Appstore SEO & Optimization The Next Big Thing!

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Laraib Saleem

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Appstore seo and optimization is talk of the town these days. It's not because people are aware of mobile apps but the new age is so fond of using apps on cell phones rather than PCs that the developers have to put their efforts directed towards the mobile application. The objective of doing appstore seo and optimization is to be found and enlisted on top of millions of apps every day. Over 600,000 applications are roughly estimated to be populated on various appstores uptil now!

The challenge is bigger and competition is tough, the coming era is giving the developers dare to design most demanded apps but that is not enough. Even if you have got the best app on any specific requirement until it is well-searched and found by the net savvy's its useless and buried under massive search engine results pages.

Various App Search Engines

Where there are tough goals there is a clear goal to achieve them, the seo's have to be focused and put efforts on optimizing their apps for particular appstore search engines for instance Samsung Apps Store Apple App Store, GetJar, Android Market, Blackberry App World, Nokia Store and Windows Phone Marketplace.

The objective can be achieved through social media, getting fans and followers of a particular app, viral marketing techniques and ultimately scoring top results on SERPs.

App Store Ranking Factors

There are several factors which affects your ranking in any appstore. These factors may include fan following, popularity and impressive text. There might be different algorithms and measuring scales of each appstore search engine to rank an app but the ultimate goal is quite similar ; to choose the best ones among all.

Textual Ranking Factors

App Name
The app name is one of the crucial factors when you are doing optimization of your app. It should be as precise as possible, you can name it: "**Collin's Vocabulary**, **Scrabble Game for all"** which is better than just writing Collin's Vocabulary. The selection of appropriate words leaves greater impact on the optimization results, after all the game is all about the search queries entered into the appstore search engine.

App Publisher
It is better to use publisher's name smartly, you can launch as many apps as you want using the same publisher's name. So, it would be great to use Collin's Vocabulary, as well as Collin's Kitchen. How's that!

Keywords and Description
It is a good practice to use seo friendly and keyword enriched text in your descriptions. But in order to get top rankings in appstore search engine and to rule the appstore seo world you have to think out of the box. It will be a smart move to add popular apps names, celebrity names; famous places names etc in your app description as long as it is bit relevant. Get catchy screenshots, how to use instructions and icons to get most likes and installs.

Popularity Ranking Factors
The most important factor is popularity of an app, the appstore search usually evaluates each app on the rating, installation ratio and fan following.

Installs so far
Each search engine maintains a log of machines which install your app. The more machines it finds which have installed your app, greater chances of getting top ranks on that appstore search engine. However, the newbie can beat the giant apps which stand as the toppers on appstore search engines by introducing innovative ideas and giving

variant flavors to the users this is one such criterion where only installation ratio doesn't matter.

Install Growth Spikes

Each passed week is important for those doing seo for their app; the toppers are listed in the general as well as particular category lists. Every week the appstores evaluate the results and changes the ranking of apps therefore it is very important to keep an eye on your fan followings, downloads and installs and response on the activities you are doing.

Ratings and Reviews as Ranking Factor

Some appstore search engines uses the text in ratings and reviews by the users, they utilize it to respond to the search queries and hence rank the appropriate apps in results but this is not the case with all.