

# App Marketing Guide



App Store Optimisation  
Ecommerce Apps

# CHECKLIST

**Why Optimise?** ..... 2

## Optimising Your Profile

Title.....	2
Description.....	2-3
Keywords.....	3
Category.....	3
Screenshots.....	3-4
Reviews & Ratings.....	4
Icon.....	4
Preview Video.....	4-5

**Paid Search Ads** ..... 5

## WHY OPTIMISE?

App Store Optimisation (ASO) is essential for improving the visibility of your app in both the Google and Apple app stores. Google and Apple use factors such as reviews and ratings, number of downloads, usage and uninstall rates to define where your app will appear. However there are a number of factors you can influence to ensure your app appears in search results.

## OPTIMISING YOUR PROFILE

### TITLE

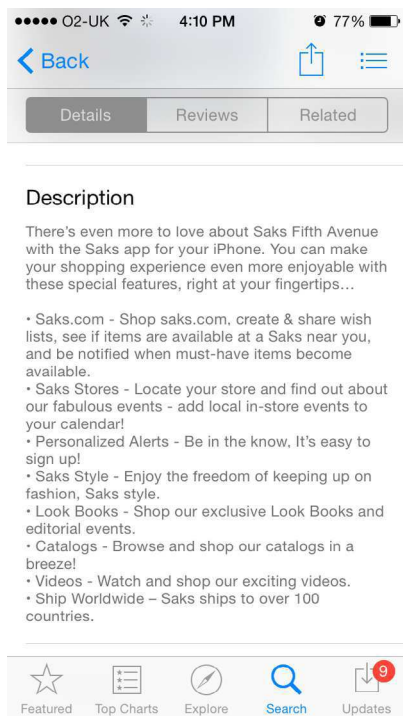
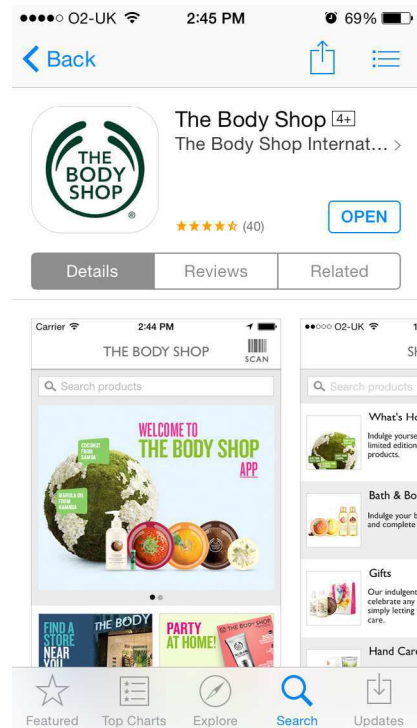
Using a keyword in your title can improve your app’s search ranking for that keyword by an average of 10.3% (Kissmetrics). You should place your most relevant keyword in the title, even if that keyword is highly competitive. Remember that your title will appear on the home screen of your users’ devices under your app icon, so make sure that it’s short and snappy!

#### Apple App Store

Keep your title short and ensure that it describes what your app does clearly and succinctly. Make sure your keyword is in the title. Apple recommends fewer than 23 characters for your app’s title.

#### Google Play

Similarly, keep your title short, use your keyword and make sure it clearly describes what your app does. As Android devices have a range of different screen sizes, it is best practice to keep your title as concise as possible. Bear in mind that repetitive and irrelevant use of keywords in the app title, description or promotional description can cause app suspension.



### DESCRIPTION

#### Apple App Store & Google Play

Both app stores allow you a maximum of 4,000 characters for your description. Your description should include a succinct, attention-grabbing paragraph followed by a short list of main features. Explain why your app is unique and why users will love it, using terminology that your target audience will identify with.

The first couple of sentences of your description are the most important — this is what users can read without having to tap

to read more. Every word counts, so focus on the features that make your app desirable. You are restricted to plain text (no attention-grabbing typography or bold lettering) so your description needs to be succinct and persuasive. Apple has also banned use of special characters (\* ^ > etc) in descriptions, so stick to standard bullet points.

## KEYWORDS

### Apple App Store

Best practice for keywords:

- Use all 100 characters
- Separate keywords with a comma, but not spaces. Try not to choose too many similar words, as it may be seen as spam by Apple
- It's vital to include your brand name, and the term 'shopping'. Additionally you should choose keywords that are specific to your app
- In your keywords, include your company name, brand name, app title, app subject and related subjects - everything you think your target audience may search to find you
- Research your competitors' keywords for inspiration - there are lots of tools for this, such as SensorTower or Searchman

### Google Play

This does not apply for Google Play as Google indexes the app description for keywords.

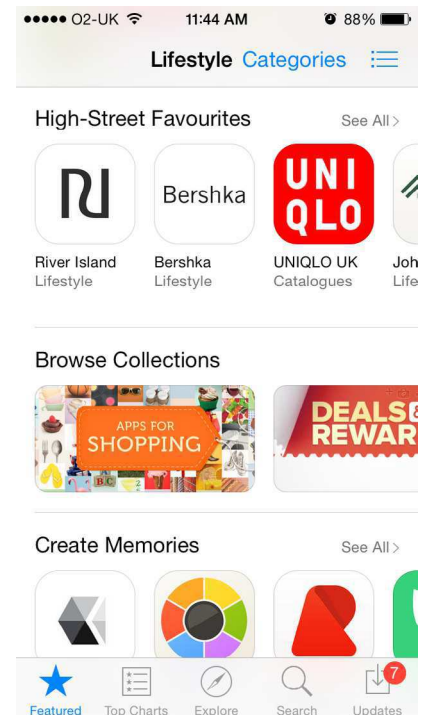
## CATEGORY

### Apple App Store

Apple allows you to define primary and secondary categories in which your app will be promoted. For shopping apps we recommend the 'Lifestyle' category, as Apple does not currently offer a 'Shopping' option. We recommend 'Catalogues' for the secondary category.

### Google Play

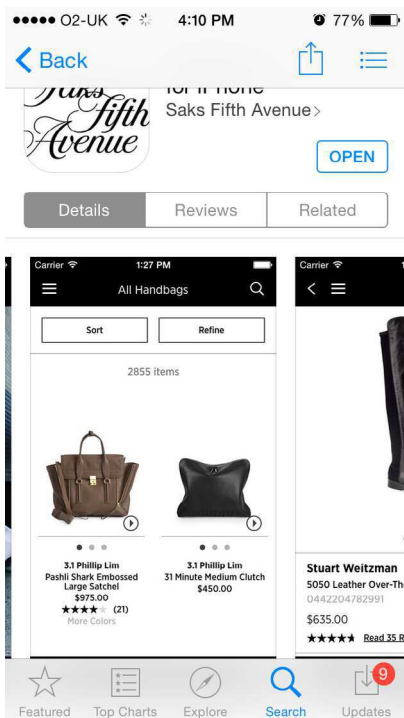
Google restricts you to one category only. For retail apps we recommend 'Shopping'.



## SCREENSHOTS

### Apple App Store & Google Play

You can add 5 screenshots of the app to your App Store profile and 8 to the Google Play store. We recommend using all of them. We advise a shot of the homepage, a product page, a category page, and an image of any special features you have within the app. Make sure you include the most



exciting, attractive or interesting screenshots of your app. This is your best opportunity to show people what they can expect if they install your app. These screenshots can only be changed when a new app update is submitted, which then needs to be approved by Apple and Google, so try to avoid using highly seasonal images in your screenshots.

## REVIEWS & RATINGS

### Google Play & App Store

Positive reviews and ratings will increase downloads and improve the visibility of your app.

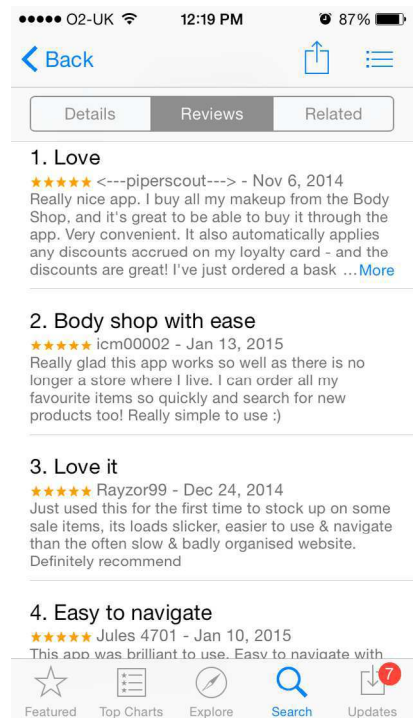
Please note that Apple have been known to remove apps that have submitted a lot of fake positive reviews.

Unfortunately it's not currently possible to respond to reviews in the App Store, but you can respond in Google Play. Do let us know about any issues so we can ensure they are resolved in the next release.

## ICON

### Apple App Store & Google Play

For retail apps, your app icon should always be your logo so that people can quickly recognise your app. In addition to the app icon (which is required for both stores), the Google Play Store allows you to provide two extra promotional graphics – 'promo' and 'feature'. Officially, Google says these are optional, but you should consider them a requirement. The promo graphic is used for promotions on older versions of the Android OS (earlier than 4.0) and the feature graphic appears as a large image at the top of your Google Play page.



## PREVIEW VIDEO

### Apple App Store

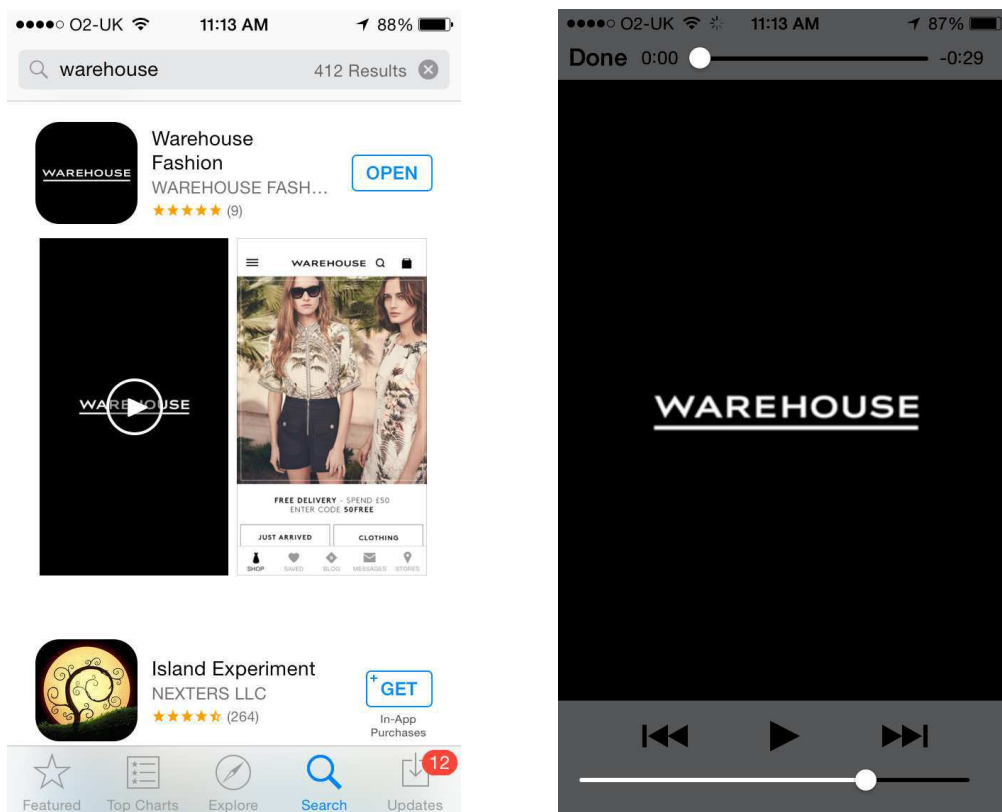
Apple now allows you to place an "app preview" video on your app store page that demonstrates the features, functionality, and UI of your app. Previews are between 15 and 30 seconds long and use footage captured on the device to show the experience of using your app.

App previews are displayed as the first image on your app’s product page, followed by your app screenshots. Like your app icon, your preview poster frame is one of the first elements a user will see on your product page, so ensure the frame is visually compelling and conveys the essence of your app.

### Google Play

Videos are a highly effective way to show people your app and quickly highlight your app’s top features. This will go in place of the first screenshot on the Google Play store. Google recommends a short video between 30 seconds and 2 minutes.

Here is an example of Warehouse’s App Store preview video. As you can see, the video with a ‘play’ button appears among the screenshots for the search result as well as on the page.



## PAID SEARCH ADS

### CAN YOU PAY FOR APP STORE PROMOTION?

In 2015, Google rolled out paid or sponsored Search Ads that will show up in Google Play. The Search Ads will work similarly to AdWords, with the sponsored results clearly labelled as ads and placed above organic results. Unfortunately Apple doesn’t currently offer paid promotion tools.

# ABOUT NN4M

NN4M is the leading provider of transactional retail apps and mobile solutions in the UK and the USA. We work with some of the largest and most successful retail brands, including River Island, Saks Fifth Avenue, Debenhams, The Body Shop and Mothercare, transforming the way people shop one app at a time.

Native Apps



In-Store Kiosks



App Analytics



Push Messaging



## WE UNDERSTAND RETAIL

Our team has a combined 35 years of retail experience, and we have developed more transactional retail apps than any other supplier in the UK and US for a wide variety of retail brands, helping them generate more than **£1 billion** in app sales to date.

## BEST-IN-CLASS PRODUCTS

Many of our apps have won multiple sought-after awards and continually receive near 5 star ratings. In 2015, two of our apps were recognised by MasterCard in its independent Mobile Top App Index listing the 19 best shopping apps in Europe.

## COMPLEX INTEGRATIONS

We have substantial expertise in integrating with all of the major ecommerce platforms. Subsequently, we have developed a robust app framework that offers the greatest flexibility possible for our customers.

## SUCCESSFUL APP PLATFORM

Our platform offers a robust pre-built code base, meaning we don't have to reinvent the wheel. This allows us to consistently deliver quality apps, giving us time to implement your unique features and capabilities on top of a proven framework.

Find out more at [www.nn4m.co.uk](http://www.nn4m.co.uk) or contact us at [info@nn4m.com](mailto:info@nn4m.com)