App Store Optimization Mistakes

Idea In Short

Treat App Store Optimization [ASO] as a recurring discipline, not a launch task. Put context keywords in the title and subtitle instead of the product name alone. Fill Apple's keyword field with single words, because the algorithm combines words automatically, and write a separate set for Google Play, which has no keyword field and relies on the short and long descriptions. Review keywords constantly as trends change. Treat the icon, screenshots and preview video as conversion assets, since poor visuals stop users from downloading an app they have already found. If internal capacity is limited, choose an agency by its track record, portfolio and ability to explain keyword research, competitor analysis, conversion optimization and performance tracking.

You have built an excellent and useful app, launched it in the app store, and are waiting for the thousands of downloads it deserves. However, nothing happens. If this scenario sounds familiar to you, it means that you need assistance from an ASO marketing company that can help you to improve rankings in app stores. It will also help you to identify the reasons why your application has lost out among dozens of similar products and correct committed mistakes.

What actually goes wrong during ASO optimization

Here are some of the most common errors that prevent the application from performing well. If at least one of them is typical of your product, you need expert help.

No keywords in title and subtitle

It is very simple to commit, but it is also one of the most common. Developers often put the name of their product in the "Title" without adding context words (which are the main keywords).

At the same time, Apple and Google put a massive emphasis on keywords in the title and subtitle, and their presence often defines the ranking position. There are 30 characters in the title, so leaving it only to the application name is counterproductive.1

Phrases instead of words

The keyword field allows 100 characters, so you can fill it with the most relevant keywords.2 However, not all developers know that Apple's algorithm combines words automatically, and there is no use in burning space for relevant keywords with repetitive phrases.

For instance, for a calorie tracking app, many developers make the mistake of adding full phrases in the keyword field, such as:

- calorie tracker
- calorie counter
- calorie calculator
- food tracker

This wastes valuable character space. Instead, you can list such words as: calorie, tracker, counter, calculator, food, nutrition, diet, weight, fitness, meal.

Using the same keywords for Android and Apple

Even when a developer has found a good set of keywords that are relevant for their app, they often copy-paste them for the Android and Apple app stores. Then, they are surprised that these keywords do not work effectively. Android and Apple have different algorithms.

For Apple, keywords are entered in a dedicated 100-character field that is not visible to users. Google Play does not provide a separate keyword field, so target keywords must be naturally incorporated into the app's short description and long description.

Thinking that ASO is a one-time task

Many developers think that optimizing their product for the app store one time before the official launch is enough. However, it is never true. Your first keyword set is never the best version, so it needs to be modified constantly (especially given how fast marketing trends change). So, something that worked a couple of months ago is already outdated.3

If you do not want to spend hours monitoring emerging trends and ensuring your apps are up to the highest standards in app stores, it is best to hire a specialist for this task. Netpeak provides consistent monitoring and audits. It ensures that ASO is up-to-date and the best strategies are in place. The team backs its expectations with more than 6 years of experience with ASO and 100+ completed projects.

Ignoring the importance of visual optimization

Focusing entirely on keywords and ignoring visuals is another wrong strategy that should be changed immediately. Poor visuals can prevent users from downloading the application after finding it. An amateur ASO specialist may use generic app icons, cluttered screenshots, and outdated preview videos that fail to display your product at its best.

When it comes to optimizing app store visuals and mockups, the following aspects stand out:

- screenshots should clearly showcase key features and benefits
- app icon has to stand out among competitors
- video preview must demonstrate truly useful actions

It is also an excellent idea to add graphics that allow viewers to quickly understand what the application offers and why it deserves attention.4

How to select a trusted ASO agency

Picking the right ASO agency can make a huge difference to your app's performance. Look for an agency with a proven track record in App Store Optimization and check out their portfolio of successful projects. A good provider should be able to explain how they do keyword research, competitor analysis, conversion optimization, and track performance.

Summing up, ASO is not as simple a process as it seems to be at first glance. Consider all the errors in optimization before preparing your product for the app stores. Alternatively, hire a professional ASO agency to ensure high-quality optimization, ongoing monitoring, and efficient implementation of changes.

- 1Best practices for your store listing - Play Console Help

- 2Platform version information - App information - Reference - App Store Connect - Help - Apple Developer
- 3App store optimization
- 4Store listing experiments | Google Play Console

Summary

ASO is not as simple a process as it seems to be at first glance. The mistakes in this article share one pattern: each one either hides the app from search or weakens the page that users see after they find it. Missing title keywords, repeated phrases in the keyword field, identical keywords for Apple and Google Play, a one-time view of optimization and neglected visuals all limit downloads in different ways. Review them before preparing a product for the app stores, and repeat the review as markets change. Alternatively, hire a professional ASO agency to ensure high-quality optimization, ongoing monitoring and efficient implementation of changes.