtitle
- 100 for Keywords field

Google Play allows 130 characters:

- 30 for Title
- 80 for Short Description.

No: Try to fill every bit of space in these fields. Remember that they have a huge impact on indexing and conversion.

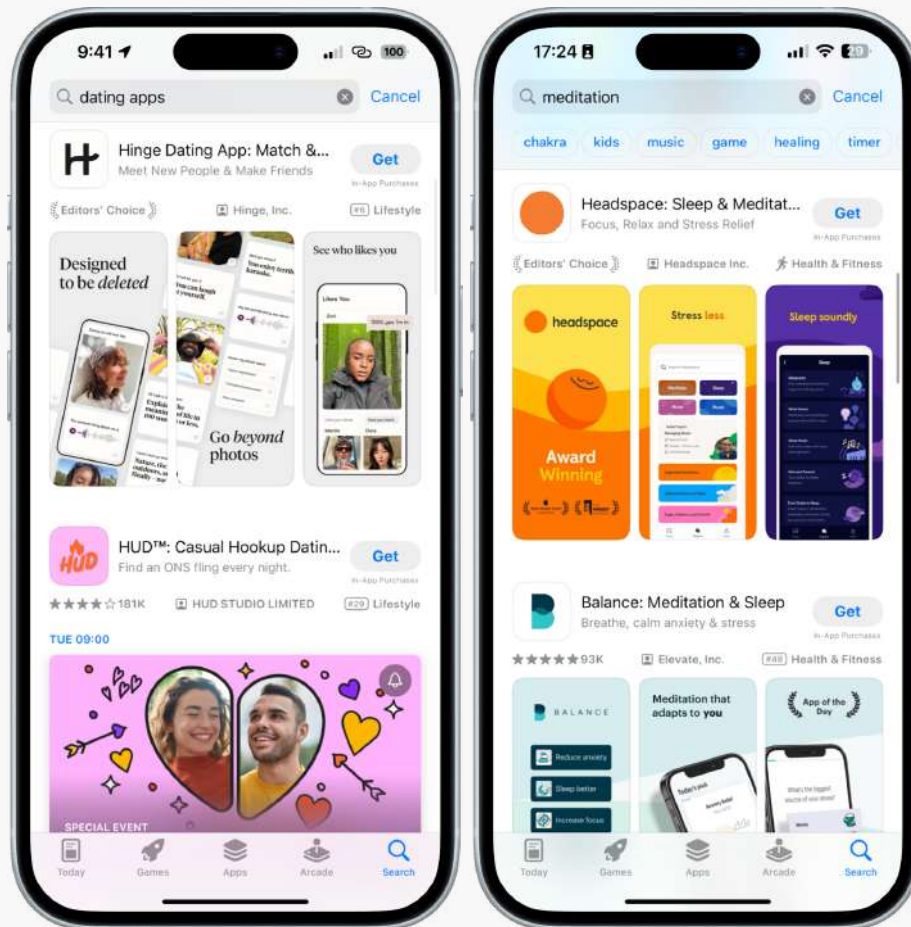
2. Do you use keywords other than the app/brand name in the app title?

Yes: Text fields of your app page must contain the words that reflect the purpose of the app — the words that are commonly used to find similar apps.

No: It may be hard for a user to figure out what your app is for if the app title only contains the brand name. Consider inserting a

few mid- or high-frequency keywords so your app can be indexed for them and therefore get more organic and relevant installs.

By the way, only 22-27 characters of the app title are shown to the user on the App Store's search page. Make sure that the name also translates the meaning and message of the application.



Everything beyond those 22-27 characters will be replaced with "..."

Graphical optimization

1. Are all graphic elements in the same style?

Yes: Awesome. Your app must be noticeable.

No: Try experimenting with design. Since the App Store shows

the product's icon and the screenshots on the search page, it is important that they match in style.



Search pages on Google Play and the App Store

2. Does your app's icon stand out from the competition?

Yes: Nice! It's easy to spot and remember your app's icon, which is good for the conversion rate.

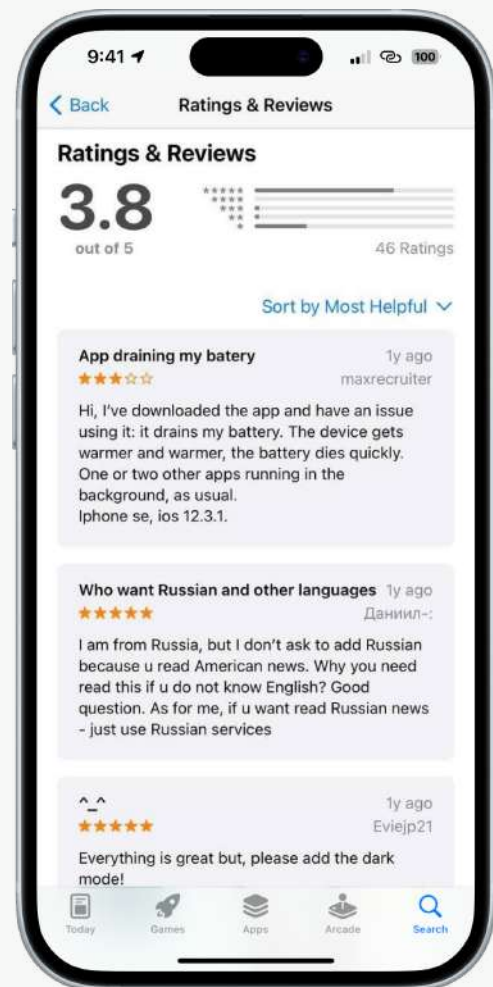
No: Your app may go unnoticed in hundreds of other search results. Try modifying your app's icon design so it shows up among other apps. Try A/B tests to see what will generate the best results.

3. Is it clear from the first screenshots what your app is for?

Yes: The result on the search page, as well as the product page, can only accommodate 3 vertical screenshots or 1 horizontal screenshot at a time. Make sure the user can find out the purpose of your app at the very first glance.

No: You only have a few seconds to tell the user why they need to download your application. Edit your screenshots and pay attention to the following:

- Message of the screenshot captions
- Text readability
- Accents on the app functions and features



Also, check out what screenshot orientation your competitors use. If they are more into vertical orientation while you use horizontal images, develop both options and carry out an A/B test.

4. Does your app have a video preview?

Yes: Video content is in most cases more effective in demonstrating the purpose and benefits of the app (in particular, a game). But it's important that the very first seconds clearly convey your message: do not stretch the clip. As with screenshots and the description, you have a few moments to draw and retain user attention.

No: Consider adding a video preview to see how it will affect your impression-to-install conversions. A/B testing will be necessary here: test out several options on the same footing to find out the impact on the conversion rate.

Our experience shows that video content may both improve or worsen conversion. To avoid drawbacks, do not neglect proper testing: experiment and work out the best scenarios.

5. Do users have to click “More” to understand the core value of the app?

No: It’s great when the user is explained why they need to install your app before they tap “**More.**”

Yes: Users tend to run their eyes over text without going into details. Statistically, only 2% of users read descriptions to the very last word, so focus on the opening paragraph. Rework the description so that the first part of the text convinces the user to install your app.

Localization

If your app goes global or a large part of your target audience resides in other countries, localization should be your top priority.

1. Does your app have potential users in other countries?

Yes: Go to Question 2 of this section.

No: At this stage, you don’t have to bother localizing your product. Proceed to the next item of the checklist, **Rating.**

2. Is your app's metadata (text and graphics) localized (translated and adapted) for other regions?

List of localization options:

[App Store](#)

[Google Play](#)

Yes: Excellent!

No: It may be hard for users from foreign countries to get what your app is for and about. To fix the situation, you need to translate your app's metadata into other languages with the help of professional translators and native speakers. Linguists will pick the right contexts and vocabulary to make your metadata text look natural.

Rating

1. Is your app's rating higher than 4.0?

Yes: Great! Your app's rating is ok.

No: We recommend that you improve your rating. You may lose a large number of organic users due to poor ratings. Statistics show that a 3-star rating cuts installs by 50%, and 2 stars entail losing up to 85% of users.

We at Lovemobile have a [reputation management service](#).

2. Do the Most Helpful reviews include negative ones?

Yes: Negative feedback dramatically affects the CTR. Analyze what users say about your product; rectify evident bugs and tell the users about the update. Monitor the reviews that are ranked among Most Helpful.

No: Fabulous! Proceed to the next question.

3. Do you respond to user reviews?

Yes: Such a practice is great for ASO. Responding to feedback is important not only to a certain user but also to new visitors to your app's page. Apparently, the audience wants to see developer activity and verified responsibility for the product. Your responses will prove that you care about the app and that your team is ready to fix any bug or problem that may occur.

No: Outline a customer communication strategy. It will help you amplify impression-to-install conversions.

You're all set! Just 13 simple questions and the basic ASO audit is finished!



If you need a more profound assessment and analysis, contact us. LoveMobile specialists will prepare effective recommendations and help you optimize your app's page. Get your [free ASO tools for your visuals](#).