2026 EDITION

App Store Optimization Checklist

24 checks for the App Store and Google Play

iOS / Android

App name	Store	Market / locale	Release date

Use one copy per store and locale. Tick completed checks. Skip rows for the other store.

01 Pre-launch | 02 Launch | 03 Post-launch

- [ ] **Pick the storefront and locale**
  Record the market, listing language, and available support coverage.
- [ ] **Build a local keyword shortlist**
  Use store autocomplete, reviews, and support tickets to group terms by intent.
- [ ] **Check demand and the top results**
  Save popularity, difficulty where available, and the apps in the top 10.
- [ ] **Map keywords to metadata**
  Draft one field map per store and locale. Give each priority term a place.
- [ ] **Choose a category and relevant tags**
  Record the category decision and verify any store-specific options.
- [ ] **Brief the icon, screenshots, and preview**
  Name the job the first screenshot should show and one creative idea to test.
- [ ] **Set your measurement baseline**
  Record keyword ranks, ratings, review volume, and the store's acquisition metrics.
- [ ] **Book the first post-launch review**
  Assign an owner and save the review date, traffic source, and reporting window.

Save the right baseline

For a relaunch, capture the numbers before changing the listing. For a new app, use the first complete reporting window after release.

Release owner	First review date

Launch checks

Validate the listing before submission and verify it when it goes live.

01 Pre-launch | 02 Launch | 03 Post-launch

- [ ] **Validate the App Store name and subtitle** — App Store
  Check each localized field in App Store Connect.
- [ ] **Validate App Store keywords and description** — App Store
  Check the keyword byte count. Remove terms already covered by the app name.
- [ ] **Validate the Google Play name and descriptions** — Google Play
  Check the app name, short description, and full description in Play Console.
- [ ] **Check the icon and first three screenshots**
  View them at listing size. Ask a reviewer what the app does and who it is for.
- [ ] **Review the preview video, if used**
  Watch it on a phone with the sound off. Check that the key action is clear.
- [ ] **Approve each priority locale**
  Ask a native reviewer to verify the copy, creative order, and claims.
- [ ] **Choose when to ask for a rating**
  Use the store's native prompt after a meaningful action in the app.
- [ ] **Clear the submission checks**
  Confirm the build, categories, privacy disclosures, age rating, and contact details.
- [ ] **Verify the live listing**
  Open it in the target storefront. Record the published version, URL, and time.

Store metadata limits

App Store

App name	**30 characters**
Subtitle	**30 characters**
Keyword field	**100 bytes**
Description	**4,000 characters**

Google Play

App name	**30 characters**
Short description	**80 characters**
Full description	**4,000 characters**

Apple app information | Apple version fields | Google Play store listing fields

Published version

Go-live date and time

Post-launch checks

Read the numbers by storefront before deciding what to change next.

01 Pre-launch | 02 Launch | 03 Post-launch

- [ ] **Review priority keyword positions**
  Compare related terms in the same storefront before acting on an isolated drop.
- [ ] **Compare the right metric for your store**
  Match the market, traffic source, and date range. See the definitions below.
- [ ] **Triage ratings and reviews**
  Group repeated issues. Record the app version when available and assign a follow-up.
- [ ] **Run one listing experiment**
  Log the control, variant, and decision rule. Keep the control if results are inconclusive.
- [ ] **Refresh the keyword shortlist**
  Check current demand and top results before replacing a priority term.
- [ ] **Decide where to localize next**
  Check local demand, product readiness, and support capacity before expanding.
- [ ] **Schedule the next listing audit**
  Set a quarterly date and reopen the relevant checks after a major change.

Compare metrics within the same store

App Store Conversion rate uses downloads and pre-orders divided by unique device impressions.

Google Play Listing CTR measures Install, Open, or Pre-register clicks among visitors. Check completed installs separately.

Apple metric definitions Google Play listing reporting

Record the next decision

Signal and comparison window

What to check or change next

Owner

Review date

Run the checklist with AI

Use these IDs to match each check to its evidence. ID 01 matches PDF field check_01, and so on through 24.

MCP	Review	Owner
Pull available AppFollow data	Analyze provided evidence	Get a person to verify it

ID	CHECK	EVIDENCE	MODE
Pre-launch			
01	**Confirm storefront and locale**	Target market, locale and device	Review
02	**Build a keyword shortlist**	Seed terms and local search suggestions	MCP
03	**Check demand and competition**	Top results and available keyword scores	MCP
04	**Map keywords to metadata**	Field-by-field draft for the selected locale	Review
05	**Confirm categories and tags**	Settings in the relevant store console	Owner
06	**Brief the listing creatives**	Asset brief and a testable first frame	Review
07	**Capture the baseline**	Rank, rating and review snapshot. Add store metrics from exports	MCP
08	**Book the first review**	Owner, date and reporting window	Owner
Launch			
09	**Validate App Store name and subtitle**	Localized copy and character counts	Review
10	**Validate App Store keywords and description**	Keyword byte count, duplicates and description length	Review
11	**Validate Google Play metadata**	Name and description lengths by locale	Review
12	**Review icon and screenshots**	Assets at listing size and reviewer feedback	Review
13	**Check the preview video**	Muted playback evidence if a video is used	Review
14	**Approve each locale**	Native reviewer sign-off	Owner
15	**Confirm the rating prompt**	In-app trigger and QA result	Owner
16	**Clear submission checks**	Console evidence for the build and required fields	Owner
17	**Verify the live listing**	Live URL, version and publish time	Owner
Post-launch			
18	**Review priority keyword positions**	Same terms, storefront and device in both periods	MCP
19	**Compare the correct store metric**	Store-console export for matching dates and source	Review
20	**Triage ratings and reviews**	Recurring issues, affected version if available, follow-up owner	MCP
21	**Interpret one listing experiment**	Console result, control, variant and decision rule	Review
22	**Refresh the keyword shortlist**	Recent rank history and current top results	MCP
23	**Choose the next locale**	Demand, product readiness and support coverage	Review
24	**Schedule the next audit**	Named owner, review date and trigger	Owner

Run your first ASO audit

Set up AppFollow once, then reuse the checklist for each release.

01 **Start on the AppFollow Free plan**

Create an account and add your app. Free includes up to seven days of history for supported reports.

02 **Connect AppFollow MCP**

Follow the setup guide for a compatible client such as Claude or ChatGPT. Use a read-only AppFollow role if available.

03 **Upload this PDF to your AI assistant**

Open the chat with the connection enabled. Upload this file, then paste the prompt below with your app details.

Copy this prompt

Run the attached ASO checklist for [app name or store URL], [store], [country and locale], [device if relevant], [release version or date] and [review window]. Ask once for any essential details I left blank.

Use read-only AppFollow MCP tools for available rankings, keywords, ratings and reviews. Request the exact store-console export or owner sign-off when evidence is missing. Use matching sources, definitions and date windows. Leave unsupported checks blocked.

Return one row per ID (01-24) with id, status, evidence, next_action, owner and due_date. Include the source, dates and scope in evidence. Use pass, attention, blocked, or not_applicable. Mark pass only with evidence and leave unknown owners and dates unassigned.

Give me the top three next actions. Keep product and store data read-only. Ask for approval before any change or publishing action.

Repeat after launch

For recurring runs, request JSON with the same IDs and fields. If your AI client supports scheduled runs with MCP, schedule the read-only report and route blocked checks to their owners.

Free plan details

Put your checklist to work in AppFollow

Start free, connect AppFollow MCP, and give this PDF to your AI assistant.

Sign up for AppFollow Free **Connect AppFollow MCP**

Data access depends on your plan, permissions and available history.