

ASO (App Store Optimization) is the new SEO- Insights on Best Practices

NYC Huddle



November 21st, 2013



STRATEGY

We are experts at rooting ideas in business strategy necessary to mitigate the risk of launching an app and properly set it up for success.



MARKETING

From PR and Social Media to Paid Media and Promotions, our marketing experts will work with you to get your app downloaded.



MONETIZATION

Whether you need help identifying a revenue model or have one that isn't working, our team has the skills and experience to make you money.



APP STORE OPTIMIZATION

Immediately improve app discovery in the app store with our ASO (App Store Optimization) packages for new & existing apps across platforms.

helping you succeed in the business of mobile apps

GARY YENTIN, CEO & Founder, App-Promo

- Gary Yentin is a senior mobile executive, with over fifteen years of experience managing strategy sales, product, marketing, operations, and technology for established media entertainment, and technology companies.
- For the last ten years Gary has focused on mobile technologies, including content development and distribution having worked for m-Qube in the capacity of Vice President, and mobile advertising having worked with Admob, Enpocket, Nokia, Quattro and Jumptap.
- In the last three years, Gary has focused on the business of mobile applications, discovery, distribution and monetization and is CEO and Founder of the award winning agency- www.app-promo.com.
- Follow him @Apppromo or find him at <http://www.linkedin.com/in/gyentin>



The app discovery problem

0.1% get > 50%

Apps

Download

- In this huddle you will learn the **top secrets** of **ASO** (App Store Optimization) which will help your clients in the app discovery and download



The Discoverability Challenge

The Discoverability Challenge

- Consumers have downloaded more than **70 Billion apps** between 2008 and 2013, but experts estimate that half of the business goes to only **0.1 percent** of available apps
- Nearly **1.5 billion apps** get added to devices every month and **1 in 4 apps** are **never used again**
- **53 percent** of app shoppers learn about products in app stores

The Discoverability Challenge

Options for app developers

1. **Marketing tools** that enable e-commerce and push their products via social media and help accomplish their marketing tasks
2. **Distribution platforms** that push apps with certain themes or mega portals (Android) to bypass app stores
3. **Recommendation algorithms** that tie app marketing to the information that consumers and their friends reveal online
4. **Search engines** that scour the app store by topic and keywords



App Stores Current Market Snapshot

Current State of Search – App Stores

Search is **one of the most important features** in an app store, and there is no doubt that all of the providers are spending a considerable effort on optimizing the search engines built into their app stores.

Many of these efforts remain hidden from the customer, while **basic user-centric search** functionality is **not supported** -- even from companies experienced in search as **Google**

Current State of Search – App Stores

Amazon Appstore	Google Play (Apps)	Apple iOS App Store	App Store Reference
Search Rating: 14/100	Search Rating: 33/100	Search Rating: 25/100	Search Rating: 100/100
<p>Amazon's App Shop search engine realizes the lowest score in the search benchmark: search operations containing typing mistakes (an extremely frequent occurrence) are unknown, there is no support for natural language search, or for any advanced search operations.</p>	<p>Not surprisingly, Google Play has the highest score in the search category, yet the creator of Android completely lacks natural language search (i.e. "What is the best app for 6th grade math?") and, surprisingly, does not support advanced search criteria, focusing the range of search operations to specific criteria.</p>	<p>Search options in the Apple App Store are very limited, notably lacking support for even the simplest search operators, and faring much less well than Google on searches containing typos. Natural language search is completely absent.</p>	<p>A perfect score would require:</p> <ol style="list-style-type: none"> 1) Natural language search 2) Boolean search (for instance "Football NOT games") 3) Searches containing typing mistakes 4) Advanced search operations (restrict range of search results) 5) Sorting of results following multiple criteria

App Store Search Sophistication Comparison **Higher is better**

Amazon

Google Play (Apps)

Apple iOS App Store

App Store Reference

Current State of Search – App Stores

	SEO	ASO		
	Web	Apple App Store	Google Play	Windows Phone Store
Keywords	Advanced	Simple + Trials*	Simple	Simple
Popularity	Backlinks	Ratings + Trials**	Rating + Trials***	Ratings
Conversion Optimization	Title, Description, rel=author, markups like ratings...	Title, Icon, Description, Screenshots, Ratings, Reviews	Title, Icon, Description, Screenshots, Videos, Ratings, Reviews	Title, Icon, Description, Screenshots, Ratings, Reviews
Apply Changes	easy	hard - if you change anything you need to submit a new version of the app and go through the approval process, this makes changes and a/b testing hard	medium	hard
Bidding	yes			

*Since the Chomp update last autumn trials around popularity of queries

** Early trials with external signals (appstore.com vanity urls etc)

***External signals (web links, Google+ ratings) "will" become more important

- **The Google Play Store rankings are based on downloads and search criteria, implying that to reach a No.1 status entirely on downloads does not apply.**
- **The second most search website after Google is YouTube so creating a promo video is key to success in search and discovery.**

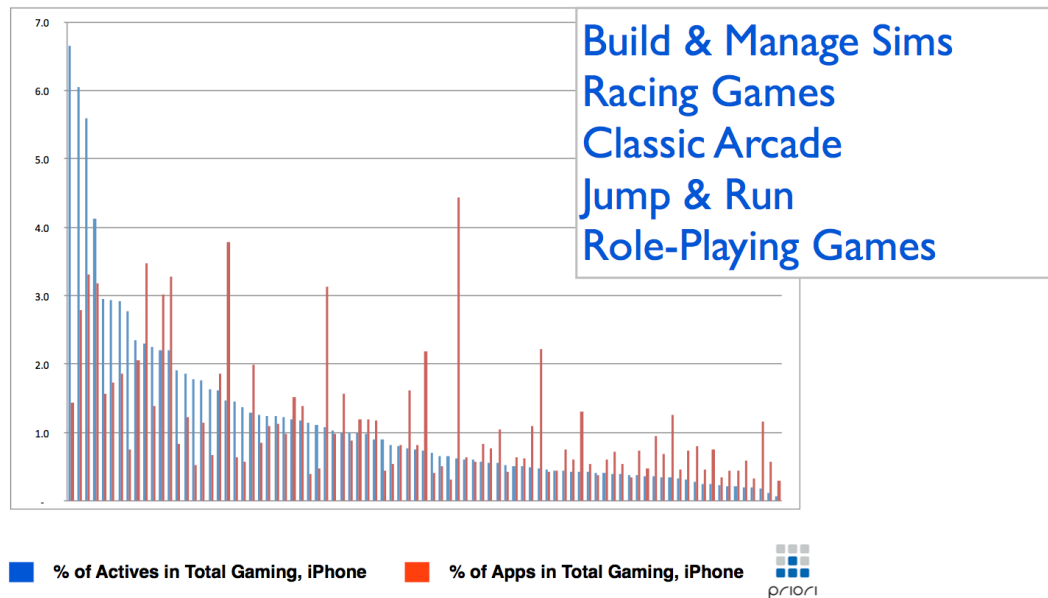
Top Search Queries Categories

Games

ASO Mobile Games

Where the mobile game gold rush is at

Top 5 Mobile Consumer Game Interests, USA, iPhone



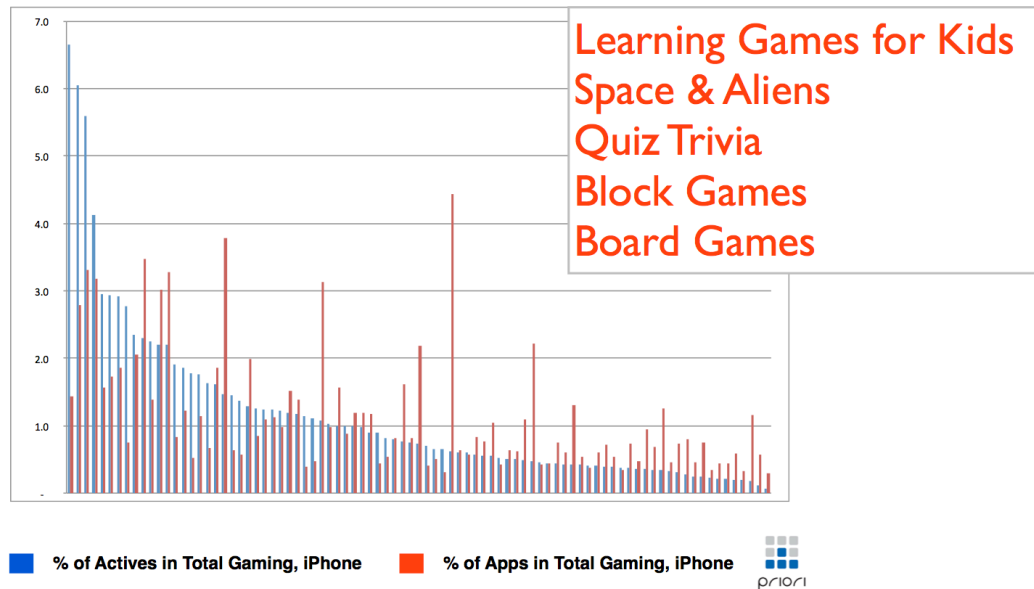
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ASO Mobile Games

Where you currently don't want to be

Top 5 Game Interests with the highest discovery problem, USA, iPhone





ASO Basic 101 Tutorial

App Store Optimization Basics



In Search of (ASO) App Store Optimization



App Store Optimization (ASO) is an Offshoot of search engine optimization

The art of making apps rank in both Popularity lists and Search results within their respective app stores

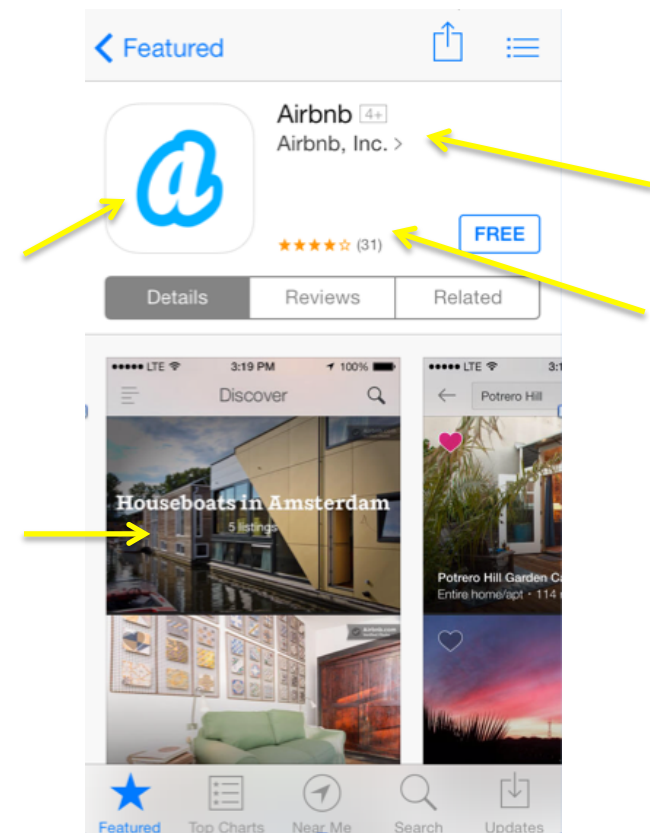
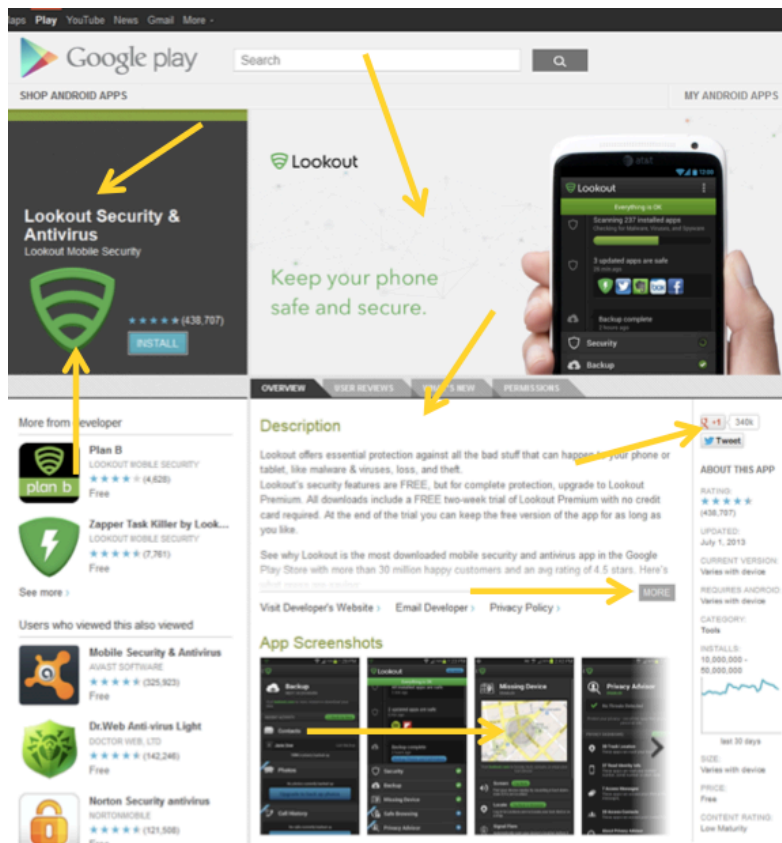
App Store Optimization

ASO

Optimization is a three –step process

- 1. Pick the keywords that best identify an app**
- 2. Incorporate those keywords into the app's title and description**
- 3. Convert shoppers who reach positively to those keywords**

App Store Optimization Basics



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Icons/ Icons/Icons

- Do not use words
- Do not use standard gloss
- Keep it simple and clean
- Consistent with the app



Source: <http://www.pixelresort.com/blog/iphone-app-icon-design-best-practises/>

Screen Shots

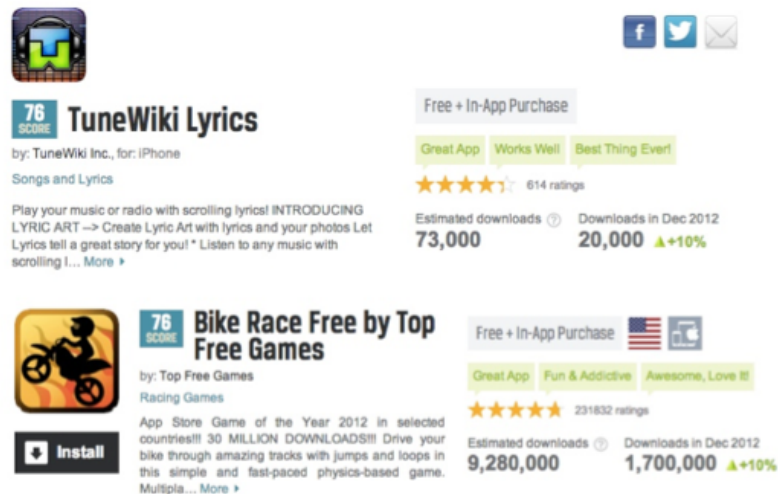


- Screenshots need to be more than just screenshots
- Advertising copy can be really helpful
- Treating screenshots like a stop-motion commercial can be powerful

Keywords/Meta Data/Tags

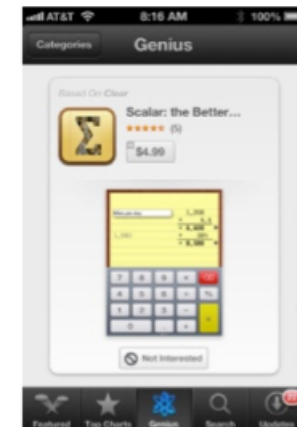
- Search app stores to **identify marketable keywords** and the incorporate them into **app titles** and **descriptions**
- Draft titles and descriptions that sound natural and **differentiate the app** from others. **Avoid** competitive and **generic keywords**
- **Keywords** are like hashtags on Twitter. **Do not use them any more then necessary** and do not force them
- If a new **app works in conjunction with another** consider including the **name of the second app in the title field of the other one**
- Create **compelling visuals** including the **icon** and the **logo**

App Title



**For App Search
Title is Important**

Use Keywords : Lyrics, Bike Race Free



**App Store has
shortened
viewing space for
App Title**

App Description

DO

Explain what game does first 2 lines
Use Bullet Points/Keep it Simple
Important for Conversation

DON'TS

Don't brag how good your game is
how much consumer love it



88 SCORE **FIFA Superstars**

by: Electronic Arts

Sport Simulators

MANAGE YOUR DREAM SQUAD. Now get the super popular Facebook game on your iPhone, for FREE. From Rooney to Kaka – choose your favorite football superstars and destroy the competition. Think you're bett... [More](#) ▶



76 SCORE **Plants vs. Zombies**

by: PopCap

Zombie Games

Winner of more than 30 Game of the Year awards.* Plants vs. Zombies™ was spawned from the fertile minds that created Bejeweled®, Peggle®, Zuma® and Bookworm®. Get ready to soil your plants as a mob o... [More](#) ▶

Ratings and Reviews

Ratings Are a Minimum Requirement

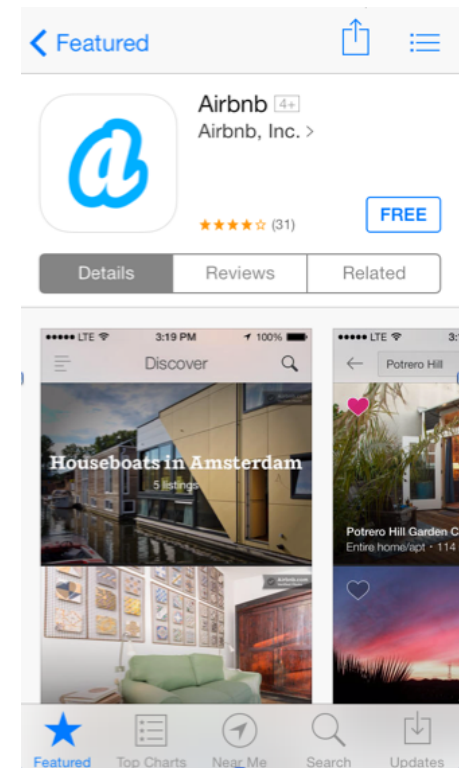
New users don't understand if your game is any good as only the most positive ratings are a meaningful signal to users

Internal and External Reviews

- More and More reviews important from ASO
- Ask for review
- Prompt users for feedback so users can convey any problems before they post a negative review

*** Ratings are seen by a searcher in device***

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App Store Goals

In the App Stores

- Get Found
- Rank Higher

Search Engine Results Page

- Rank higher with your App Store Page

Conversion Rate

- App Details/App Store Page-----→ Download

20% Uplift in Organic Installs

App Store Challenges

Limited Data

- No real algorithms
- Keyword search volume in the App Stores

Trial and Error

- OS, category, countries, languages
- Resources

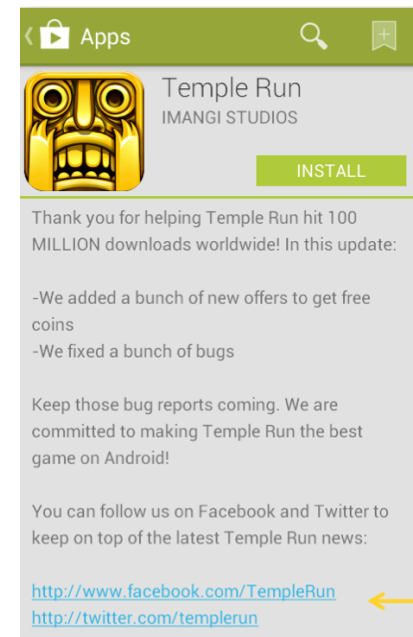
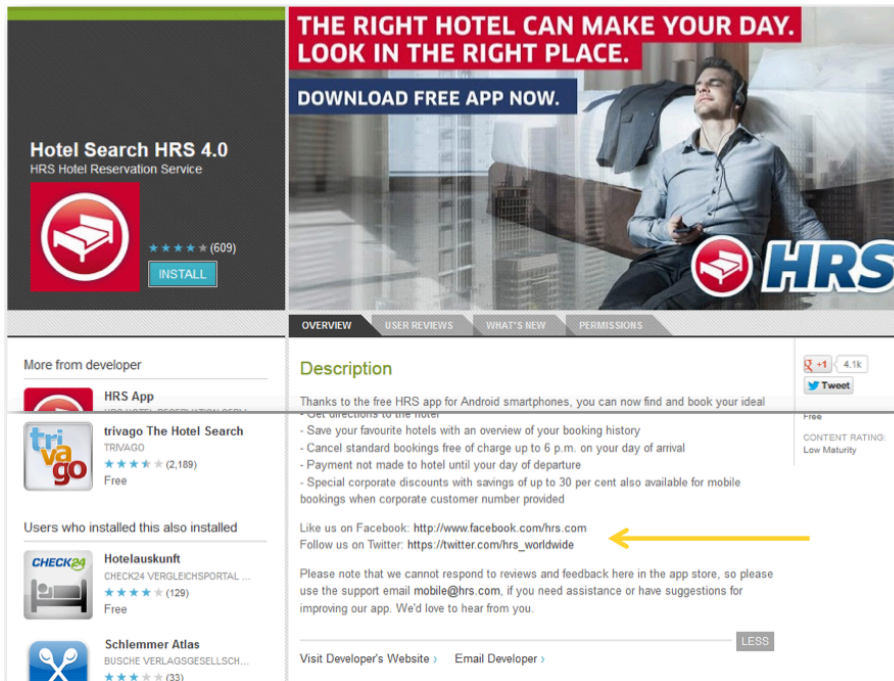
Measurement

- Isolated campaigns, impact of other marketing
- Immature Analytic Tools

App Store Optimization New Tactics



Use of links in Google Play Texts



Google Play Texts -Summary

- **Cross Promotion of your App Portfolio**
- **Valid Back links to App landing pages, social accounts**
- **Use complete links (http & https)**
- **Works for web & mobile view**
- **Update text regularly**
- **Clickable: in mobile view only**



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