

Google Play App Submission Checklist

If you have worked hard for months to build an app for Google Play Store, you will definitely want to make sure it enjoys an edge over its competitors and can create a lasting impression on viewers. To ensure a smooth and disruption-free seamless launch, you need a good start and that can happen only when you know which things to look for before submitting the app on the Google Play Store.



Google Play Store submission checklist:

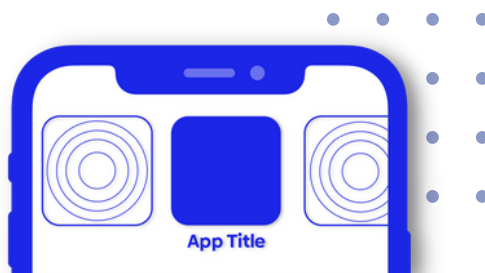
- ☐ App Title
- ☐ Create a convincing app short description
- ☐ Create a comprehensive long description
- ☐ Use the “What’s New” section to your advantage
- ☐ Compliance with App Store guidelines
- ☐ Optimize App Developer Name/ Developer Page
- ☐ Design a Descriptive App Icon
- ☐ Design Strong Screenshots
- ☐ Add a Graphic
- ☐ Create an App Promo Video
- ☐ Manage App Reviews and Ratings
- ☐ Set up Google Tags
- ☐ Optimize the app size
- ☐ Ensure the app speaks several languages
- ☐ Do an in-depth audit
- ☐ Security audit
- ☐ Get crash reporting tool
- ☐ Test the app on multiple devices
- ☐ Use analytics
- ☐ Have a release plan in place
- ☐ Get user feedback



Google Play Store submission checklist:

1. App Title:

This has to be the most crucial element of ASO because without a catchy and appealing app name or title it will not be visible to your viewers.



- In the Google Play Store, app title is crucial for rankings as subtitles and screenshots are not displayed. Choose a unique name that accurately describes your app.
- It is advisable to stay away from titles which are commonplace or too frequently used.
- Keyword research is crucial for app ranking in the Google Play Store. The app title carries the most weight, so include relevant keywords that people are likely to use when browsing the store.
- You can even add emojis to the title to attract the user's attention and promote installation rates.
- The app title should be localized for every targeted region and language to increase the number of downloads.
- For Android App Store, the app title can have a maximum number of 30 characters.

2. Create a convincing app short description:

- While the short description will not show in the search results page, it will be seen underneath the screenshots in the store listing.
- The short description aims to boost conversion rates and keywords play a role in improving app ranking. Use keywords wisely in the description to increase chances of success.
- The short description for Google Play Store is 80.

3. Create a comprehensive long description:

- The long description impacts app ranking in the Google Play Store as keywords included can improve visibility.
 - The long description should showcase the app's features and benefits to users. Displaying key benefits upfront can increase engagement before the viewer presses the "more" option.
 - To ensure better discoverability, app developers must use the best SEO practices for optimizing the long description.
 - Ideally, keyword density must be in the range of 2%-3% for primary keywords; however, you must be careful not to indulge in keyword stuffing in doing this
 - The most important keywords should typically find a place in the initial 5 sentences because these will have the maximum weightage in Google's algorithm.
 - Including awards, mentions, and positive reviews in the long description is recommended, but avoid anonymous user reviews as they violate Google's policy.
-
- It is imperative that the layout of the long description is kept simple. So, stick to shorter paras and make use of bullet points for explaining the benefits and features of the app.
 - You are free to change the font formats (bold, italic, or underlined) for highlighting the main benefits or features.
 - You must localize the app description for every target language.
 - The long description for an app in the Google Play Store can have a maximum of 4000 characters.



4. Use the “What’s New” section to your advantage:

Every time you update an app or release a new app version you can use this section to convey the changes or upgrades to your viewers.

- The “What’s New” section is only visible to users who have downloaded the app, so it doesn’t impact app ranking or conversion rates. It’s a good place to showcase significant improvements or new features for existing users.
- You can use this section as an opportunity to get all users more excited about the app’s new features.
- Avoid simply highlighting fixed bugs in the “What’s New” section. Instead, create a story that showcases updates and improvements that would interest users more.

5. Optimize App Developer Name/ Developer Page:

The developer page for an app in the Google Play Store has far more visibility than an app’s developer page in the Apple store. It is right below the app name in search results.

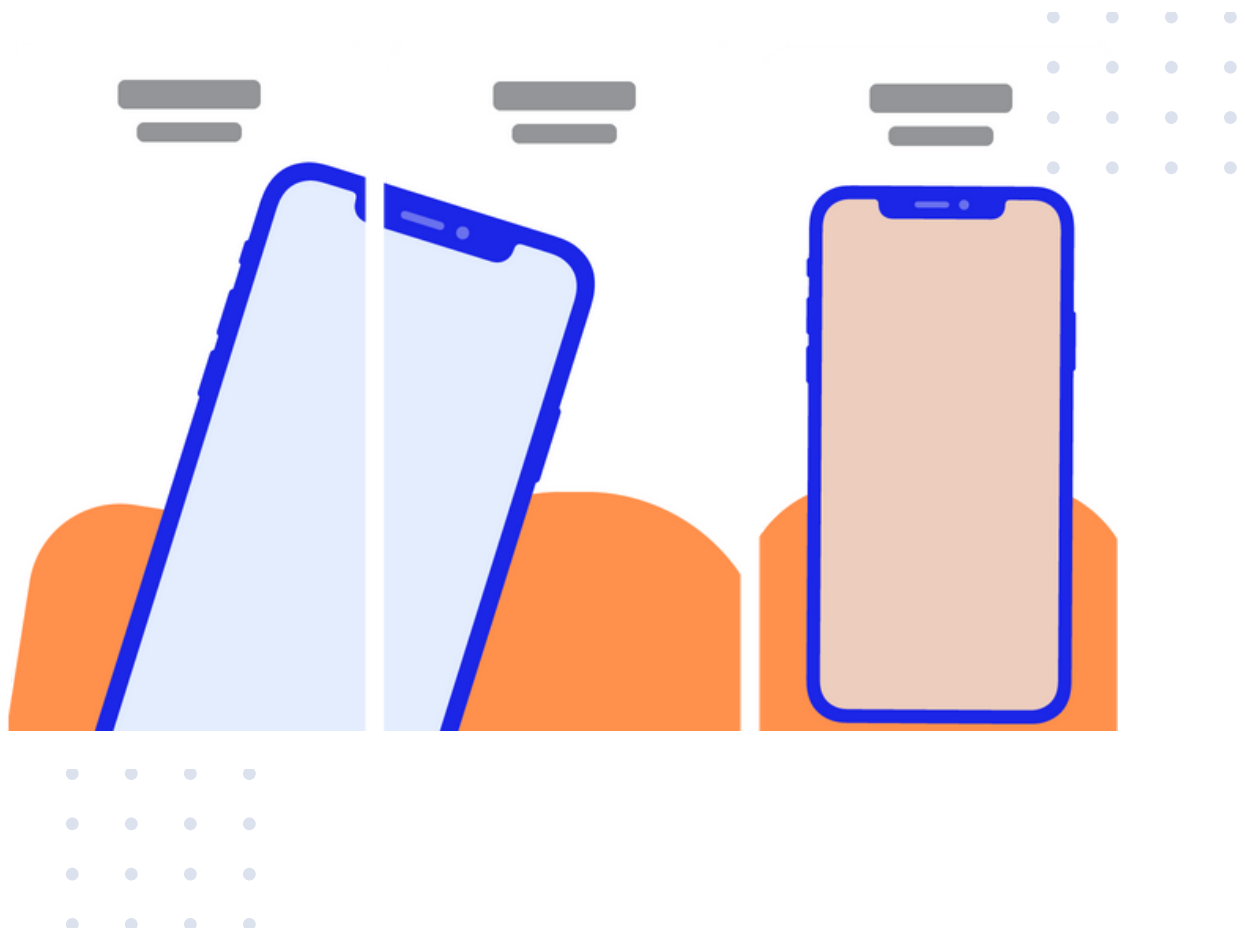
- Using a brand name as your developer name can improve your conversion rate, as personal accounts for app distribution are less trusted than well-known brands.
- Keywords used in the app developer name influence app rankings; so, you have the chance to boost your app’s visibility by working on the primary keywords.
- Optimizing the app developer page with a compelling short description, attractive icon and graphics, and featured app can lead to free cross-promotional downloads and increase credibility for your app



6. Design Strong Screenshots:

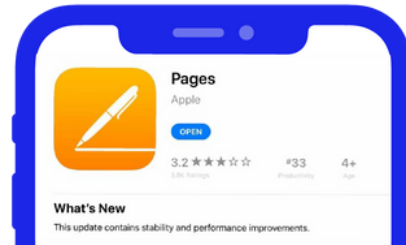
Screenshots will not be visible in the app search results in the Google Play Store. These are far less prominent here and they are shown below the fold. Yet, screenshots have value because they inform people about your app and its features.

- Use screenshots to showcase the app's user experience and provide a visual representation of how it will appear on users' devices.
- You must focus on showcasing a single feature per screenshot.
- You can even create panoramic screenshots like a story and push viewers to scroll through multiple screenshots.
- It may help to add brief captions for each of the screenshots on the top to tell people what the app is all about in as short a time as possible.
- You are free to use all 8 screenshots for every type of device that the app will be available on, including landscape images for tablet users.
- Conduct A/B testing of screenshots before launching the app in the Google Play Store, including different modes (e.g. portrait and landscape) and colors.
- Your screenshots must be localized for every targeted language.



7. Design a Descriptive App Icon:

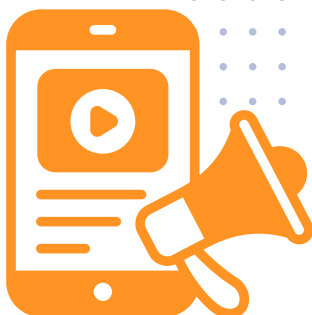
This is the only graphic element which will be visible in your app search results in the Google Play Store. This is why the app icon holds more value for an Android app than an iOS app.



- You must choose an app icon which will make your app stand out from the rest and catch the attention of prospective users quickly.
- You should ensure that you use only one focus to catch the attention of users.
- You must use only a high-resolution picture and optimize the image size for every device that this app will be available on.
- The icon must have optimum use of shadows, borders, and gradients for the right contrast.
- You can test different app icons with tools like Google Experiments to see which works best for your audience.

8. Add a Graphic:

The featured graphic will be visible as a poster frame if your app has a promo video.

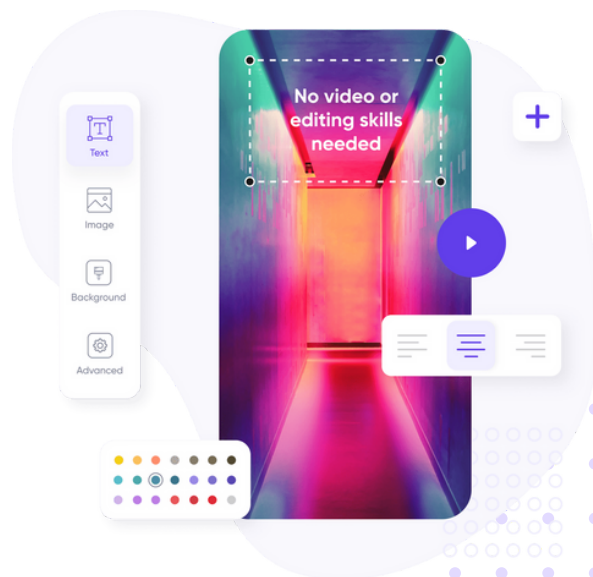


- Create a featured graphic that matches the look and feel of the promo video, as it appears as a static image with a play button that leads to the video.
 - This graphic can also show when the app is featured in the Google Play Store; here, the banner is visible instead of the icon.
- Create a recognizable app icon, and avoid adding additional screenshots in favor of reinforcing the brand or app benefits.
 - You should definitely do an A/B testing of the featured graphic.

9. Create an App Promo Video:

Promo videos are perhaps the first thing that viewers can see on the app list. Earlier, it occupied the banner spot instead of featured graphics, but in recent times, the videos are being placed right before the screenshots.

- App promo videos are nothing but videos that can be uploaded to YouTube. So, you must design these in the landscape or 16:9 format.
- The promo video is meant to showcase all the app's benefits and features to users.
- Leverage the greater creative flexibility available in the Google Play Store to design a captivating video that will attract prospective users.
- By highlighting the app's features and benefits, you can encourage users to download the app.
- Make sure the video has a “no-sound” feature and that it ends with a call to action.
- You must not monetize this video on a platform like YouTube; else, it will never be accepted by the Google Play Store.
- The maximum duration of the promo video should be in the range of 30–40 seconds.



10. Set up Google Tags:

Choose relevant tags carefully for your app, as they can affect its listing in the Google Play Store and the peer groups it will be compared against.

11. Optimize the app size:

Optimize images, compress videos, remove unnecessary code, and use dynamic delivery to allow users to download only the necessary components.

- Use available tools such as DexGuard or ProGuard that can suitably shrink the app size by removing unused methods. When your app must store many assets like video clips and images, these can be off-loaded onto your server and loaded when required.
- Before you launch an app, you must take time out to analyze what is actually happening inside the APK.
- You can use tools like ImageOptim and TinyPNG for reducing image sizes.

12. Ensure the app speaks several languages:

Optimizing for multiple languages is important for app success. Ensure proper placement of all strings in the strings.xml file and use professional translation services or interested users for translating the app. Localization goes beyond just translation and can be managed with tools like Weblate and Crowdin.



13. Do an in-depth audit:

Test and audit your app thoroughly to ensure it is responsive, fast, and bug-free before launching it to make a great first impression. Use memory leak detection tools and fix issues to enhance performance.

14. Security audit:

An in-depth security audit is a must before the release of any app. This is very critical because there are things that cannot be rectified once the app is out.



- Encrypt sensitive data before storing it locally in the database.
- Every network transfer must be SSL-encrypted.
- You must never store sensitive data locally in plain text because it can be tampered with by hackers when they can get control over a device.
- Pins and passwords must not be encrypted; rather they must be hashed.
- You should not leave the code open for others to see or analyze it. Dex Guard uses reflection to make method calls making it very hard for hackers to understand the app's flow.
- Perform security checks before releasing the app to deter hackers from tampering with it through reverse-engineering. This will make their job more challenging. Undertaking these measures later can allow hackers to take advantage of earlier versions of the app with loopholes.

15. Get crash reporting tool:

If you do not have this before the release of the app, you must get it right away. Without this you will never know what is happening to the app once it is out in the wild. In case the app does crash, as an app developer, you will have all the information you need to take the necessary steps for fixing it. You must log all the caught exceptions clearly; even a caught exception has to be regarded as an exception and it is important that you know where it has been happening in the app. You will find there are some specific exceptions or crashes that will only happen on a certain device or a specific Android version; in such a situation, you have to deal with them accordingly. If you have a quality crash reporting tool, it is like having a true friend that will guide you and help you improve yourself with time.

16. Test the app on multiple devices:

When developing an app it is possible that you used only a couple of devices and tested the app's functions on them thoroughly. You managed to fix all the bugs detected and you are all set to release the app. But, until you have tested your app on different Android platforms and different device models, you cannot be fully sure. You need to test the app on some of the more popular device makers like LG, Samsung, or Motorola that contribute a big market share in the Google operating system market. You will see that there will be many small and big API changes in different Android versions that you must handle separately. For example, if you engage in heavy file-handling, you should test it well on different platform versions and also on devices from multiple manufacturers.

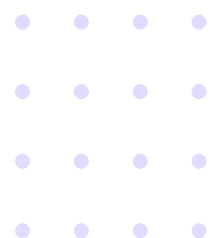


17. Use analytics:

- When your app releases in the Android market, you should be interested to find out how the users use your app and which of its features are being most used as well as which features are being ignored.
- When you know the features that have not appealed to your users, you can take steps to improve these.
- You must find out which are the screens that your app users are spending their time on mostly and which they are avoiding. With this information you can then determine where to spend your efforts and money on; so, you can work out the app's game plan for the future.
- You can get help from different analytical tools, both free and paid tools. The free ones are suited for small-scale, mid-scale, or even large-scale Android apps. For example Firebase Analytics is free of cost and offers unlimited event tracking.

18. Have a release plan in place:

Since you have put in hours of hard work on an app you will want to make sure that you do not release it in a hurry. So, devote time to designing a well-defined release plan. You can start by making an Alpha release of the app to only some of your friends offline. This helps you to see how they are using the app and if they are finding it difficult to work with it. Find out from them their initial impressions. It is best to choose both technical and non-technical users to get accurate results. When you have done some of these test releases and made initial improvements, you can move onto a beta release which is big. The open beta release system has been recently started by Google Play and you can try this out. Once you have a beta release you can get a far better insight of the product and whether it is being embraced by users. People from different parts of the world will use the app and this helps you detect many crashes and bugs. The process may appear tedious and slightly discouraging for an app developer, but you will get important feedback that you can use to upgrade the app. With a beta release, the app is finally ready for a release. This is the time you are confident there can be no significant issues. You can choose a staged rollout for the app whereby you offer the app's final version to small percentages of users.



19. Get user feedback:

When the app is out and your users have started to use it, they are likely to face certain glitches and issues. They may have suggestions to offer or wish to contact you directly. Therefore, it is important that you install a proper feedback system in place. This feedback action should ideally be somewhere in the Toolbar or Navigation Drawer so that users can access it without any difficulty. You can add FAQs in your feedback section for solving some common user queries. This saves time and spares you of the trouble of responding to too many mails. You can also offer access to a public issue tracking system so that users may jot down bugs that they have found out; this makes this list of bugs visible to all other app users. It is important for your app to be transparent to your users.





THANKS FOR READING!

www.aoneapps.com



Get Started Today



contact@aoneapps.com



Aone Apps