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app store optimization or aso for short is the process of optimizing an app or game in app stores apple app store google play store microsoft store to maximize visibility improve conversion rates and drive organic downloads essentially aso is the seo search engine optimization for apps

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app store optimization is the process of ensuring that an app appears in the top search results for relevant keywords in the app store it's a great way to boost downloads and increase revenue for any app most of you are likely familiar with seo search engine optimization for websites aso can best be described as the cousin of seo

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this is where app store optimization aso helps in improving your app s visibility in the app stores to generate more installs and increase your app conversion rates over a decade ago developers started with aso mostly through keyword optimization but now aso requires a wide array of resources and skills to optimize your app listing

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what is app store optimization aso if you re in the marketing bubble you ve likely heard the acronym aso which stands for app store optimization app store optimization is a growing priority for mobile app publishers as the number of apps on the market skyrockets take the following statistics for context

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