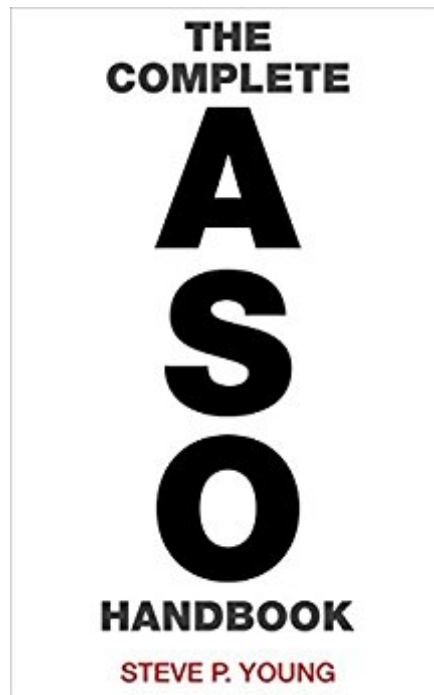


The book was found

# 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

File Size: 2939 KB

Print Length: 63 pages

Simultaneous Device Usage: Unlimited

Publisher: Pixel Happy, LLC; 1 edition (February 22, 2016)

Publication Date: February 22, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01BU9UFY0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #216,599 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #63

in Kindle Store > Kindle eBooks > Engineering & Transportation > Engineering >

Telecommunications > Radio & Wireless #102 in Kindle Store > Kindle eBooks > Business &

Money > Marketing & Sales > Marketing > Direct #207 in Books > Business & Money >

## 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.

[Download to continue reading...](#)

The Complete App Store Optimization Handbook Hybrid Particle Swarm Algorithm for Multiobjective Optimization: Integrating Particle Swarm Optimization with Genetic Algorithms for Multiobjective Optimization App Development: App Design and Development for Beginners Troubleshooting PC Hardware: An Interactive Computer Diagnostic App (Help Desk in an eBook App 1) The Vermont Country Store Cookbook: Recipes, History, and Lore from the Classic American General Store Thrift Store Profits: 10 Common Items That Sell For Huge Profit On Ebay and (Thrift Store Profits) Seo 2017: Search Engine Optimization for 2017. On Page SEO, Off Page SEO, Keywords (SEO Books, Search Engine Optimization 2016) SEO 2017: Search Engine Optimization for 2017. On Page SEO, Off Page SEO, Keywords (SEO Books, Search Engine Optimization 2017) WordPress: A Beginner to Intermediate Guide on Successful Blogging and Search Engine Optimization.

(Blogging, SEO, Search Engine Optimization, Free Website, WordPress, WordPress for Dummies)  
SEO+Clickbank (Search Engine Optimization 2016): Use The Power of Search Engine Optimization  
2016+ Clickbank The Complete Idiot's Guide to Starting and Running a Retail Store (Complete  
Idiot's Guides (Lifestyle Paperback)) How to Use, Adapt, and Design Sewing Patterns: From  
store-bought patterns to drafting your own: a complete guide to fashion sewing with confidence  
STORE DESIGN: A Complete Guide to Designing Successful Retail Stores The Imaginary App  
(Software Studies) The App Generation: How Today's Youth Navigate Identity, Intimacy, and  
Imagination in a Digital World Python on Symbian: Mobile app development made easy iOS 9 App  
Development Essentials: Learn to Develop iOS 9 Apps Using Xcode 7 and Swift 2 Book 1: Diving In  
- iOS App Development for Non-Programmers Series: The Series on How to Create iPhone & iPad  
Apps Book 2: Flying With Objective-C - iOS App Development for Non-Programmers: The Series on  
How to Create iPhone & iPad Apps App Savvy: Turning Ideas into iPad and iPhone Apps  
Customers Really Want

[Dmca](#)