

Apple Store App Submission Checklist

The App Store is a giant app market created by Apple. Every day, hundreds of iOS applications are being published to the App Store. To keep a high bar on the quality of mobile applications, Apple has a system in place to review iOS apps very carefully. In this ebook, we are publishing a complete Apple App Store Submission Checklist, that can be reviewed by entrepreneurs and developers, before submitting to the iOS App Store.



Things to check and optimize an app before you launch it in the Apple App Store:

- App features must work
- Compliance with App Store guidelines
- App must have a unique app name
- App must have a compelling subtitle
- Compliance with App Store guidelines
- App must have a unique app name
- Optimize keyword field
- Create a comprehensive app description
- Use Promotional Text
- Use "What's New" to communicate changes
- Compliance With App Store guidelines
- Optimize Your Seller Name
- Get an eye-catching icon for the app
- App must have a unique app name
- Make App Preview Videos
- Optimize In-App Purchases
- Manage App Reviews and Ratings
- Safety Check
- Performance
- Business
- Legal



Things to check and optimize an app before you launch it in the Apple App Store:

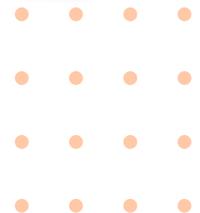


1. App features must work:

For an app to be accepted on the App Store, it must function optimally without disruptions, crashes, or major bugs. Any inconsistencies or gaps in the app's performance will lead to rejection during thorough testing by reviewers. Additionally, apps that are too simplistic or do not offer enough functionality may also be rejected. To provide a superior user experience, it's recommended to integrate similar content into a single app before submitting it to the store.

2. Compliance with App Store guidelines:

Ensure that your app adheres to App Store guidelines, particularly regarding user-generated content. Consider issues such as violence, pornography, and copyright infringement. If copyrighted content is included, register with Apple by providing complete information and proof of ownership in your app description.



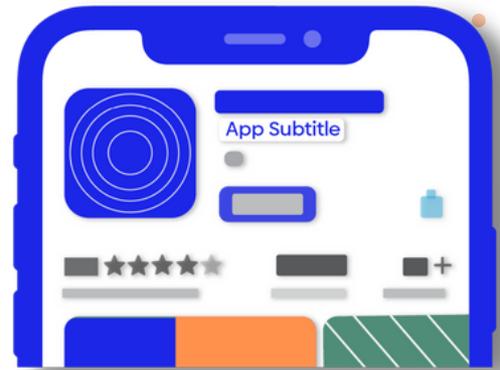
3. App must have a unique app name:

Choose a catchy and memorable app name that aligns with your brand, avoiding generic or competitor names. Apple allows for a maximum of 30 characters in the title and subtitle of your app. But for example, if searching the Store with an iPhone X, only the first 19 characters of the title and the first 25 characters of the subtitle are visible on the results page.



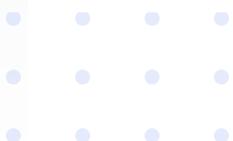
4. App must have a compelling subtitle:

Use the subtitle to summarize the app's features and objectives, as it appears below the app name on the app page and search results. Include powerful keywords to increase app visibility, avoiding repetition of keywords in the app title. The subtitle for iOS apps is limited to 30 characters.



5. Optimize keyword field:

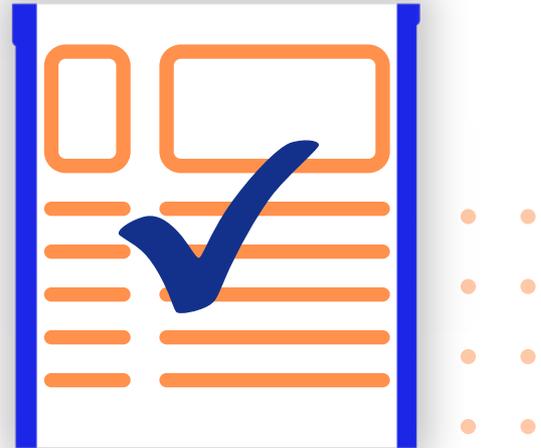
Select specific search terms as keywords that users are likely to use when browsing the store, considering high search volumes and low competition. Use commas to separate keywords and opt for singular words as they rank for plurals as well. Avoid repeating keywords in the title, subtitle, or publisher name. Do not include the category name as Apple matches it automatically. Localize keywords for each targeted language and region. Avoid using "iPad," "iPhone," "free," or exceeding the 100 character limit.



6. Create a comprehensive app description:

So, you can write an appealing para to entice your readers where the first 3 lines will be followed by a “more” option that will show immediately below your screenshots whenever users land on the product page. The app description offers you a great chance to highlight the best features and functions of an app to convince prospective users how they can benefit from it. You can use this opportunity to also mention

awards, positive reviews, and mentions. Localizing the app for every foreign language that you are targeting is recommended at this stage. You will be given a maximum of 4000 characters to write a description.



7. Use Promotional Text:

While promotional text is not currently a ranking factor for Apple, it can draw attention to the app by featuring upcoming features, promotions, and time-sensitive content. This field can be edited without resubmitting the app and appears above the long description, limited to 170 characters.

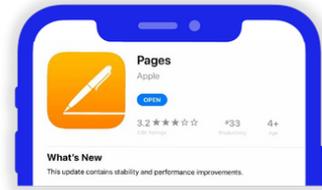


PROMOTIONAL
TEXT



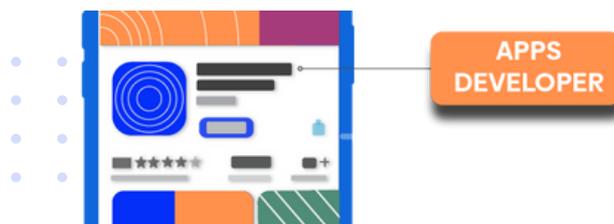
8. Use “What's New” to communicate changes:

The “What's New” section is meant to communicate changes made to existing users and will not impact conversion rate optimization or app rankings. It is an opportunity to showcase important updates and new features, and should not only list bug fixes. This section is visible only to those who have already downloaded the app.



9. Optimize Your Seller Name:

Seller name appears below the app name briefly and can be used to improve an app's visibility by including relevant keywords. However, changing seller name on the Apple App Store is difficult, so it's important to choose a name with important keywords when starting out.

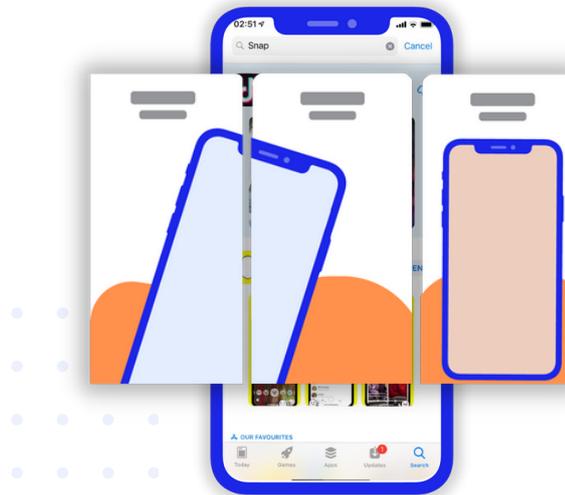


10. Get an eye-catching icon for the app:

The app icon is crucial as it creates the first impression and is a valuable visual component. Use a simple and clean design with a single focal point for maximum impact. Optimize the icon size and use high-resolution images with shadows, borders, and gradients for contrast.

11. Design Engaging Screenshots:

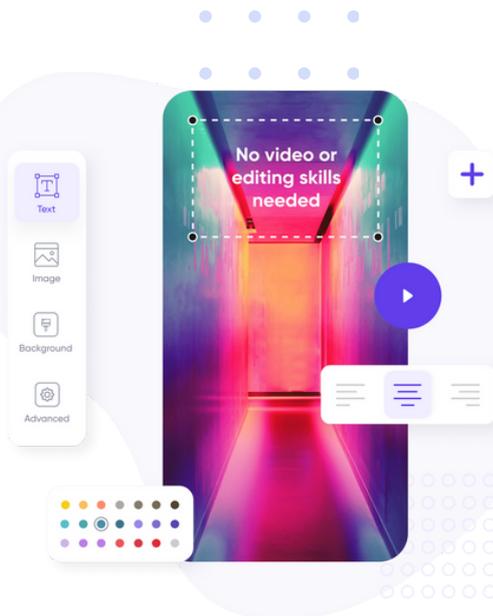
You must understand that screenshots will have a large impact on the rate of installs for your app in the Apple App Store. These show in the search results page and are perhaps one of the key elements that will catch the attention of the viewer at first.



- If you use portrait screenshots, the first three are visible in the search results right below the app title and app subtitle.
- When you have landscape images the first image alone shows in the app store results. These are meant for visually communicating the user experience; so you can even build a panoramic experience by connecting the first three images.
- It may be a good idea to use large fonts and short captions.
- Use the screenshots to visually communicate your app's user experience.
- It is advisable to use all 10 screenshots and have screenshots meant for every device
- It is important to localize the screenshots for every language.
- Finally, you should A/B test the screenshots.

12. Make App Preview Videos:

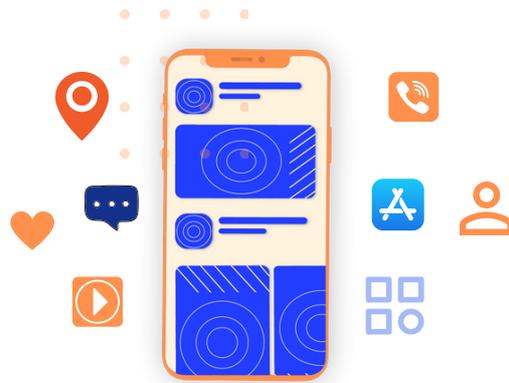
These are crucial for conversion rate optimization, particularly for meeting Apple's submission requirements.



- Preview videos enhance user experience and AutoPay from the search results, but play on mute.
 - You can add up to 3 videos or previews for your app. The first preview video shows in the search results page along with the first two screenshots.
 - Landscape mode videos show only the first video in the search results page without any images
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- App preview videos aim to improve user experience by showcasing the benefits of using the app. Keep the videos simple and focus on a single feature.
 - App preview videos auto-play on the app page and the next video starts playing automatically when the previous one ends.
 - They should not be longer than 30 seconds or less than 15 seconds.
 - Use poster frames or thumbnails for videos. They'll play instantly, but if the user has a slow internet connection, the poster frame will show for a few seconds.
 - You must also make separate videos for all kinds of devices the app will be available on.
 - Finally, you must A/B test the app preview videos.

13. Optimize In-App Purchases:

In-app purchases are crucial for conversion rate optimization. You can showcase up to 20 IAPs on the app page with optimized names, icons, and descriptions for each.



- Optimizing in-app purchases can boost conversion rates. Up to 20 IAPs can be promoted on the app page, each with its own name, icon, and description. IAPs can help rank for more keywords in search results, even close variants. Optimize IAP names, icons, and descriptions within the 30 and 45 character limits.

14. Manage App Reviews and Ratings:

App rankings will depend a lot on ratings and reviews posted by users.



- Positive reviews can give your app an edge over competitors and increase downloads. Request reviews from friends and family after launching the app. Ask satisfied users to rate the app or post a review after completing an action.
- Provide contact information to users to resolve any difficulties and encourage them to leave a positive review. Responding to negative reviews shows credibility and builds trust.

15. Safety Check:

Apple has strict safety standards and requires all apps in its store to conform to uniform guidelines outlined in its submission guidelines.



- **Objectionable Content:** The app must adhere to strict guidelines regarding its content. It cannot include defamatory or discriminatory material, explicit sexual or vulgar content, images of violence or killing, or promotion of illegal weapons. Additionally, the app cannot contain religious or fake information.
- **User Generated Content:** To comply with App Store guidelines on user-generated content, ensure your app does not have violent or pornographic material, and that it is not infringing on copyright laws. If it is, register with Apple by providing complete information in the app description section and proof of copyright.
- **Kids Category Apps:** Design your app keeping the age of the children in mind. Also, ensure that it does not have external links that could be distracting for kids, unless placed in a designated area within parental controls.
- **Physical Harm:** This is in relation to all iOS apps that are related to medicine or healthcare. All medical help apps must inform users that they should always visit medical professionals before taking any medicine in the dosage recommended by the app.

- **Developer Information:** Include accurate and up-to-date contact information in the app's support URL for users to reach out to you when needed. You can also add your contact information in the app's description to prevent negative reviews and show that you value user feedback by promptly responding to it.

16. Performance:

Ensure that you follow the checklist before submitting a new app to the iOS store, as Apple uses various methods to evaluate app performance. Failure to meet the guidelines may result in the app not being approved or being removed later on.



- **Completeness:** Before submitting your app, ensure that all URLs and metadata are functional and complete. URLs should lead to websites with actual content, and any bugs should be fixed through thorough testing. In-app purchase options should be updated, complete, and easy to find for the reviewer.
- **Beta Test:** Do not submit beta versions of an iOS app to the Apple App Store, and avoid using words such as "demo" or "beta" in the app's description or images.
- **Correct Metadata:** The app's description, preview, and images should accurately reflect the app's features. Only include features that the app actually provides, and if it has in-app purchases, state it clearly in the app description.





- **App store listing rules:**

1. Use usage screenshots, not logos or content
2. Previews should only feature app in use videos
3. Truthful age rating responses for parental controls sync
4. Appropriate keywords, no trademark or well-known app names
5. 30 characters or less for app name, no pricing info
6. Metadata elements meet 4+ age standards
7. No reference to other app platforms in icon, name or image.
8. Ensure that the app is compatible with iOS and does not cause the device to overheat, drain the battery excessively, or put undue pressure on the device. .

17. Business:

You can monetize your app in different ways, but whatever you choose to do must be mentioned in the Review notes and metadata clearly.

- **Payments:** Use in-app purchases exclusively for making payments or buying from the app. Credits or in-game currency purchased via IAP should not expire, and gifting of in-app purchases is not permitted. Apps should not use license keys or QR codes to unlock content unless tied to specific hardware. Transactions using cryptocurrency are allowed if they comply with federal and state laws. When using Apple Pay, provide complete purchase data to users before selling the service.
- **iOS app guidelines:**
 1. Unique design reflecting app's purpose
 2. Original content, providing long-lasting entertainment
 3. ARKit use for real AR experience
 4. Independent functioning, no requirement of other apps
 5. No app generation services or commercial templates, no Bundle IDs creation
 6. In-app purchase disclosure of demographic/location-based version info
 7. Push notifications required for app function.





18. Legal:

Since Apple never compromises on security, your app has to conform to all legal guidelines set in the App Developer program.

- **App privacy rules:**
 1. Privacy policy and user consent needed before collecting info
 2. No mandatory social media logins
 3. No password discovery
 4. No sharing of user data with third parties except for user experience improvement
 5. No storing personal health info on iCloud
 6. Location Service only for app function and reason for background use specified.
- **Intellectual Property Rights:** Ensure original content and legal authority, no illegal file-sharing or claiming Apple endorsement, VPN services must use NEVPN Manager API and declare user data use.





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