



Arfa Karim
Technology Incubator

App Store Optimization

Duration: 3 Months



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Modules

- App Store Ecosystem & Ranking Factors
- Keyword Research & Optimization
- App Title, Description, & Metadata
- Visual Assets & Graphics Optimization
- User Reviews & Ratings Management
- App Store Testing & Experimentation
- ASO Analytics & Continuous Improvement

Outcomes

- Understand the fundamentals & its significance in mobile app marketing
- Familiarize themselves with the app store ecosystem and the key factors that influence app rankings
- Conduct effective keyword research & implement optimization strategies to improve app discoverability
- Craft compelling app titles, descriptions, & metadata to attract & engage potential users
- Optimize visual assets & graphics to enhance the app's visual appeal & conversion rates
- Manage user reviews & ratings to maintain a positive app reputation & user satisfaction
- Implement A/B testing & experimentation techniques to refine ASO strategies

Audience

- Mobile app developers
- Digital Marketers
- Students

Eligibility Criteria

- It is open to individuals from various professional backgrounds who want to enhance their knowledge of ASO & its application in mobile app marketing