

DIY CHECKLIST ✓

Description Wrap-App Technique

Do you know what your app/game is about?

If not - get to know your app and try to put yourself in the shoes of a potential customer.

Do you know what's unique about your app/?

If not - find your app's unique selling point.

Do you know what others think about your app?

If not - ask your friends and family but remember - they might be slightly biased.

Do you have the right keywords?

If not - do your homework and make sure to find the right keywords.

Do you have an appealing intro?

The first two sentences need to be enticing to make potential downloaders tap "More".

Do you have an enticing description?

Make the text light and use bullet points.

Have you spellchecked the text?

If not - ask a language expert or a friend to check the text.

Are you using the right keywords?

Releasing for Android? Check your text and make sure you repeat your keywords.

Have you picked the right screenshots for your app/game?

Remember - you might need to localize and adjust your screenshots for different countries and markets.

Have you localized your description?

A localized app means a wider market and will increase downloads.

Have you localized metadata and keywords?

Keywords may differ between various countries and markets. Make sure to localize those.