

Android Pre-Sale App Optimization Checklist

If you're trying to make it in the Android app space, you must realize - it is *crowded*. There are [3.3 million apps](#) available on the Google Play Store, and some [50,000 are waiting to be released](#) every month. Enter the market unprepared, and your app won't stand a chance against the competition.

That's where app store optimization (ASO) comes in. ASO can help your app reach the right audience and rank higher in Play Store search results, ultimately improving your odds for monetization. Here's a list of essential ASO tasks you need to check off before you put your app up for sale.

Step 1: Let's Prep Your App

Have you ever heard the expression "measure twice, cut once"? It's exactly the same with pre-sale app optimization. You need to prepare your product before the launch and be certain it has real value, provides an enjoyable user experience, and performs the way you intended it to.

So, first things first: let's make sure your app has a foundation you can optimize:

- Functionality - Does your app have a real purpose that makes it useful?
- Design & UX - Can users interact with your app without any difficulty?
- Performance - Do you have a complete build that works without crashing?

No app can be optimized for sale if it doesn't satisfy these three requirements first. Even if it passes the Google Play Store's submission process in a half-baked state, it will be rejected by users. Wait until you have a finished product that you can build upon, and then start from there.

Step 2: Optimize for Search

The main goal of app store optimization is to boost your app's visibility on major marketplaces, such as Google Play Store. Essentially, that means making your app appear in search results for popular category keywords. User intent and [Google's ranking factors](#) are critical for getting this right.

Understand Google's Ranking Algorithm

Google uses certain criteria to decide which apps to show first in the Play Store, just as it does for its search engine. This changes from time to time, but one thing stays the same: Google's main priority is the user. Here's how to make it easy for the user to discover and love your app.

- Use strategically placed keywords based on the user's search intent.
- Work on your conversion and retention rates to prove the app's worth.

- Improve your app's performance to provide a seamless user experience.
- Encourage user reviews and ratings to reassure Google's algorithm.

Identify the Right Keywords for Your App

Keywords are the foundation of ASO. They bridge the gap between the user and the product, making the app easily discoverable. Ideally, the right keywords for your app should reflect your app category, niche, and unique selling point, helping you differentiate from the competition.

- Find out what keywords your competitors are using to rank higher.
- Discover potential keyword gaps that the competition is not using.
- Read reviews to learn which words users use to describe your app.
- Prioritize keywords that express your app's features and capabilities.
- Use popular keywords that you can compete for in your category.
- Rely on ASO tools to identify high-volume, competitive keywords.

Learn to Use Your Keywords Correctly

Play Store gives you three major opportunities to pitch your app to Google's algorithm and future users: the app's title, a short description, and a long description (*About this app*). There's no better place to put your high-volume keywords front and center without coming across as spammy.

- Include your most important keywords in your app's name.
- Use the main keyword to highlight your key value proposition.
- Build an informative short description around a top keyword.
- Scatter keywords naturally throughout the long description.
- Avoid keyword stuffing: a good keyword density is 1% - 2%.

Step 3: Secure Downloads

Now that you understand how to find and use the right keywords, your app will finally get the attention it deserves. But what's next? Being noticed is not the same as being successful, and it doesn't guarantee conversions. First, you need to convince Play Store users to hit download.

Come Up With an Eye-Catching App Icon

Digital products, apps included, rely on visual cues to attract a certain type of audience, so be careful not to underestimate the power of visual impressions. Most users will simply scroll past an underwhelming Android app icon, or they'll get confused and alienated by poor design choices.

- Keep your app icon simple and clean to appear more professional.
- Come up with a design that communicates your app's functionality.
- Use contrasting colors to make your app icon stand out in search results.
- Cut down on details and text, or it will look cluttered on small screens.
- Incorporate your brand's colors, but avoid the logo unless it is well-established.
- Update the app icon design to reflect different seasons and key holidays.

Use Screenshots to Distinguish Your App

Google Play Store allows you to add 10 screenshots of your app, which will appear on your listing page, as well as when someone searches your app name. Screenshots are of immense value when it comes to conversions because they convince users you have what they are looking for.

- Create screenshots that showcase what your app does the best.
- Use high-quality visuals that follow [Google Play Store's guidelines](#).
- Include informative, on-point captions that inspire action (CTAs).
- Use a clean and readable font against a contrasting background.
- Find a creative way to incorporate people into app screenshots.
- Localize your screenshots to cater to different target markets.

Create a Compelling Promotional Video

Another way to incentivize Google Play Store downloads and conversions is with convincing promotional videos. In addition to showing your app's most valuable features, these promos call special attention to its user experience by letting potential users catch a glimpse of how it works.

- Keep promotional videos short, between 15 and 30 seconds.
- Show your app in action and highlight its core functionalities.
- Provide a better and more realistic understanding of your app.
- Keep promo material (logo, title, etc.) to a minimum.

- Invest in professional video editing and high-production quality.
- Use landscape orientation rather than a mobile-friendly portrait.

Localize Your Listing for Different Markets

The majority of users outside of English-speaking markets prefer to use apps in their native language. You can significantly improve your chances outside of the US and UK by creating alternative Google Play Store listings with fully localized descriptions, content, and messaging.

- Manually add local keywords instead of relying on Google's auto-translate feature.
- Create localized content that fits the region's unique user habits and promo trends.

Step 4: Boost Performance

After enough users download their app, most developers initiate phase number three: *retention*. But it might be late by then. Nearly half of all apps get uninstalled [within the first month](#), and one-quarter are deleted on the first day! Users judge how the app is working as soon as they get it.

Tweak App Size and Loading Speed

Poor performance is one of the top reasons apps are deleted shortly after installation. And that's only fair because nobody wants an app that takes forever to load and keeps crashing in the middle of the session. Making sure your app is the right size and loads fast helps prevent that.

- Erase unnecessary files and compress images to make the app lighter.
- Keep your app's loading time under 2 seconds to minimize uninstalls.
- Keep working on your UX until it's completely smooth and frictionless.
- Keep an eye on energy and memory consumption to prevent crashes.

Perform A/B Testing for Key Elements

An app doesn't have to be unresponsive or glitchy to face deletion. Complex, confusing, and cluttered UX is another main reason why apps get uninstalled and buried in bad reviews. To avoid this or similar fate, you must A/B test every element, including your app's Google Play Store listing.

- Prepare alternative versions of key UX and ASO elements for testing.
- Use a reliable A/B testing tool for apps to get quick and precise results.
- Leverage [Google Play Experiments](#) to test various ASO assets directly.

- Run A/B testing for at least a week to include all users and variables.

Measure Key Performance Metrics

Over time, frequent measuring will help you build a high-performing app that both users and Google will take seriously. In addition to key mobile app metrics, such as load time, crash statistics, and time in-app, you should also consult [Google Analytics](#) for performance indicators like:

- Active users - The number of users who regularly engage with your app.
- Session length - The amount of time that an average user spends in your app.
- Retention rate - The number of active users who keep using your app over time.
- Conversion rate - The number of users who subscribe or start paying for your app.
- Revenue - The amount of money generated by your app over a certain period.

Update & Improve Your App Regularly

Every time you update your app, you send a positive signal to Google Play Store and its users. Regular updates not only improve the performance and functionality of your app but also make it safer to use and showcase that you care about providing the best possible user experience.

- Update your app's performance at least once or twice a month.
- Add redesign news and major updates to your app description.

Bonus: Launch & Promote

In addition to ASO, there are other tricks you can use to increase your app's sales potential. Google Play Store gives priority to apps with better ratings and user feedback and offers several marketing features that can help you promote your app and drive downloads and conversions.

Inspire User Ratings and Reviews

As many as [95% of customers](#) read online reviews before buying a product. App users are no exception: they rely on Google Play Store to provide objective ratings and feedback based on real-life experience. This is both a social proof and a ranking factor, so don't let it slip your mind.

- Analyze in-app behavior to pinpoint when users are most satisfied with your app.
- Prompt users to rate your app after they level up or complete an important task.
- Make it really easy for them to review your app without interrupting the UX flow.

- Always respond to negative reviews and do your best to resolve these issues.

Leverage Google App Campaigns

Did you know that you can promote your app on the Play Store using [Google App Ads](#)? Even better than that, Google allows you to set up an app campaign across its vast network of services, including Google Search and YouTube. You can set your own budget and customize your app ad.

- Use Google's resources and [best practices](#) to maximize your reach.
- Define your campaign goal carefully to choose the right ad format.
- Set up conversion tracking to track app installs, in-app actions, etc.
- Use as many promotional assets as Google App Ads allows you to.
- Take some time to optimize your campaign for optimum results.

Check All the Boxes

There are two types of apps on the Google Play Store: one that users can enjoy for free and the other that must be paid for. Even so, every Android app has a sales potential that you can use to make a profit. Every Android app can be monetized as long as you know how to optimize it.

For starters, you need a product that users will love. If you already have an app that brings value to the market, the only other thing you need is this checklist. You can do the rest by following the steps above as many times as you need to until your app finds its place on the Play Store.

If you want to optimize your app for sales, [click here](#) to keep this checklist.