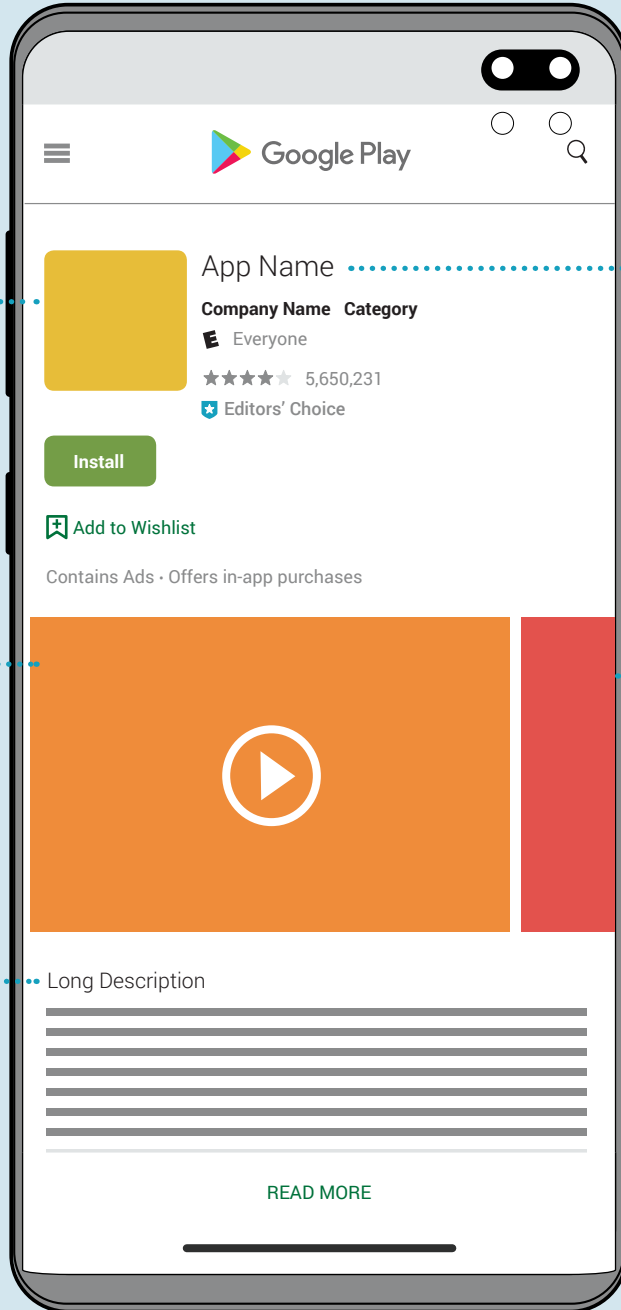




# APP STORE CHECKLIST



## ICON

- Use a border and avoid text
- 512px x 512px

## APP PREVIEW

- :30 – 2min
- Show best features
- Use a thumbnail or still image to drive views

## LONG 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
- List mentions or awards

## Short Description



## APP NAME

- 50 characters
- Include primary keyword

## SCREENSHOTS

- Utilize all 8 screenshots
- Showcase 1 feature per screenshot
- Put strongest 2 features first
- Include a short description at top

## SHORT DESCRIPTION

- 80 characters
- Include strong keywords (excluding the primary keyword)