



Scopic

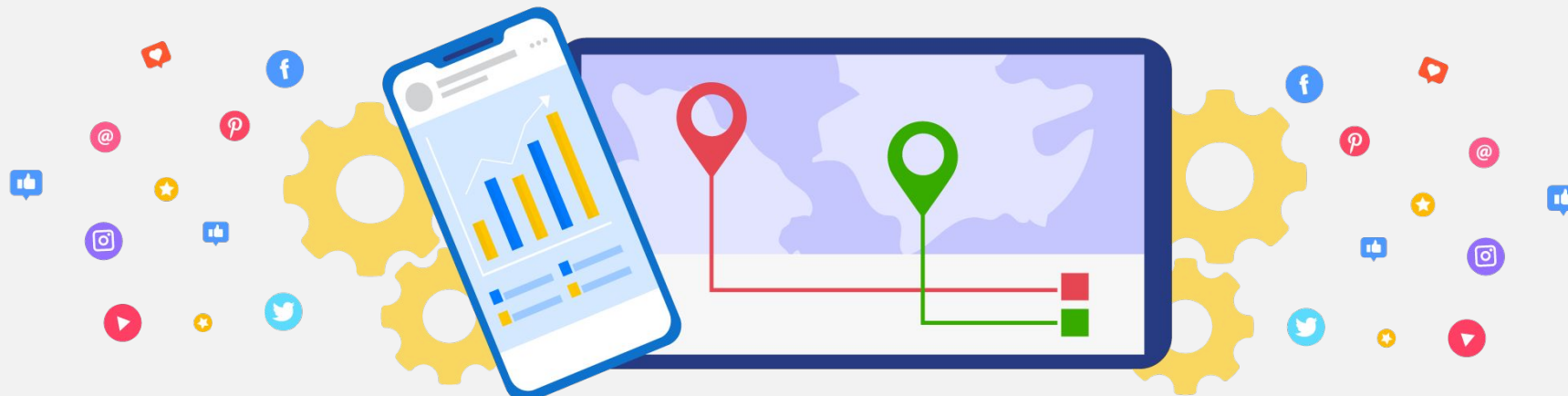
Marketing Services

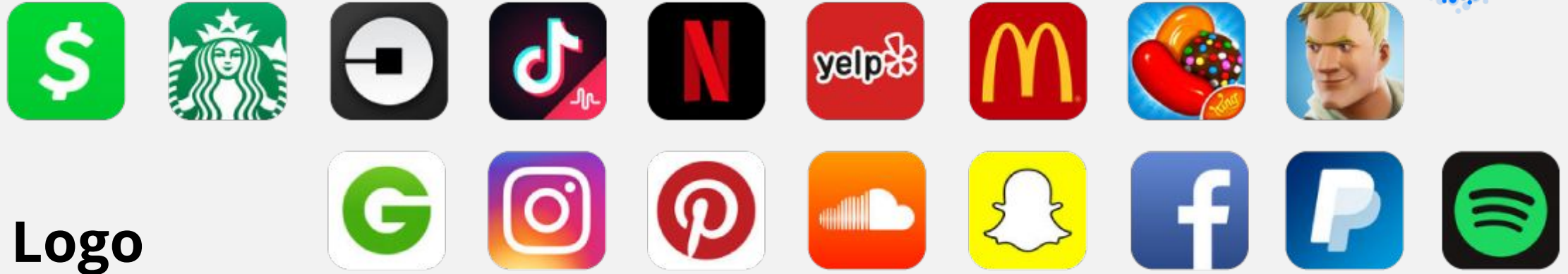
# ASO Guide

Worldwide mobile app revenue is expected to reach \$581 billion USD by the end of the year and nearly double that by 2023. The market is booming and the opportunity to capitalize on that growth has never been better. That doesn't mean it will be easy. There are 2.2 million apps available through Apple App Store and 2.8 million available through Google Play. Standing out amongst the millions requires **App Store Optimization** (ASO).

When it comes to ASO, there are a lot of factors to consider: name, icon, description, keywords, screenshots, ratings, reviews, not to mention unpredictable algorithmic changes meant to enhance search results. ASO tools like [AppTweak](#) help simplify the process and consulting with a digital marketing firm could provide clarity and a needed boost.

Every mobile app launch has its obstacles. App Store Optimization (ASO) helps clear the path. It provides faster results and less stress along the way.





## Logo

One of the most important features you can use to distinguish your app among the millions of apps that populate Google Play and App Store is the logo. A state-of-the-art logo that clearly defines your brand can bring you multiple downloads. For that, it is advised to follow the requirements of Apple and Google:

### Google Play:

The logo needs to have a size of 524x524 pixels. Google also has [material guidelines](#) that, although not a requirement, should be followed.

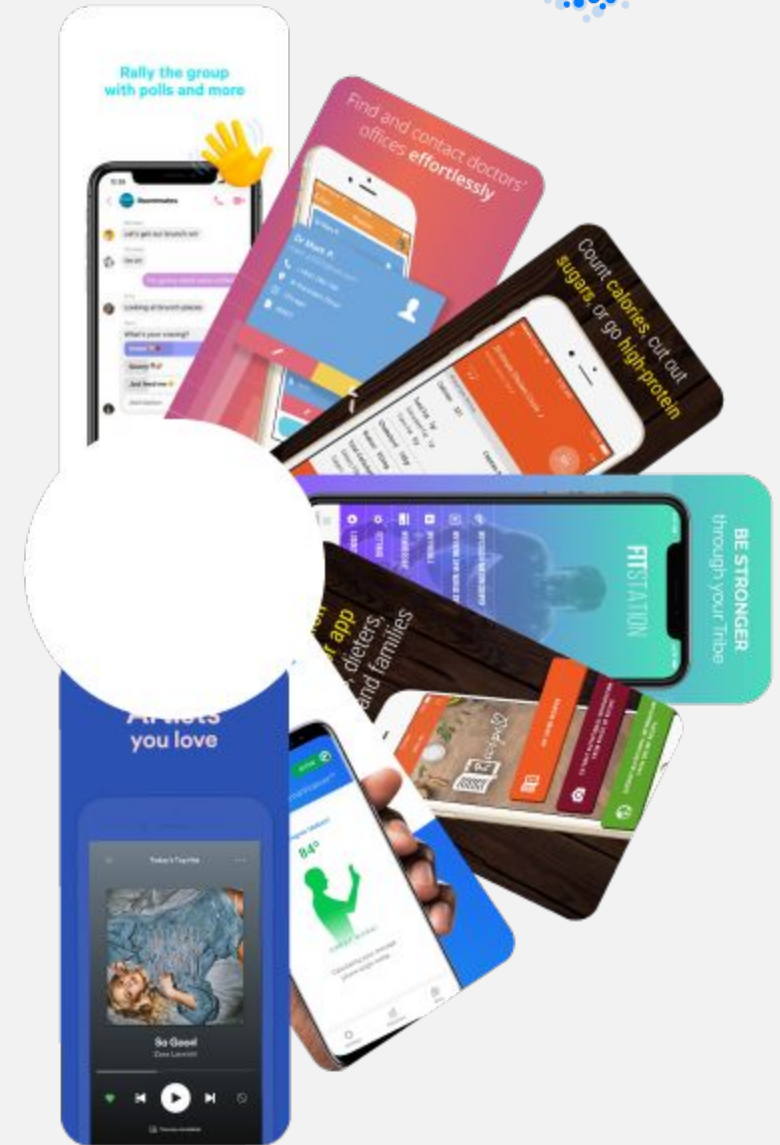
### App Store:

The logo is required to have a size of 1048x1048 pixels. As Google Play, the app icon that shows up on the store listing is automatically resized to 180x180 pixels.

# Screenshots

Screenshots are extremely important. They give users an overall idea of how the app looks and how it works, even before they download it. It is vital to have updated screenshots of your application on the store listing.

[App Store](#) allows up to 10 screenshots to be uploaded, while [Google Play](#) allows 8. However, the first 2-3 screenshots are the most important, as these are the ones which users will see when they open the store listing, on both stores. It is advised that these screenshots show the customers the benefits they'll have when downloading the app to encourage downloads.



When it comes to narrowing down the best keywords and search terms to be included in your app's title and descriptions – we've got it covered. Our ASO experts use some of the best tools in the market, such as [AppRadar](#), [Mobile Action](#) and [AppTweak](#) to skim through thousands of keywords and strategically select the best ones that will ring those downloads in.



## Preview video and featured graph

The featured graph above is simply the image that shows up at the top of a store listing. It should be dynamic and creative and display an overall impression of what the app and the brand is about.

The preview video can substitute one of the first 2-3 screenshots and will be present also on top of the featured graph, where a play button would be added so that the user can get an animated preview of what to expect once they've downloaded the app. This video should be snappy and no longer than 30 seconds to 2 minutes long, and show your target audience how to use the app. The combination of a top video, screenshots and featured graph may not improve search engine rankings, but will definitely improve your app's image and, ultimately, downloads.

# Title and description

The importance of the keywords that are added to your app's description differs between the App Store and Google Play. On Google Play keywords play a crucial role and are the main ranking factor, but less so on the App Store, although still important for conversions.

The character length for titles and descriptions vary between Apple and Google.

Make the most of the space given for your title and short and full descriptions, and tell the user what your app is about. The more accurate information is, the better.

## Title:

App Store – 30 characters (plus 30 characters in subtitle); Google play – 50 characters

## Short description:

App Store – not available; Google Play – 80 characters

## Full description:

App Store – 4000 characters; Google Play – 4000 characters

# Localization

Studies show that only 31% of app users are native English speakers. Although many app users may be fluent in English, some users prefer to have the app listing and app itself translated into their language. Translating the store listing is certainly a great way to increase app downloads. Make your app more accessible and increase your number of downloads by having the listing available in the languages of your target users.




Whether you're preparing to launch your mobile app or looking for a boost, we have the ASO expertise needed to improve your ranking and increase downloads organically. Check out our [portfolio](#) and mini case studies below to see how our ASO services have led to measurable results for our clients.



**GORILLA  
WORKOUT**


### ASO (App Store Optimization)

Scopic SEO team optimized the app's app store presence by performing ASO research and managed **to get the second position** on the App Store in 1 month, for "daily exercises"-related keywords.



### ASO (App Store Optimization)

Our ASO team researched and monitored the best keywords to use for the app's Google Play Store listing which led to an **increase of 600% in the number of downloads within 3 months.**



The chart shows the Visibility Score over time from October 1st to June 1st. The score starts at approximately 100, rises sharply to about 400 by January, and then fluctuates between 400 and 500 through June. Vertical lines mark specific dates: 1.2.12, 1.3.3, 1.4.1, 1.4.2, and 1.5.0.

Date	Visibility Score (approx.)
1 Oct	100
1 Jan	400
1 Apr	450
1 Jun	450

# Thank You



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