

Want to Improve Apps Store Search Ranking? - TechAffinity

Search is the biggest contributor for app downloads. Contact us to get your app to the top!



Tampa, Jun 8, 2020 ([Issuewire.com](https://www.issuewire.com)) - Searches play an immense part in how users find and download content on the Google Play Store and Apple App Store. Discover how you can reshape your search result ranking to help users easily find and download your app and in-app purchases. In this article, we look at How to Improve Apps Store Search Ranking?

Both stores' searches are focused on connecting users with a massive catalog of apps and games. Both search logic is created with human curation and programmed algorithms, of which, the two largest elements recognized are relevance and quality.

[Also, check out our detailed blog about how to use ASO techniques for keywords](#)

In the Apple App Store – Apps, games, and content are indexed with the details of developers, in-app purchases, categories, editorial stories, tips and tricks, and collections. In a search result on the Apple App Store, Apps appear in search results with subtitles and ratings.

The Google Play store on the search result page displays the app name, subtitle, category, ratings, number of downloads, and the size of the app.

[Do not own an app? Want to build one the easiest way possible? Build your first app/website/software with us!](#)

Use accurate keywords – Research and Analyse your keywords

Keywords on both the stores are limited to a specific number of characters, so it's crucial to be short and to the point when describing your app. Your app title should be unique and easy. Avoiding common terms while describing your apps main features is key. It is always good to avoid long titles as they are likely to be shortened depending on the device.

Pro Tip: You do not need to add spaces before or after commas that separate keywords and keyword phrases. Spaces can be used for multi-word keyphrases. For example Photo, Photo Filter, Pictures.

“App name can be up to 30 characters on the Apple App Store”

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“On Google Play the app description is searchable, and has a limit of up to 4000 characters.”

Avoid usage of trademarked words, celebrity names, or other protected words and phrases. Avoid special characters — such as # or @ — unless they are part of your brand identity and special characters carry no weightage in ASO.

App Store Optimization is all about making small and meaningful changes over a time period to get the best results. It’s critical that you track your changes and results. I suggest beginning by setting a starting line for your ratings, ranks, and conversions. This allows you to benchmark your changes and see what’s working and what isn’t.

Would you like to know more about this topic? - [Click here or would you like to talk to experts?](#)

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