

# ASO GUIDE FOR 2020

A complete checklist

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## YOUR APP'S TITLE

- 30 characters for Apple store, 50 for Google
- Name of your application should be easy to read, understandable, and should be focused on your application brand's niche. For Example, MakeMyTrip,

## APP'S SUBTITLE

- 30 char in the App Store & 80 In the Play Store
- Try to keep your subtitle as simple as possible. So put your message in a nutshell, avoid using repetitive words and make sure to slip in a keyword or two as well.

## KEYWORDS OPTIMIZATION

- Make the application more and more discoverable
- Consider relevancy, competition and popularity. According to a report by Apple, about 65% of the downloads directly come straight from the app searches only.

## SCREENSHOT OPTIMIZATION

- Demonstrate the key functionality & interface
- 50 per cent of users make their buying decisions dependent on the first impression, so your screenshots have to look the best.

## AVOID MISTAKES

- Improve everyday
- Avoid keyword repetition, copy pasting stuff, poor quality screenshots.