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# The Complete App Store Optimization Handbook



## **Synopsis**

App Store Optimization. It sounds both mystical and deeply technical, doesn't it? In truth, App Store Optimization, or ASO, is deeply related to Search Engine Optimization (SEO), and both are very simple to perform, once you learn the basics. Think of this eBook as providing you with the basics, plus some. You'll learn exactly what ASO is and isn't, while also learning the factors that go into ASO. We'll talk about some excellent strategies to learn to make the most of your ASO techniques, and also learn about the differences in ASO between Google and Apple. In later chapters, you'll learn some commonly overlooked components of ASO, and then we'll dive into the tools and formulas you should be incorporating into your ASO strategy. We'll talk about how you should name your app and choose your keywords, give you a great technique to use in formulating your screenshots, and then look at ways to ensure you get high quality reviews of your app on the App Store or Google Play Store. Think of this book as your own personal Bible to maximizing your App Store Optimization, a guide to help you navigate the strategies and techniques that make your app rank higher and look more appealing to potential users.

## **Book Information**

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## Customer Reviews

5 star review for all the value in the content. I would recommend this book to anyone in the app business from beginner to advanced developers. Its a very quick read, and the reader will walk away with at least 1 or maybe 5 new concepts to try to maximize downloads and sales. Great job Steve Young. The only negative was a small one, and that was the formatting. Some of the pictures used were overwritten with text.

Very useful. The easy days of app building are gone. If you want/need growth of your app you won't get it without some ASO. Steve Young has a ton of experience in this field and it shows in this book.

Highly actionable and clearly explained tactics you can implement right now to give your Apps a download boost! Great job Steve! If you have published several apps already or you are just starting out, try out the App Store Optimization (ASO) steps Steve outlines and you may be pleasantly surprised with the results!

I bought this book to learn ASO. I found it pretty basic. The writer explains well what ASO is and how it works. However, I didn't find anything exclusive.

Great quick read on ASO that helps the user grasp the concept. Takes a fuzzy buzzword term and translates it into actionable items.

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