

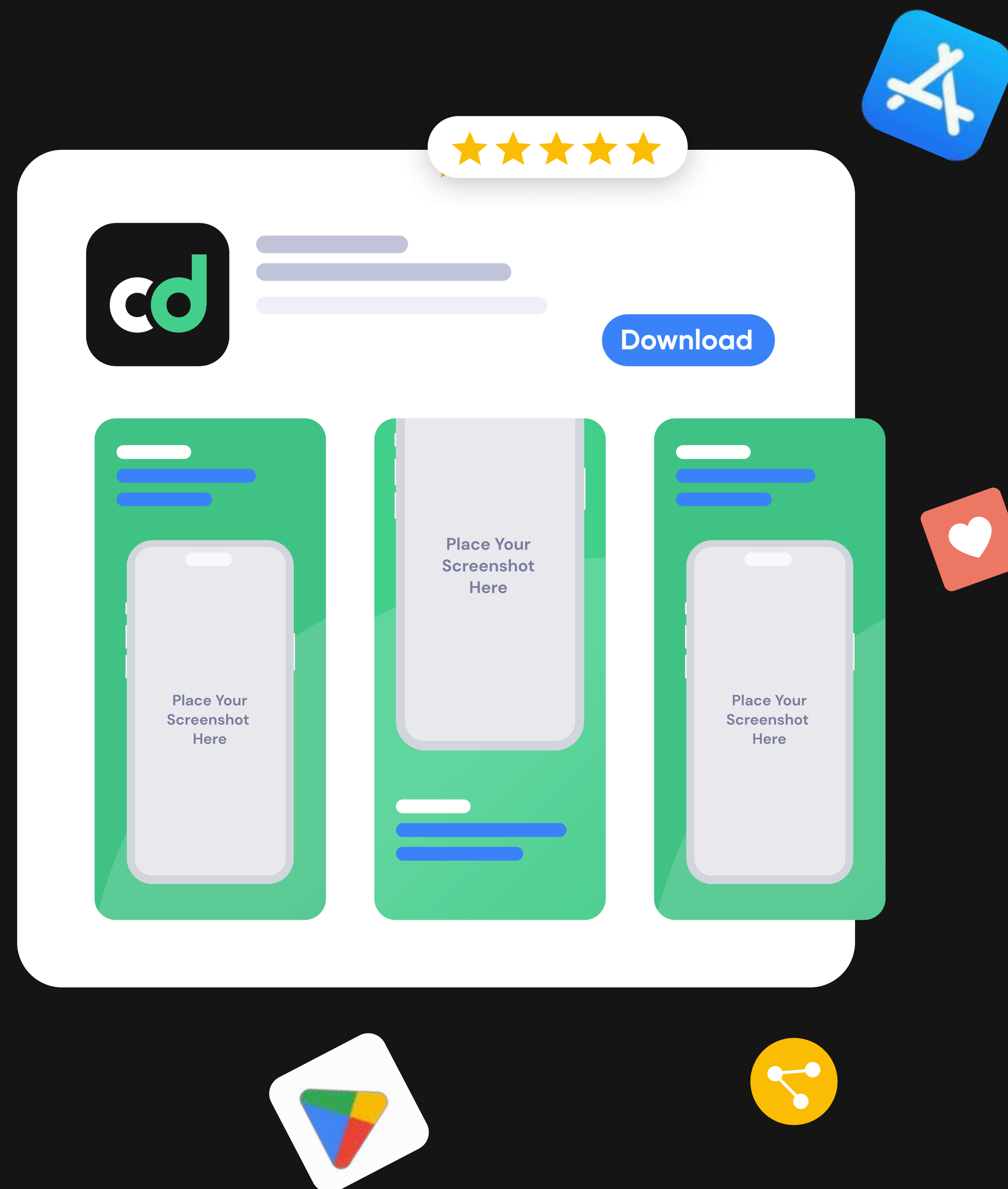


Get on top of the App Store Search results

The ultimate ASO guide



cofeedigital



Why you should read this white paper 🙄

Hi! First of all: Thank you for downloading our white paper. 🎉 After reading, you will know every little detail to maximize your app's potential. You will learn how to:

1. Gain a Competitive Edge

Understand the ranking factors that influence app store placement is crucial for gaining a competitive advantage.

2. Increase App Visibility

Improve your app's visibility in the Google Play Store and Apple App Store search results and category rankings.

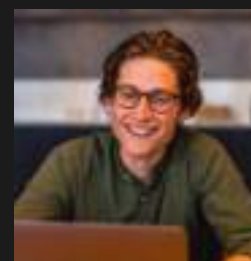
3. Optimize App Store Presence

Learn the best practices for optimizing your app's presence. From keyword optimization to app descriptions and visual assets, enhance your app's listing.

4. Learn from others

We will share our experience with optimizing hundreds of apps in different markets and countries.

Are you ready to maximize your app potential? Let's drive right in!



Nice to meet you! 🙋

Marthijn, Lead App Marketer
Hello@coffeedigital.nl



Chapters

Our app marketers spend countless of hours to discover the mysteries of the App Store Ranking algorithm. We'll share our insights in six clear chapters.

01 It all started in '08 with Steve

02 App discovery: how users find apps

03 Let's talk ranking factors

04 Apple vs. Google

05 Talk to your developers

06 Our Swiss army knife

Chapter 1

It All Started In '08 With Steve



Apple created a whole new market with the iPhone

Back in 2008, Apple announced the first iPhone and the Apple App Store. Google followed in 2012 with the Play Store. Forward to 2023, combined it's now a \$336 billion market.

Apple and Google are dominating the market.

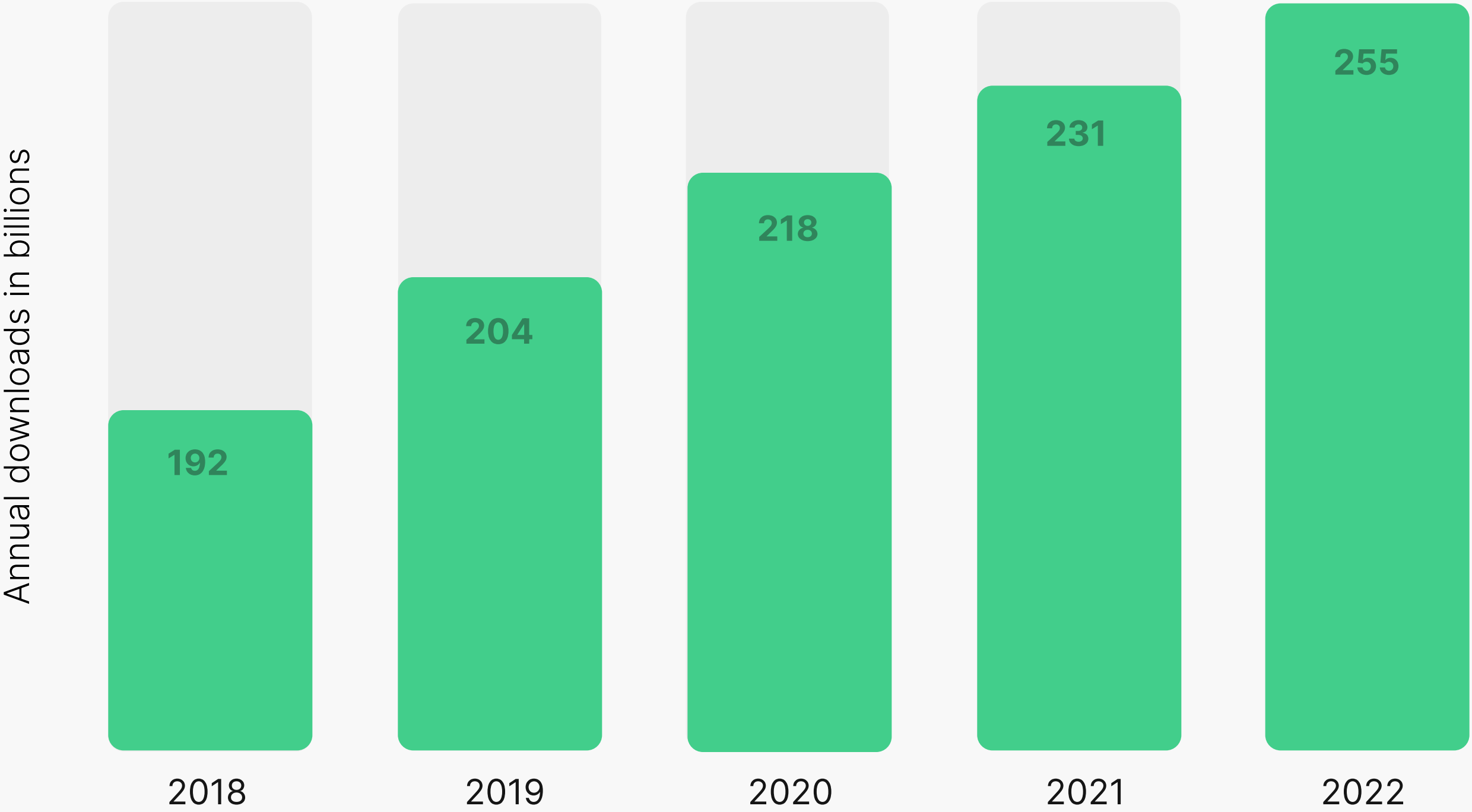
With their devices and mobile OS's, these two tech-giants cover more than 95% of the market. Combined they have more than 4.6 million apps live at this very moment.

Building an app is a big project. It takes countless hours to nail down the concept, business-case and building all those functionalities. And even after that you aren't guaranteed instant success. With the mobile market that really blew up in the last 11 years, it's getting harder and harder to stand out.

4.6 mln

apps in the App Stores

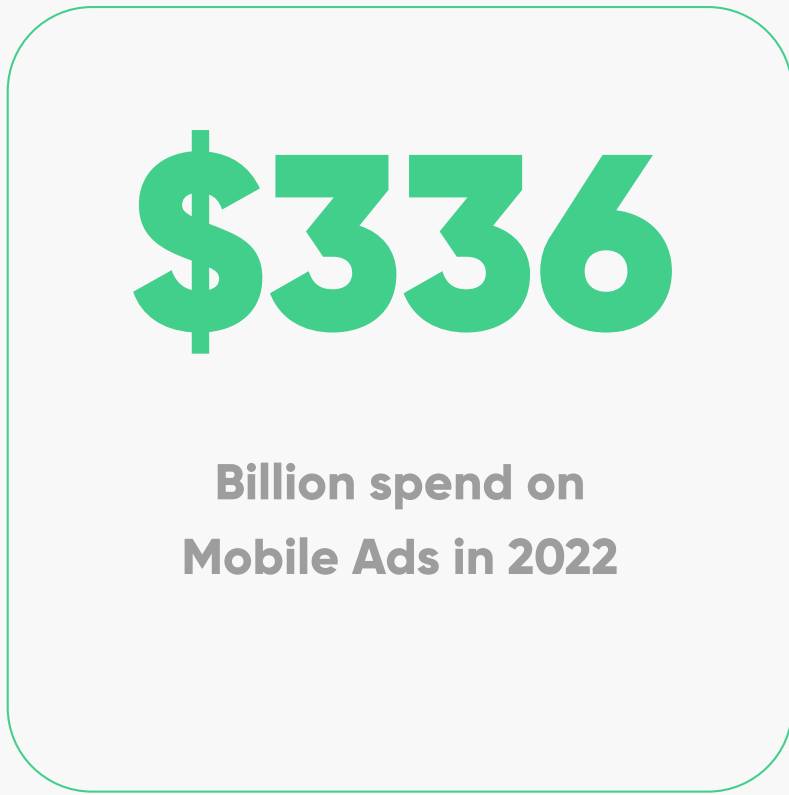
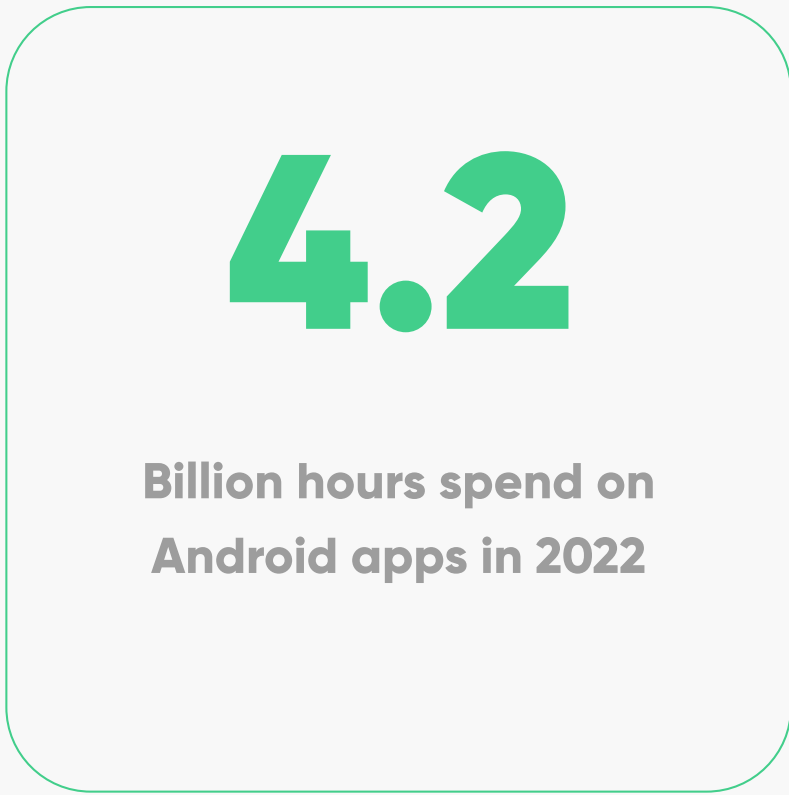
Number of Mobile App Downloads Worldwide from 2018 to 2022 *(in billions)*



Figures of the Mobile Market

According to research of data.ia in their State of Mobile 2023, we're using apps and our phone more than ever.

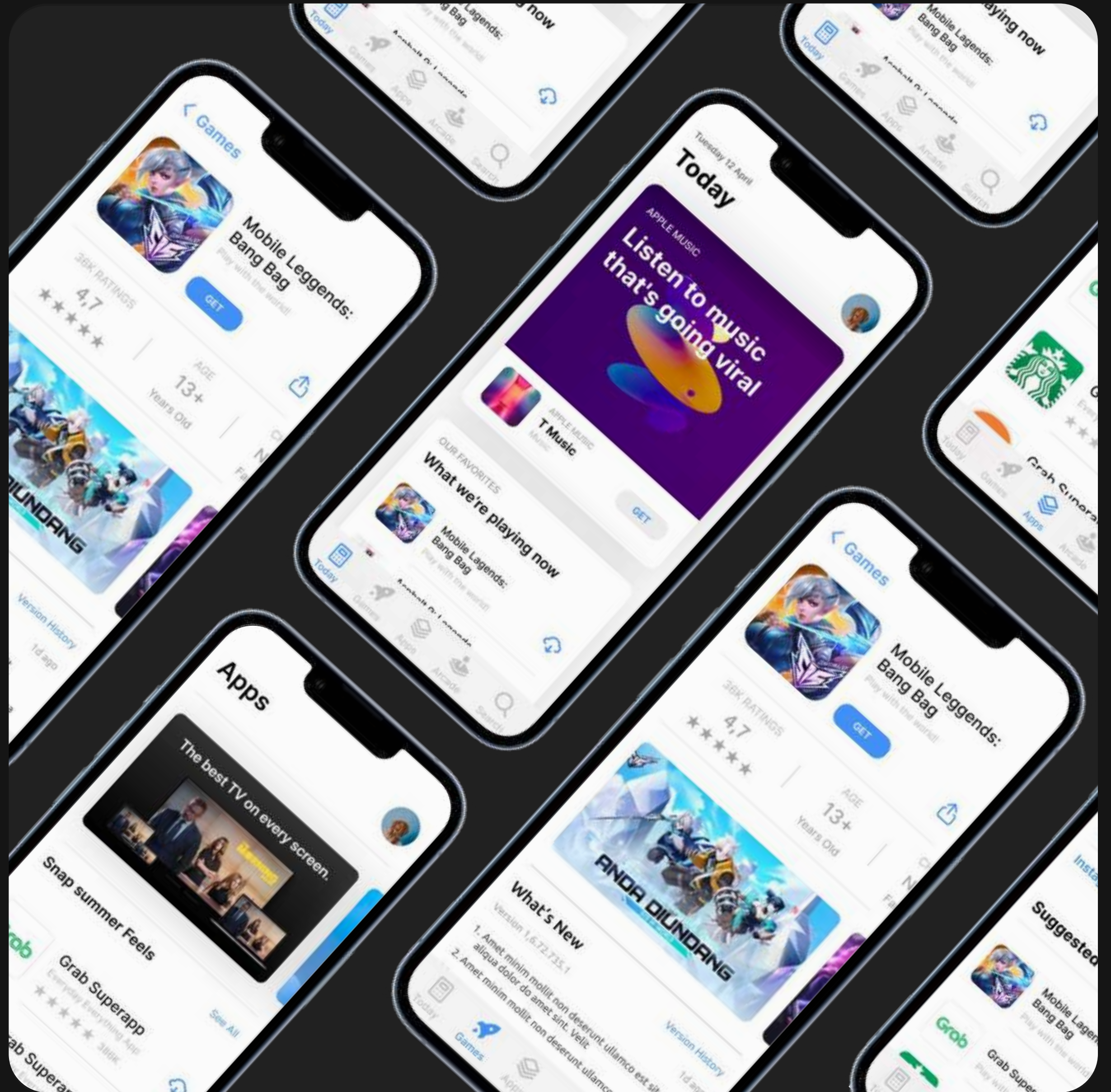
Mobile will also take over a big share of the global advertising-budget. More time than ever before is being spent in apps, with the total hours on track to surpass 4 trillion in 2022 on Android phones alone. The global ad spend will reach 363 billion in 2023. An 7.5% YoY growth.



Source: Data.ia

Chapter 2

App Discovery: How Users Find Apps



Organic User Acquisition

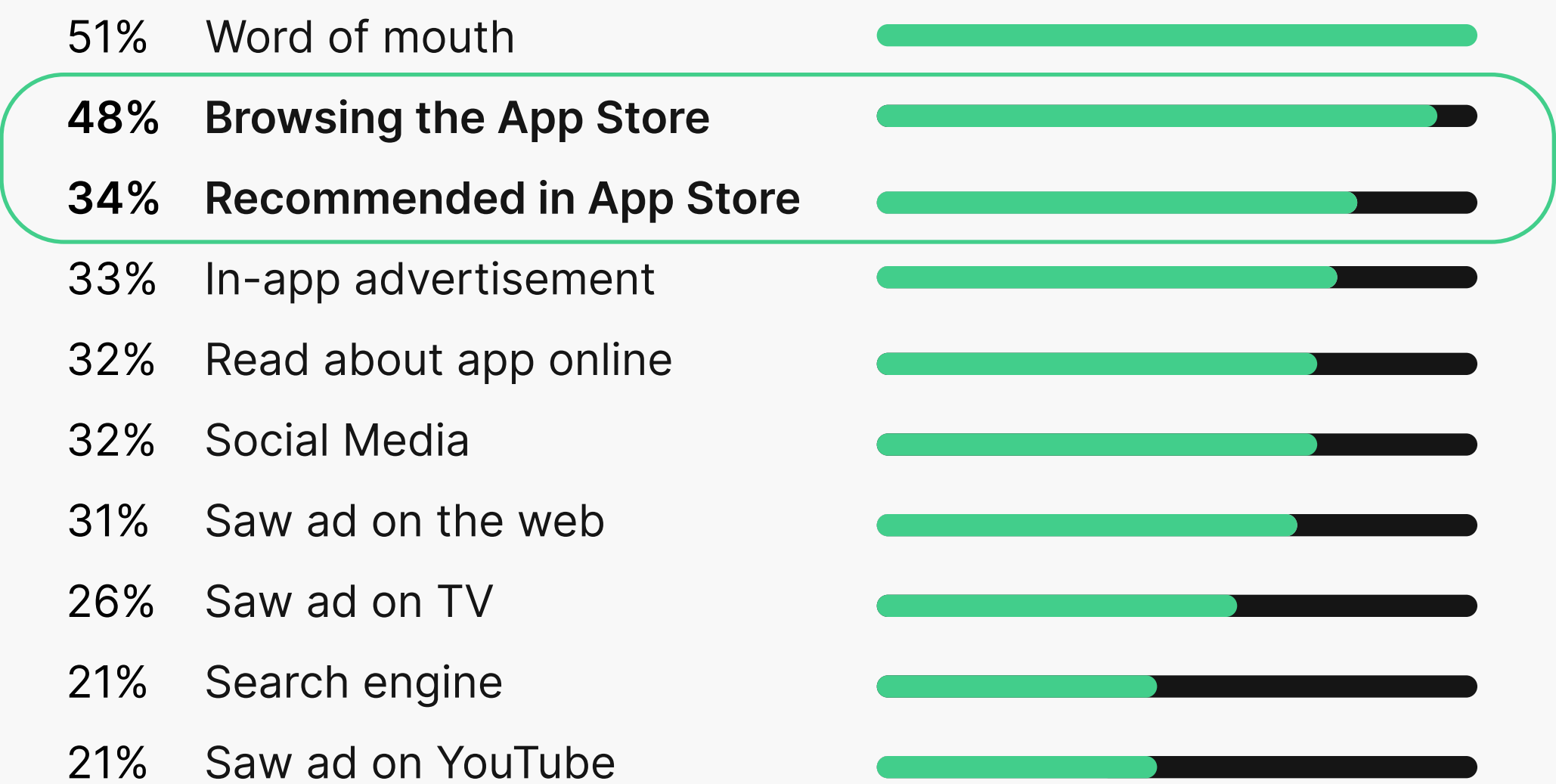
The numbers speak for themselves

App Store search and recommendation plays a pivotal role in app discovery. Users often rely on search queries to find apps relevant to their needs. According to Google’s own research, 82% of users discover new apps by either browsing App Stores or taking apps recommendations provided by stores themselves. This means people download apps only after seeing them in an App Store.

That’s why App Store Optimization (ASO) is so important. You should rank on the right keywords to gain visibility at your target audience. Also, if your app adds value to your users, the Stores will organically promote your app in the Today Tab (Apple) or Highlighted Apps (Google).

Without App Store Optimization, your app’s ranking and visibility are at the mercy of the App Store’s search engines and a bit of luck.

Top methods of app discovery



App Store Browsing & Recommendations

So, with 82% of all apps getting downloaded, you can imagine how valuable it is for any app to be shown in a chart or the Discovery Tab in the Google Play Store or Apple App Store.

The Apple App Store publishes editorial stories every day, while Google Play uses an algorithm to showcase relevant apps to users. Either way, with an organic push, you will see big spikes in Browse impressions or Explore store listing visitors. The increase in downloads will depend on the effectiveness of the featuring.

How to get featured?

Just ask. It's really that simple. With both Apple and Google, you can apply for a feature.

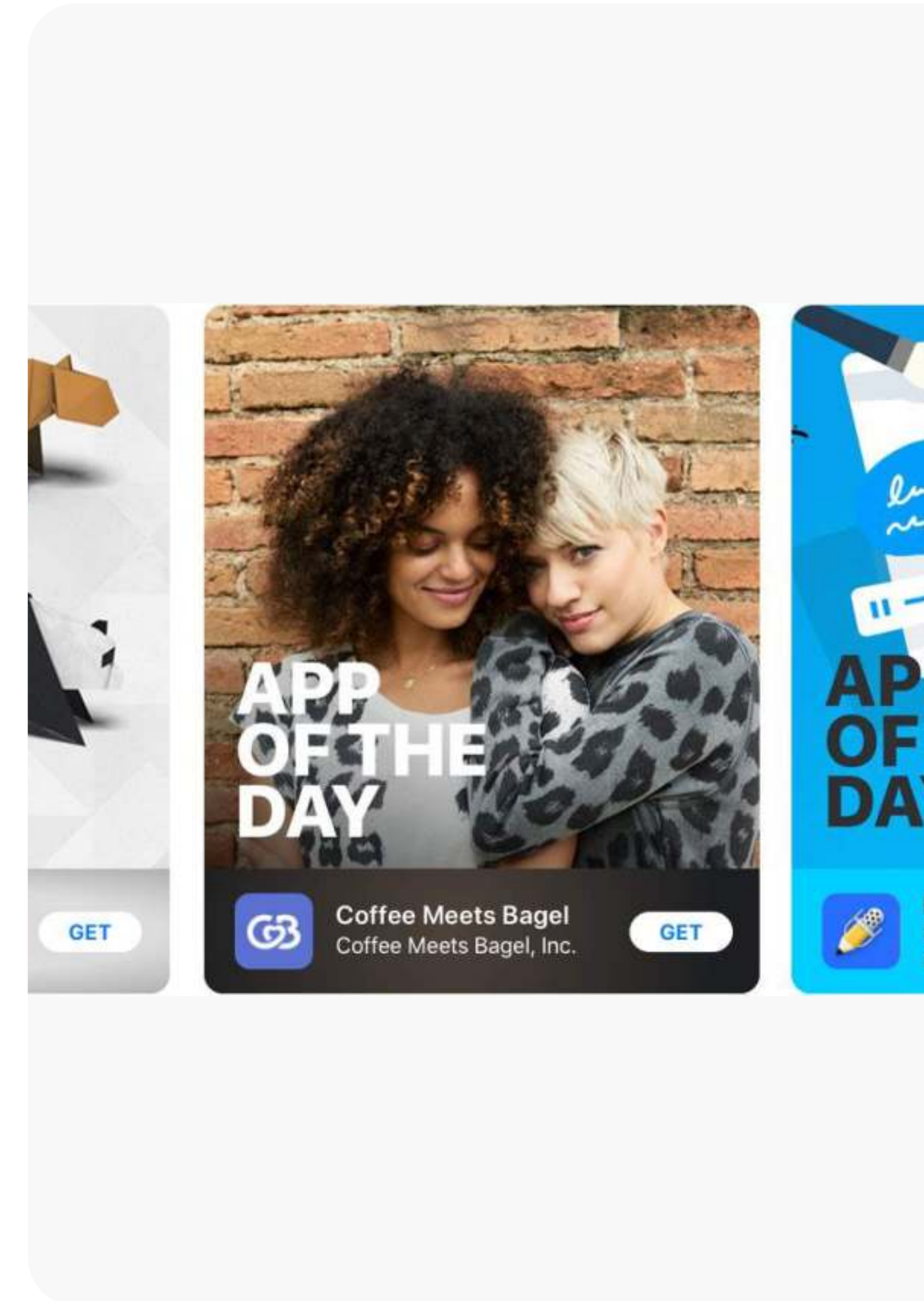
[Form for the Apple App Store](#)

[Form for the Google Play Store](#)

Four things that will up your chance to get featured

1. Your app needs to be tidy and bug free. Actual people will test your app before considering featuring it in the store, so fix all those bugs.
2. Update your app regularly. Updates show that you care about the experience the users have and keep introducing new features.
3. Add new functionalities based on new products, services, and functions released by Apple or Google. One of the best ways to be featured.
4. Ensure that your app listing is top-notch. Apple and Google will check if your app has a healthy conversion-rate. Also, without a good rating, your chances to get featured are 0%.

It's not easy to get featured. See it as a combination between luck and persistence. But if you're one of the chosen ones, chances are, you'll become a regular.



Chapter 3

Let's Talk Ranking Factors



The importance of App Store Optimization

App Store Optimization (ASO) serves as the key to ensuring its visibility to your target audience and driving more downloads. Naturally, you want your app to stand out among the millions of apps that are live in the App Stores.

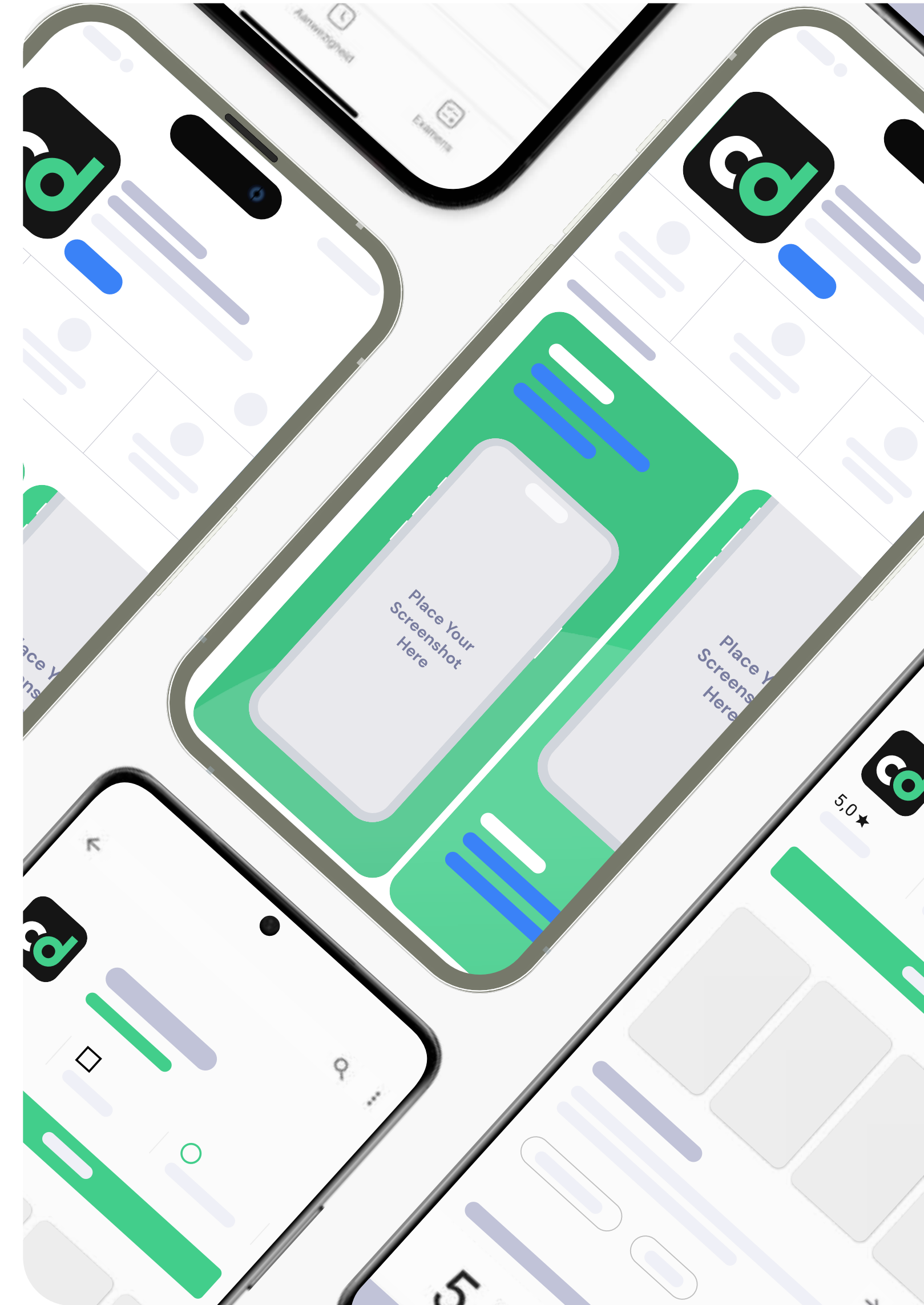
The App Stores algorithms consider a variety of ranking factors. These factors play a big role in determining the visibility and position of your app within organic search results.

Factors such as keyword relevance, app title, description, user ratings, reviews, and even app updates all contribute to how well your app ranks in search results. While some ranking factors carry more weight than others, understanding and addressing them all can greatly impact your app's success.

In this day and age of shorts, TikTok's and meme's, the average attention span of a user is literally a few seconds.

So it isn't a surprise that App Store visitors typically only spend **3 to 7 seconds** on your store listing. The significance of making a strong first impression cannot be overstated, as it has the potential to boost conversions by up to 35%. Not surprising when you consider that about half of potential users decide whether to download an app or not based solely on that first impression, crazy right?

How to make a good first impression? Let's dive in.





Pro tip

Don't overlook the potential of an app video. If done right, it can boost conversions by up to 25%.

Marthijn de Vries

Lead Marketer & Founder Coffee Digital

The ranking factors

Alright, the name of your app takes the lead in determining its ranking, followed by the subtitle (for Apple) or description (for Google).

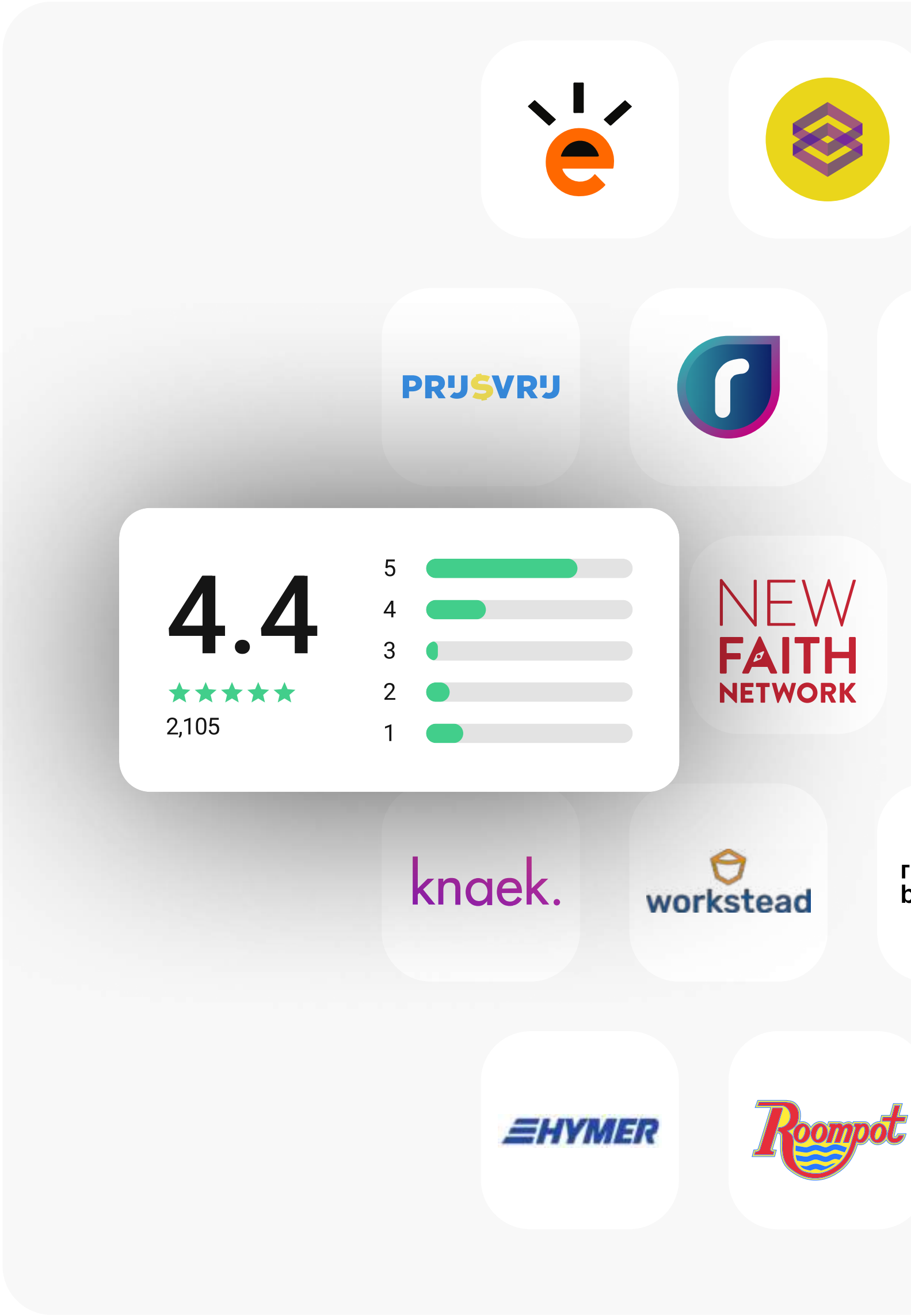
A captivating description will attract potential users. When writing it, pay special attention to the first 2-3 sentences; only 5% of visitors click "Read more" to see the full description.

People are visually oriented and often make decisions based on the first impression they get. The app icon is vital for this - it doesn't affect rankings directly, but it impacts conversions.

Moreover, using attractive and clear images, like screenshots, can make a big difference. Arrange your screenshots strategically, highlighting the most valuable features first. Don't overlook the potential of an app video, which can boost conversions by up to 25%.

Update your app; by doing so regularly, you show the ranking algorithm that you are working on improving your app. This has a positive effect on the ASO score.

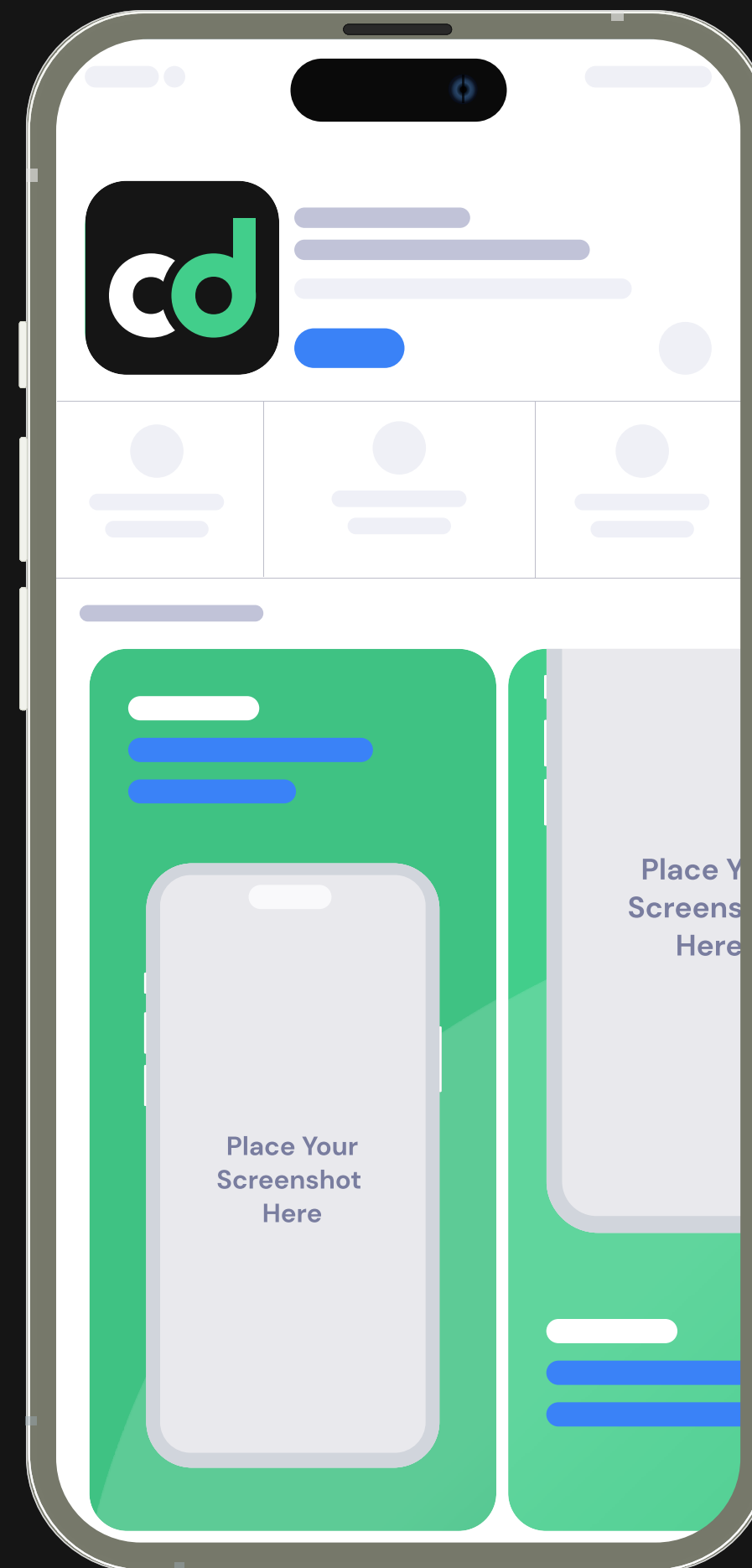
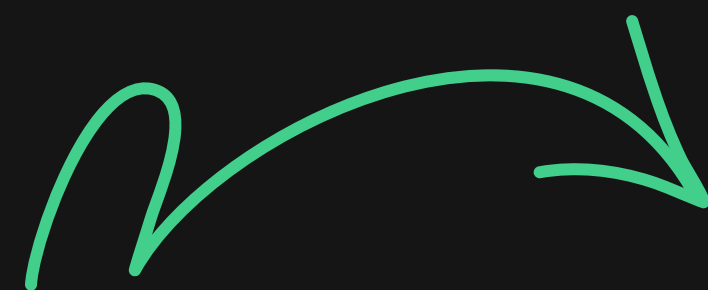
80% of potential users look at ratings and reviews of an app before downloading it. Reviews also signal the algorithm which apps deserve a higher ranking. Keep a close eye on the reviews and respond to them.



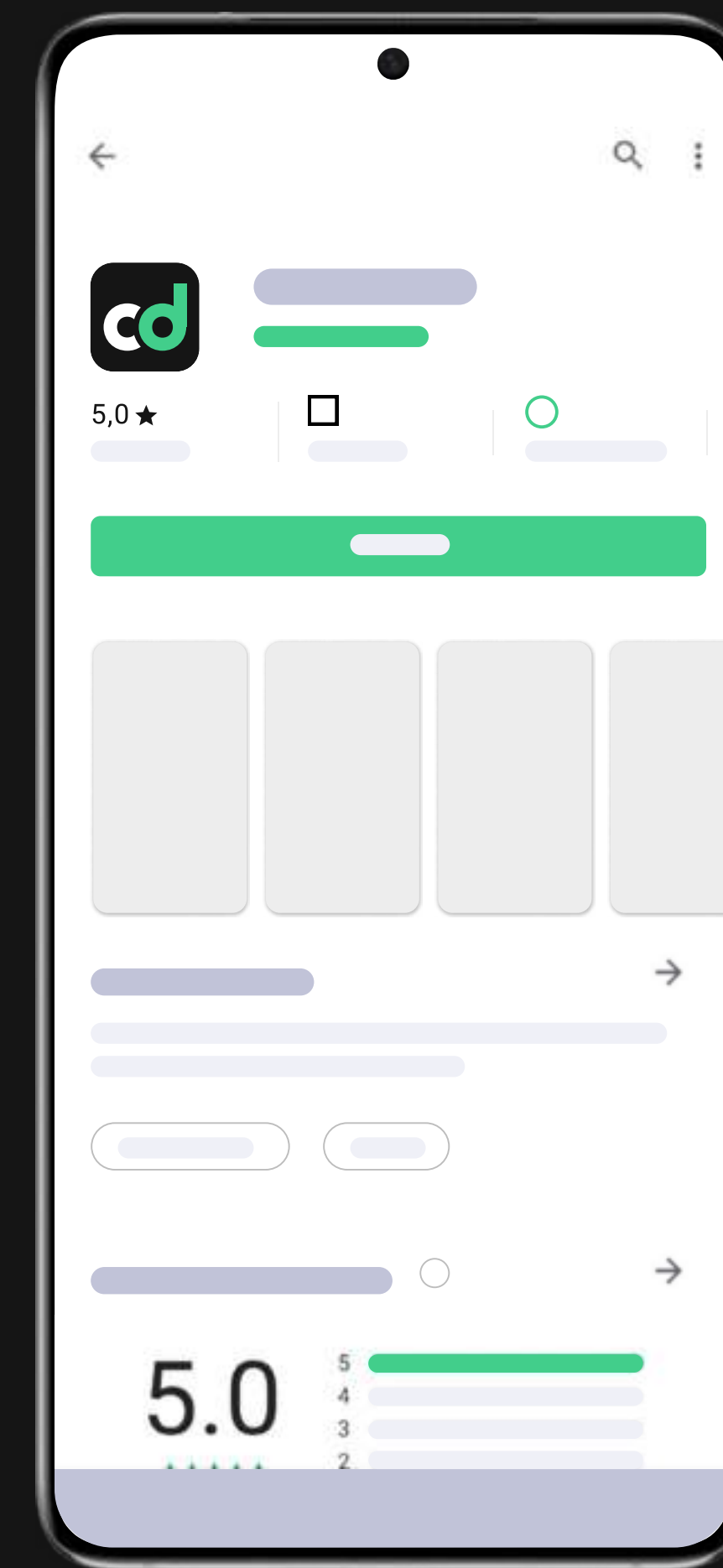


Chapter 4

Apple vs. Google



vs.



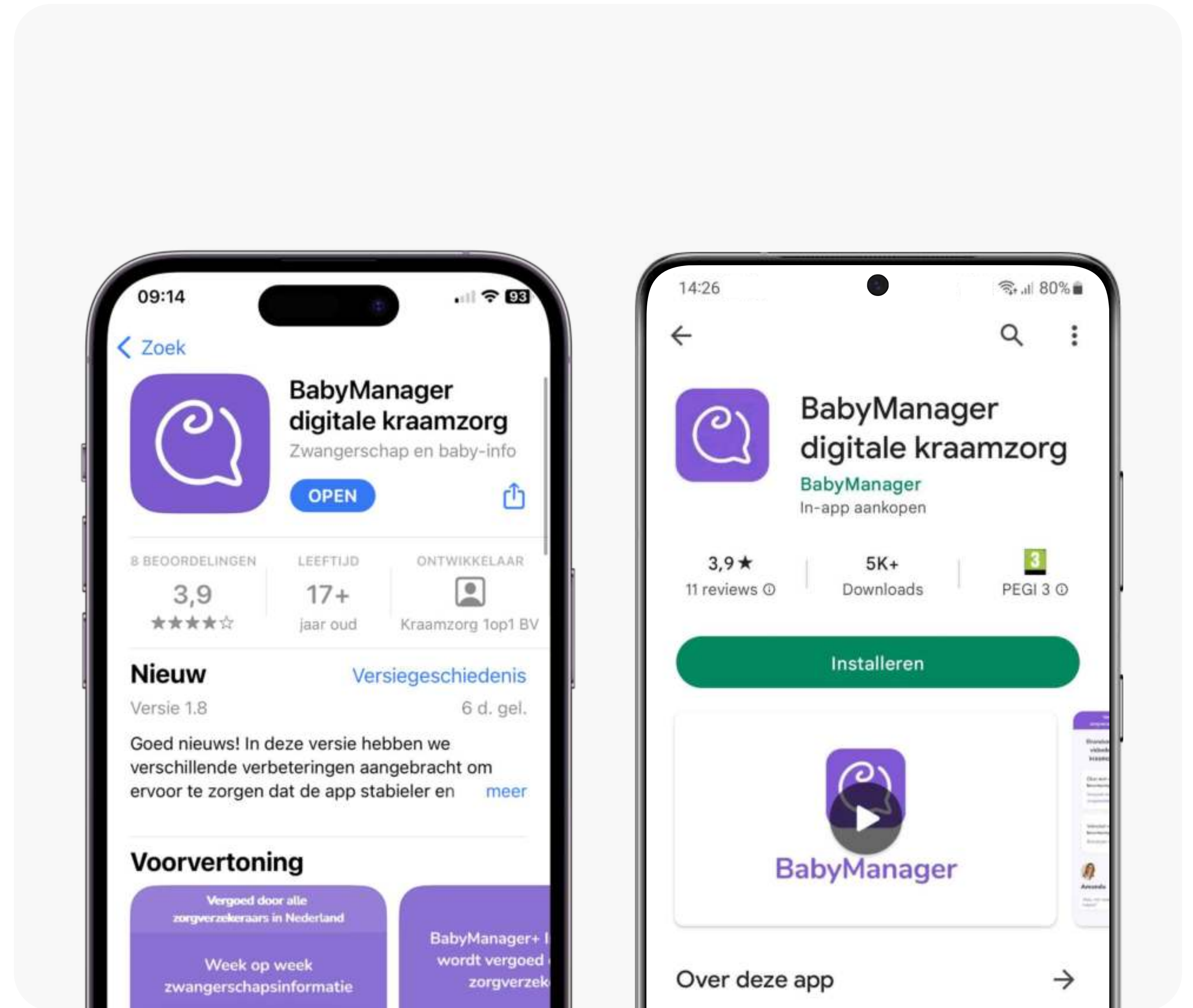
Apple App Store vs. Google Play Store

When optimizing your store listing, you need to differentiate between the Apple App Store and Google Play Store. Both with different algorithms and ranking factors.

App Store ranking differences

The Apple App Store has a keyword field, while the Google Play Store does not. Instead, the algorithm analyzes the text field and keyword density to rank. This means that the long description affects rankings in the Google Play Store, but not in the Apple App Store. The subtitle in the Apple App Store appears in search results, unlike the short description in the Google Play Store.

You are able to upload up to 10 images in the Apple App Store, potentially increasing the CTR via search results, while the Google Play Store allows up to 8 images that only appear under the app name in the search results. A huge advantage of the Google Play Store is the elaborate A/B testing ability.

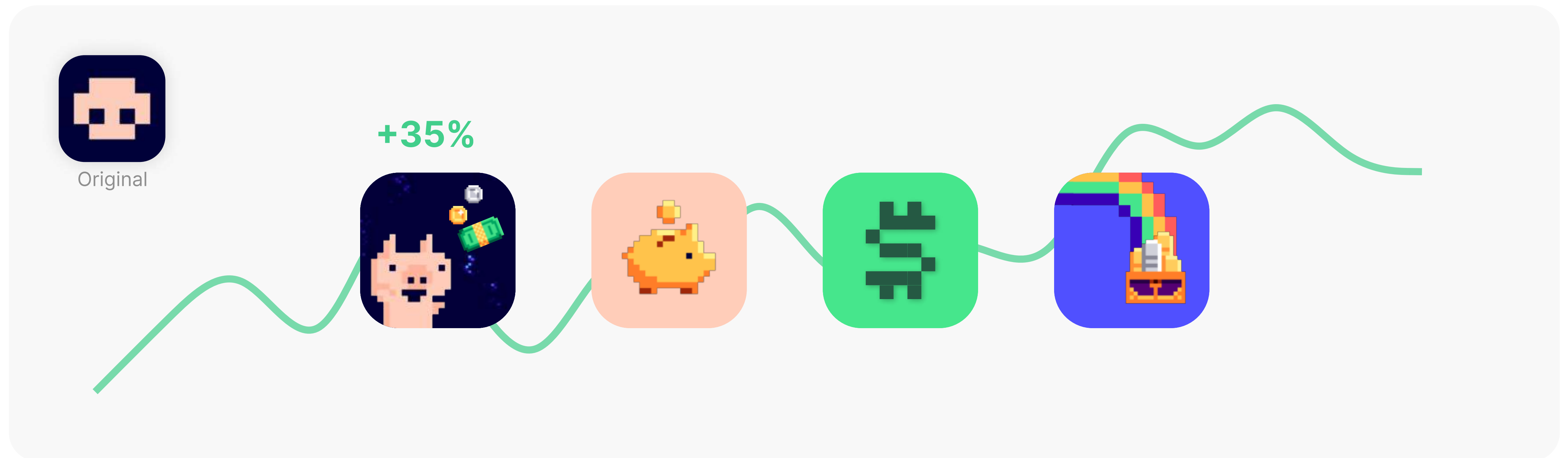


A/B testing; the data speaks for itself

A/B testing is an important part of ASO and the Google Play Store is big on this; in fact, you can test almost anything. Namely: app icon, app description, screenshot and videos, price, layout and colors. A/B testing in the Apple App

Store is currently limited to the app icon and previews. By experimenting with different elements for your shop listing, you can, for example, increase the CTR (Click-Through Rate) and generate more downloads.

For this reason, we set up an A/B test for the app icon of the app GIMI (an app to teach children about money in a fun way). As a result, we found out that one of the variants produces a higher conversion rate of around 35%, just by changing the icon.



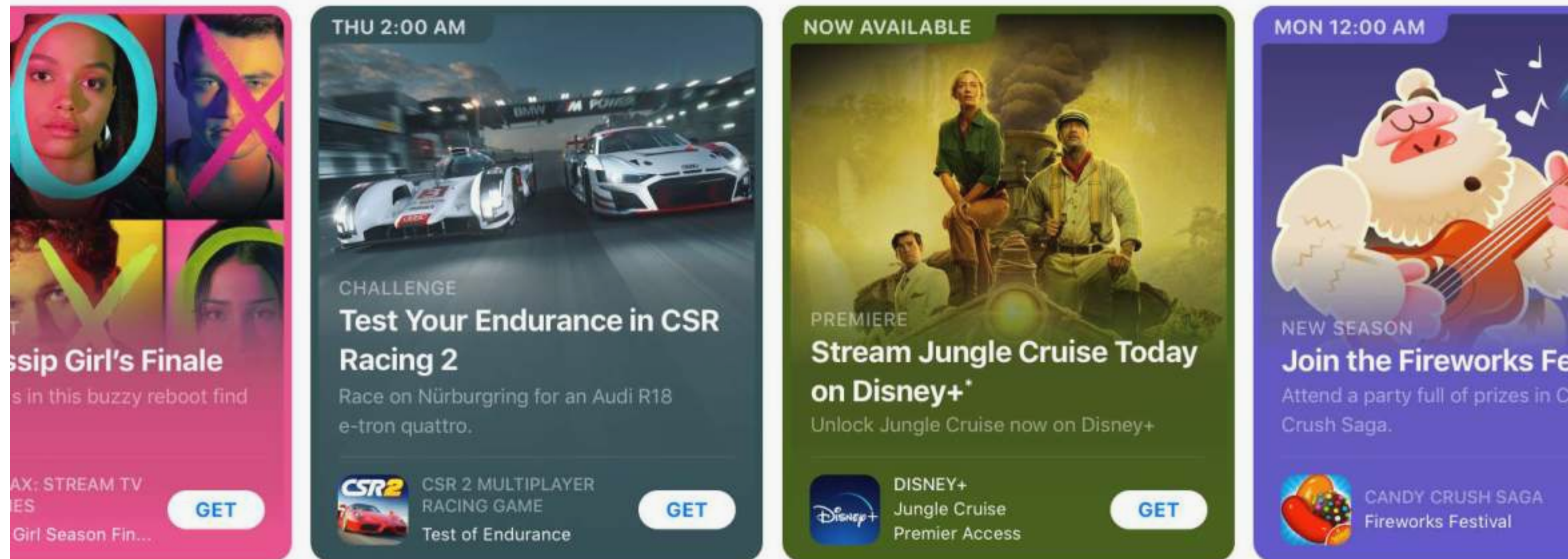
In-App Events promotion

Starting with iOS 15.1, Apple developed a new way of promoting In-App content and events for games and apps. This way you can improve the way users engage with your app and convert them to subscriptions, paid functionalities or just convince them to use your app again.

Also, Google announced back in 2022 that they will add 'Promotional content' to the Play Store in the near future. There is no release date yet for app developers.

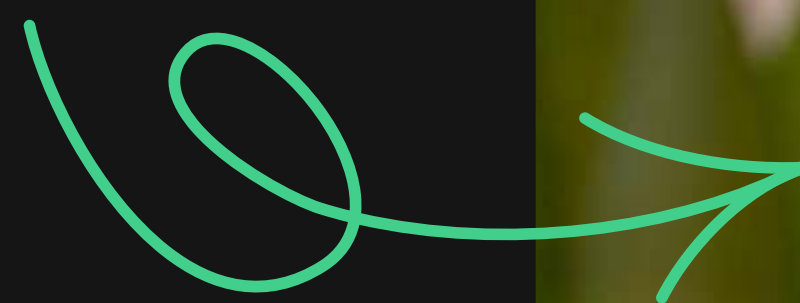
Both Stores will also organically push these in-app events to visitors, opening a whole new way to get more organic reach for apps.

For the in-app events, we know that the title and short description are indexed by Apple's search algorithm. The long description isn't.



Chapter 5

Talk To Your Developers



Technical ranking factors

Regular communication with developers allows you to optimize technical ranking factors in the App Stores. By addressing aspects such as the onboarding process, app performance, and including user feedback, you enhance the user experience and improve your app's ASO score.

One significant reason to talk to your developers is the impact user onboarding has on the ASO score. It refers to the process of guiding users through the initial experience of using your app, ensuring they understand its features and benefits. A clear onboarding experience not only enhances user satisfaction, but also contributes to positive user reviews and increased user retention.

Another key technical factor is app responsiveness and performance. Engaging with your developers allows you to ensure that your app is optimized to load quickly, operate smoothly, and provide a seamless user experience. By addressing any potential performance limitations, you can improve user satisfaction and reduce uninstalls, which positively impacts your app's ranking.

Additionally, app updates and bug fixes play a significant role in maintaining a high ranking. Ongoing communication with developers ensures that your app remains up-to-date; addressing user feedback, resolving issues, and continuously improving the user experience.

Regular updates also demonstrate your dedication to provide a quality app. This positively impacts user satisfaction and the app's overall rating.

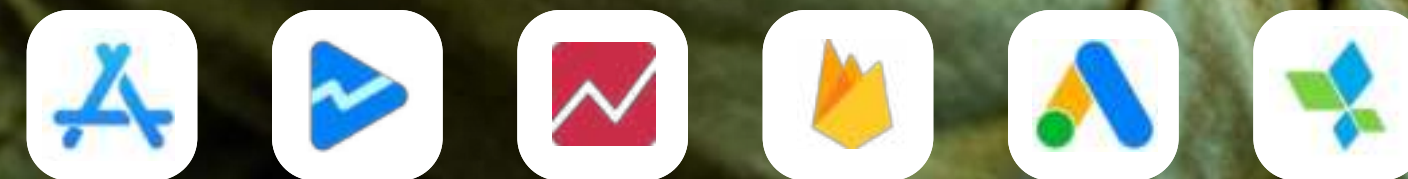
Furthermore, by involving your developers in collaboration, you can effectively utilize user feedback and reviews to identify areas for enhancement, bug fixes, and the need for new features. This process allows for continuous improvements in the app's performance, leading to higher user ratings and improved rankings.



Chapter 6

Our Swiss Army Knife

Why spend time seeking the best ASO platforms and tools? We did that already. If you use these six, you got all the tools you need.



The six tools for app marketing

App Store Connect Free

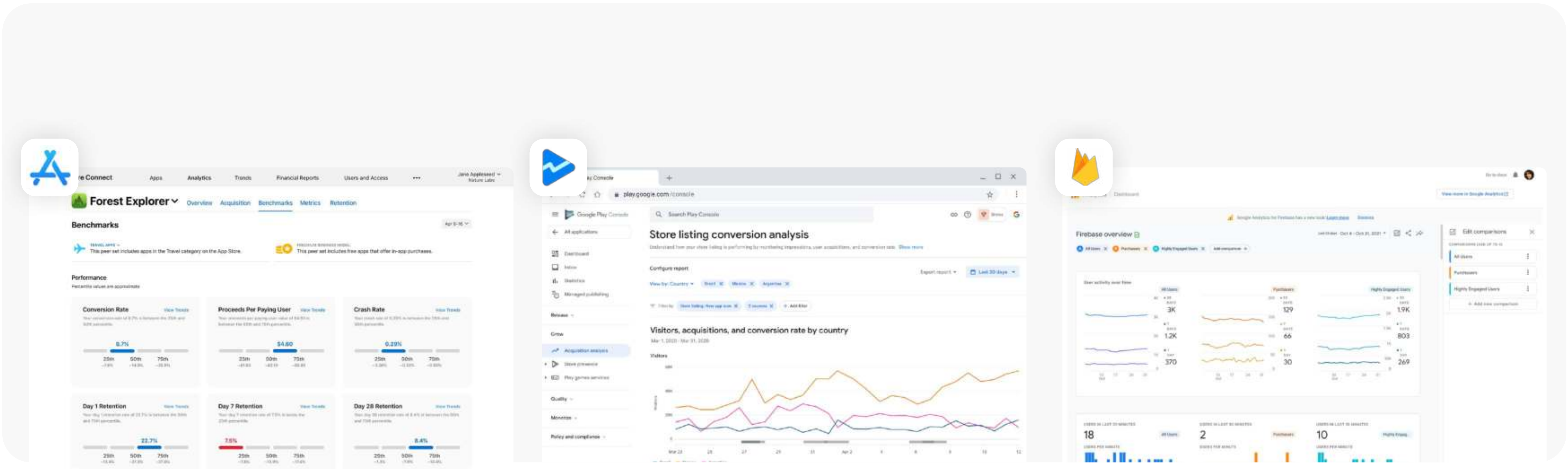
The App Store Connect is a great tool to analyze your iOS app. With Benchmarks and analytics, you can reflect on your app's performance in your category and its general presence. Also, this is your go-to platform for Apple App Store Optimization.

Google Play Console Free

You will use this platform if you have a Google Play app. Next to upload and update your application, you can optimize your listing, dive in the analytics or set up an AB-test.

Firebase Free

Firebase is your Google Analytics for apps. Track In-App Events, user activity and create target audience segments for optimization of your channels.



Must-have marketing tools

Google Keyword planner Free

Not specific for apps, but with the keyword planner from Google (the biggest search engine in the world) you can identify trends, peaks in search-volume and define your target keywords.

Appsflyer Paid

This tool is for serious data-freaks. AppsFlyer is a great tool for advanced measurement, data analytics and deep linking.

AppTweak Paid

We tried every ASO-tool available. We love AppTweak. Why? Because you can live preview your adjustments. See for which keywords you rank, current position and the search volume per keyword. Everything you need!



Any questions?

Let's Connect!

Reach me directly at marthijndevries@cofeedigital.nl,
[+31 6 80 22 60 64](tel:+31680226064) or visit cofeedigital.nl.

cofeedigital

