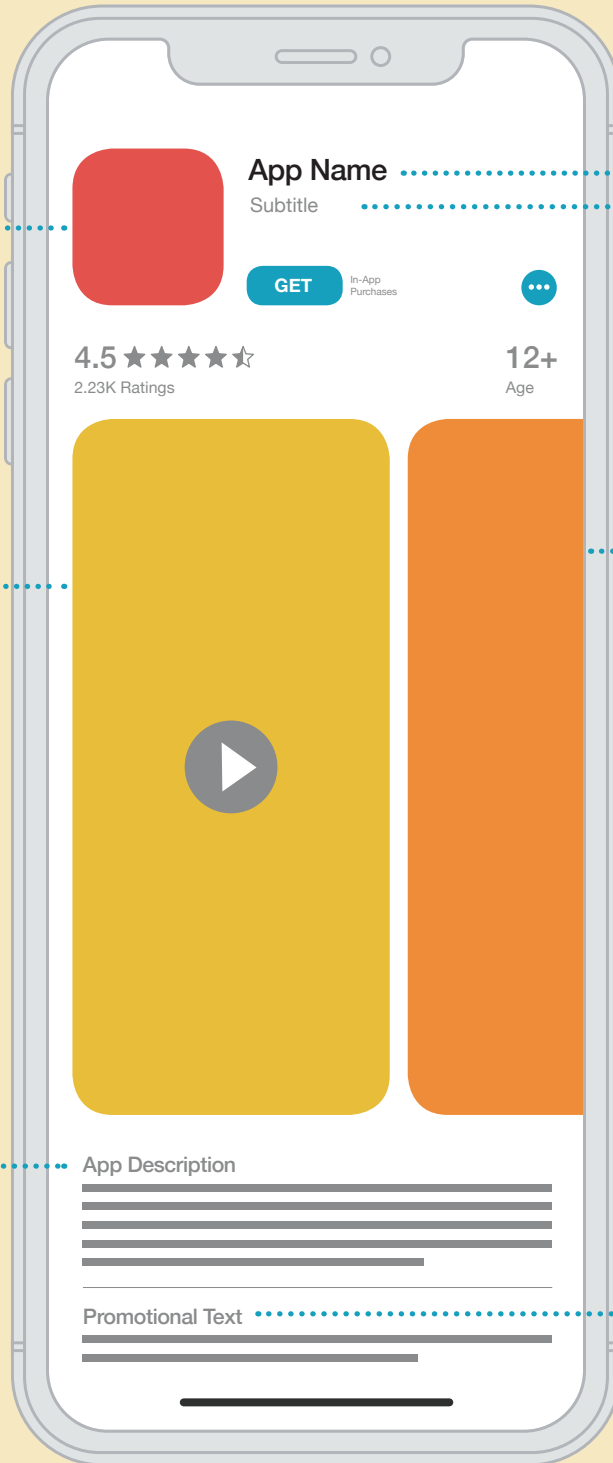




APP STORE CHECKLIST



ICON

- Use a border and avoid text
- 1024px x 1024px

APP PREVIEW

- :15 – :30 per video (can have 3)
- Show best features
- Use a thumbnail or still image to drive views

APP DESCRIPTION

- 4,000 characters
- Repeat each keyword 4-5 times (use a list of no more than 15 keywords for this process)
- Readability is important (avoid keyword stuffing)
- Put best features in the first 3 lines and include a CTA
- Use bullet points to list features

APP NAME

- 30 characters
- Include primary keyword

SUBTITLE

- 30 characters
- Include a strong keyword that is not the primary keyword

SCREENSHOTS

- Utilize all 10 screenshots
- Showcase 1 feature per screenshot
- Put strongest 2 features first
- Include a short description at top

PROMOTIONAL TEXT

- 170 characters
- Mention new features or promotions

KEYWORDS FIELD

- 100 characters
- Use commas to separate keywords (no spaces)
- Don't repeat keywords from app name or subtitle