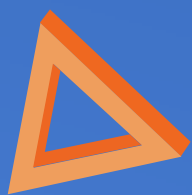
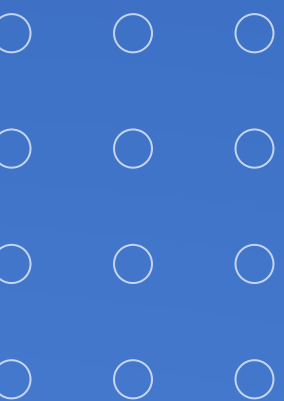
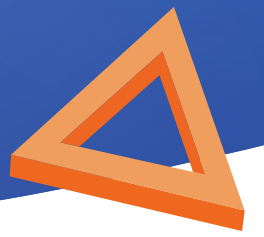
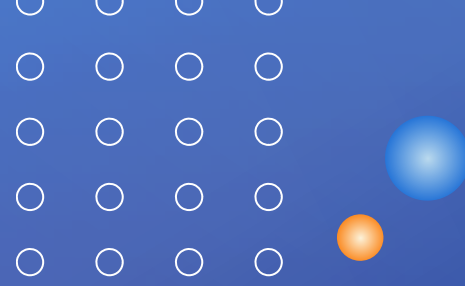


Getting Featured in Google Play and the App Store

The Ultimate Checklist





Things to Keep in Mind

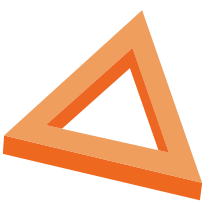
No guarantees: Remember there's no guarantee of getting featured, even with all boxes ticked.

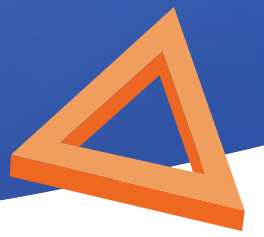
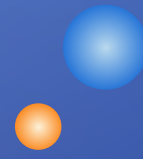
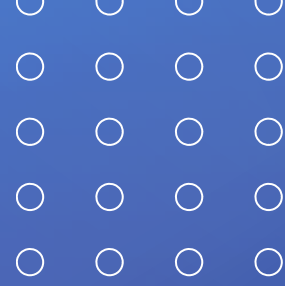
Stay dynamic: Adapt to changes as App Stores' selection of games to feature evolves over time.

Don't over-rely on features: Don't solely depend on being featured for your game's success; have other marketing strategies in place.

The "Getting Featured" Checklist

Instructions: Rate yourself on a scale of 1-5, where 1 is "Not at all" and 5 is "Absolutely" for each of the following statements. Total your score at the end to evaluate how prepared you are to get your game featured!





Questions

Your game has high-quality, unique, and visually appealing graphics.

Your game doesn't have to have the most expensive graphics, but it should be visually appealing and align with App Store guidelines.

Your game does one thing really well.

Your game has a signature feature that you've perfected and stands out in one area (like visuals, design, gameplay, etc.).

Your game leverages new features or fits a trend promoted by the app stores.

You're attuned to what the app stores are promoting and have found ways to incorporate those features or trends into your game.

Your Score



Your game is optimized for rock-solid gameplay.

Your game runs smoothly, doesn't crash, and integrates accessibility best practices.

You're regularly doing updates and adding fresh content to your game.

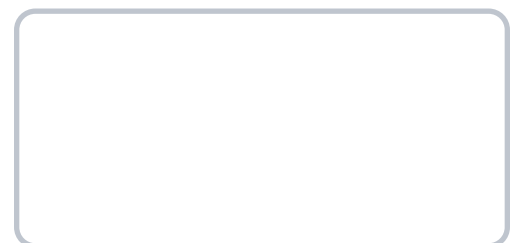
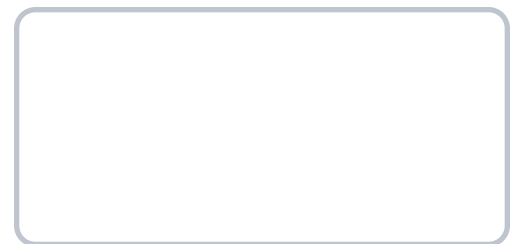
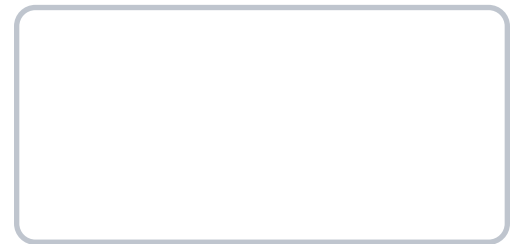
You actively maintain your game and keep it fresh with updates, seasonal events, or new content.

You stay on top of App Store Optimization (ASO).

You regularly optimize your game's metadata, keywords, screenshots, and videos, and A/B test different elements to improve your store page conversion rate.

You've built relationships with the app stores.

You actively participate in developer forums, attend conferences, and have direct contact with app store curators.



You actively engage with player reviews.



You don't ignore negative reviews. Instead, you take them as feedback to improve the game and work to resolve issues raised by unhappy players.

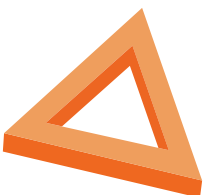
Add Your Scores!

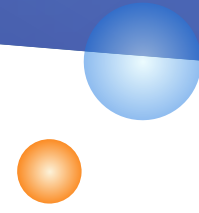
8-16: You might want to revisit your strategy. A lot of improvements can be made to increase your chances of getting featured.

17-24: You're on the right track, but there's more work to do. Look at the areas where you scored lower and focus on those.

25-32: You're doing well! Just a few tweaks here and there can give you a solid shot at getting featured.

33-40: Excellent! You're fully optimized to have a great chance at being featured. Keep up the good work!





Bonus Tips:

1. Getting a feature on an App Store typically makes subsequent features easier.
2. If you weren't featured in some regions, focus on localizing and adapting your game's content for those areas.
3. App stores like to feature major updates, so wait for significant updates before asking for a feature review.

Your Score

Unfriendly content: App Stores look for family-friendly games, so any game with content such as excessive violence, gambling, guns, or drugs will lessen its chances of getting featured.

Cloning: App stores seek original and unique games, so if your game is a clone of another, your chances of being featured decrease.

Bad player reviews: A game must have a certain level of positive player review ratings before it can be considered for a feature.

