

2017  
Edition

# App Store Optimization Tools 2017 Guide

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App store optimization (ASO) is the process of optimizing mobile apps to rank higher in app stores and is often described as app store SEO. If you're a developer trying to make your app stand out in a crowded app store, the right app store optimization tools can play a crucial role in your app marketing and help boost your app's visibility to increase downloads.

This guide goes over the different aspects of App Store Optimization before listing the best tools out there to get your mobile app to the top of the store, whether its Google Play for Android or iTunes for Apple's iOS.

ASO has many parts to it, from keyword optimization to screenshots and analyzing reviews. The companies listed in this guide offer a range of app store optimization services, from analytics to reports, intelligence and consultancy services.

So what is App Store Optimization (ASO)? The sections of this guide break it down as follows:

- [Asset Optimization](#)
- [Keyword Optimization](#)
- [Types of ASO Tools](#)
- [Selected ASO Tools](#)

## Asset Optimization

Asset optimization is in-app screenshots, the preview video, the app's icon – basically everything that isn't text. Many users will download your app or turn away simply by the

look of those screenshots or the preview video. Further, if they recognise your brand or app from the logo, they are more likely to download it.

There's a technical side to asset optimization as well – the screenshot needs to fit within the app store, it needs to be cropped properly and show the right features. Any old picture or screengrab won't do.

## Keyword Optimization

Keyword optimization includes all the text in your app's page, from the title to the description. Key words being present is of course important, but so is good writing – you have to convince users to download your app with very few words, so each one counts. App store keyword optimization isn't as easy as dumping all the keywords either; ranking algorithms are getting smarter and users will rate the app negatively when they see that kind of behaviour.

Good writing and choosing the right keywords is thus crucial to getting a good rank in the app store. What about including the most important keyword in the title? According to some studies, it can [increase app store ranking by as much as 10%](#), so if you can do it without sounding contrived, then you should.

Something else to keep in mind is that localization is key – a good translation of your description that is sensitive to cultural norms and knows how to speak in the target language is the difference between a successful app and missing out on an entire country's (or language's) market.

## Types of ASO Tools

### Keyword Trackers

Keyword trackers do exactly what their name implies: they track the performance of given keywords in driving app downloads and page views. Companies like [App Radar](#), [Mobile Action](#), and [App Tweak](#) track your set keywords, when they're used in app store pages and how those apps perform. Most of these platforms, such as [Sensor Tower](#) and [myASO](#), suggest the correct keywords to you based on what the current trends are.

### App Store Data platforms

As mentioned above, there's more to ASO than just keyword optimization. Companies like [App Annie](#), [Apptopia](#) and [Prioridata](#) are among the best of class in making sense of the mass of data that comes out of iTunes and Google Play. From reports on the top new apps and how they got to the top to tracking user reviews by app version (to see how changes affect reviews), the tools offered are extremely useful. Some of the platforms also have a free level to their pricing plan so you can try before you buy.

### App Store Ranking optimizing agencies

While the above platforms provide you with data, companies like [The ASO Project](#), [Pick-ASO](#), [Red Box Mobile](#) and [The ASO Co.](#) will do the stats tracking and optimization themselves, delivering reports on your apps performance afterwards. Others who follow this more hands-on approach are [Incipia](#), [Dot Com Infoway](#), [Mobtimizers](#) and [Phiture](#) who also do full-spectrum app marketing.

Another important tool in your arsenal is A/B testing, which works for both keywords and other assets whose influence might be more difficult to get a grip on. App stores now give data on how users behave when they see your app's page, but there are so many variables that A/B testing is pretty much required to check which changes work and which don't.

To that end, [gummicube](#) offers "live focus groups" for A/B testing your store page, and [Test-Nest](#) does a similar thing by creating a mock app landing page for you to test out changes before actually pressing the publish button. [StoreMaven](#) and [SplitMetrics](#) offer variations on A/B tests, like testing specifically for icons or screenshots, and SplitMetrics also has ASO consultations included in some of its price tiers. However it's important not to overdo changes, especially with the title of the app, as changing that too often can be detrimental to your ranking.

Whether you want to carry out keyword optimization, A/B test your creative, or track the marketplace to give you a competitive edge, we've compiled a list of the top app store optimization tools on the market, to get your app discovered.

You can [find more ASO tools and app store optimization platforms](#) in our directory

### Selected ASO Tools

Our list of some of the best ASO Tools to be found is not ranked. It showcases a variety of tools for a number of different functions with an aim to cover all aspects of app store optimization but without naming any one tool or company "the best" – all of these offer something different and crucial.

#### [App Annie](#)

# App Annie

App Annie is an app analytics and app market data platform for developers and marketers. App Annie has offices around the world and provides business intelligence tools to aid app publishers and developers with decision-making. Use their ASO tool to measure, test and optimise your keywords to increase your app's discoverability and boost downloads.

- **Key features:** keyword and competitor tracking, advanced search filters, analyse keyword rankings.

- **Tagline:** ASO and app store optimization tools.
- **App stores:** iOS Apple Store and Google Play.
- **Price:** Store Stats and ASO tools are free.

### Tune



[Tune](#) is a measurement and attribution platform for mobile marketers. Founded in 2009, the company's rapid growth means they now boast seven offices around the globe. Along with attribution and app store analytics and in-app marketing, Tune offers an app store optimization tool for developers to boost organic results by optimizing their app store assets.

- **Key features:** Get keyword suggestions and track rankings, compare install estimates, track competitors, A/B test descriptions.
- **Tagline:** TUNE marketing console – mobile measurement, attribution, and engagement.
- **App stores:** iOS Apple Store and Google Play.
- **Price:** Contact for subscription prices.

### Storemaven



[StoreMaven](#)'s key selling point is "The Maven", an "Artificial Intelligence" which evaluates the results of your AB testing (and it can test a lot of different variables) to give you the best possible results.

- **Key features:** AI Testing
- **Tagline:** App Store and Google Play AB Testing
- **App stores:** App Store and Google Play
- **Price:** Not on website, though a 30-day free trial is available.

### Apptopia



Apptopia's plans start at \$49.99/month for five tracked apps, with optional add-ons of \$14.99/app, and always include SDK analysis, monthly active users, downloads and reve-

nues. [Apptopia](#)'s "Breakout Predictor" also attempts to identify which apps will hit the top 100 before they do so.

**Key features:** Pay-per-tracked app model

**Tagline:** Profit from your competitor's secrets

**App stores:** Google Play and iTunes

**Price:** \$49.99/month (five apps)

### Prioridata



Two different offers by Prioridata: Keyword Intelligence, for optimizing your app's store page, and Competitive Intelligence which tracks both your app's performance and that of your competitor apps across various countries and stores.

**Key features:** Freemium model tracks 3 apps or five keywords (but in US only).

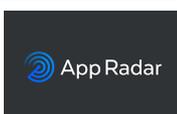
**Tagline:** Win your mobile market

**App stores:** Google Play and iTunes.

**Price:** Starts at \$99/month

**Priori App Market Intelligence:** App Store Leaderboards & Niche Markets Analysis

### App Radar



[App Radar](#) is an app marketing platform helping you through the process of app store optimization. There are currently two modules available: the App Radar Publisher & App Radar ASO-Tool.

- **Key features:** Daily or weekly ranking reports via Slack or email.
- **Tagline:** Keep track of your app's keywords and rankings
- **App stores:** Google Play and iTunes.

Price: €1/day with a 14 day free trial available.

## The Tool



[TheTool](#) is an all-in-one ASO and app-marketing platform which styles itself as the first performance based tool of its kind on both Google Play and iTunes. Tracking installs (organic and not), keyword rankings, conversion rates and more, all displayed on a slick UI.

- **Key features:** Data is taken from 91 countries.
- **Tagline:** One-stop ASO and App Marketing Tool
- **App stores:** Google Play, iTunes
- **Price:** Free 30 day trial, then starts at \$29/month

### TheTool's Pricing Plans

Startup	Growth	Ninja
<del>39€</del> <b>29€</b> /month	<del>89€</del> <b>69€</b> /month	<del>249€</del> <b>199€</b> /month
<b>30-day FREE trial</b> for beginners & small business	<b>30-day FREE trial</b> for App Marketing professionals	<b>30-day FREE trial</b> for agencies and big companies
<ul style="list-style-type: none"> <li>&gt; 5 apps</li> <li>&gt; 200 keywords</li> <li>&gt; All time historical data</li> <li>&gt; Dev. consoles integrations</li> <li>&gt; 3rd party integrations</li> <li>&gt; Email alerts</li> <li>&gt; -</li> <li>&gt; -</li> <li>&gt; -</li> <li>&gt; 1 team member</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 15 apps</li> <li>&gt; 600 keywords</li> <li>&gt; All time historical data</li> <li>&gt; Dev. consoles integrations</li> <li>&gt; 3rd party integrations</li> <li>&gt; Email alerts</li> <li>&gt; Export to CSV</li> <li>&gt; Annotations</li> <li>&gt; Advanced Keyword Research**</li> <li>&gt; 3 team members</li> </ul>	<ul style="list-style-type: none"> <li>&gt; 50 apps</li> <li>&gt; 2,500 keywords</li> <li>&gt; All time historical data</li> <li>&gt; Dev. consoles integrations</li> <li>&gt; 3rd party integrations</li> <li>&gt; Email alerts</li> <li>&gt; Export to CSV</li> <li>&gt; Annotations</li> <li>&gt; Advanced Keyword Research**</li> <li>&gt; 10 team members</li> </ul>

## ASOdesk

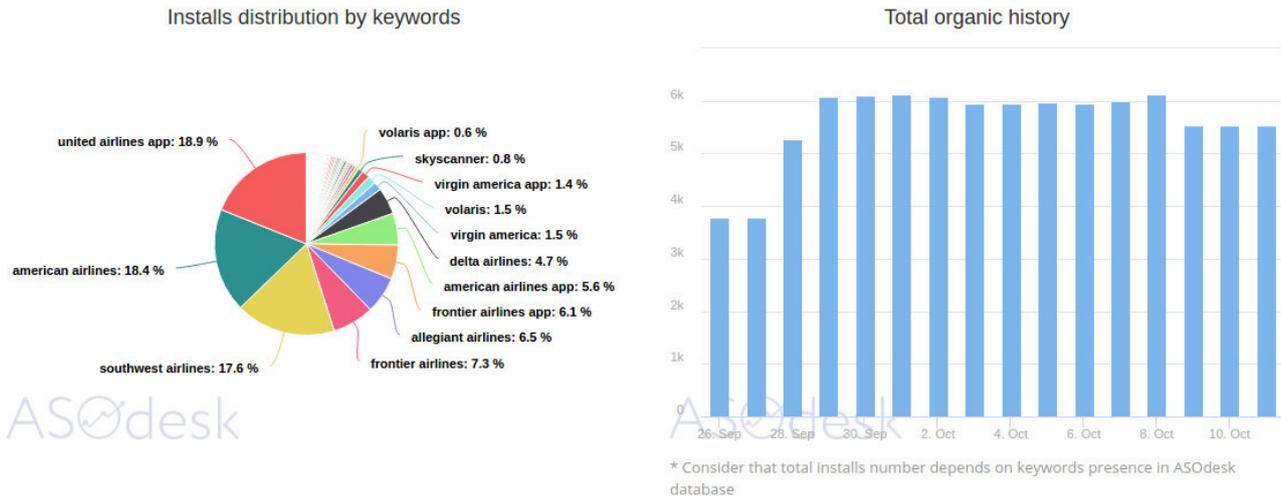


Their ASO-specific products are three: Keyword Analytics, Keyword Explorer and Keyword Charts and Competitors, but [ASOdesk](#) also offer marketing automation, app analytics and “organic intelligence”, which explores search traffic in more depth.

- **Key features:** Marketing automation for ASO included.

- Tagline: Improve your iOS and Android app visibility
- App stores: Google Play, iTunes
- Price: Starts at free, first paid tier is \$49/month

## Example of organic research report by ASOdesk



## Gummicube



[Gummicube](#) has been in the app store optimization business since 2011. The company built its own DATACUBE app store intelligence software to understand what users search for in the App Store and Google Play to deliver better results. Gummicube provides on-page (content) optimization and analyses reviews and ratings to increase organic downloads.

- **Key features:** App focus group service, on-page (content) optimization, ratings and reviews, app logo and screenshots.
- **Tagline:** Get the best app store optimization service from our experts.
- **App stores:** Apple App Store and Google Play.
- **Price:** monthly flat fee.

## AppCodes



[AppCodes](#) is a startup, founded in 2010, that provides a set of app store optimization tools for developers to boost their app's visibility. AppCodes offers a keyword prediction tool to highlight your competitors' keywords and a tool to predict your position in the app store, for a given keyword, so you can stay ahead of the competition.

- **Key features:** competitor tracking, keyword tool to find your best options, track app visibility in the app store.
- **Tagline:** Probably the best tool for app store optimization.
- **App stores:** iTunes and Google Play.
- **Price:** \$14.95 per month.

## Mobile Action



[Mobile Action](#) is a leading user acquisition service for mobile developers. Founded in 2013, and headquartered in San Francisco, the company has released its app store intelligence and app store optimization tools for free. Get competitor rankings, app download and revenue insights and make informed ASO decisions to increase your organic downloads.

- **Key features:** easy-to-use dashboard, competitor tracking, recommended actions.
- **Tagline:** App store optimization and app marketing.
- **App stores:** iOS Apple Store and Google Play Store.
- **Price:** App Analytics is free. ASO Intelligence starts at \$39 per month.

## AppTweak



[AppTweak](#) is an app store optimization platform that helps developers increase their app rankings and downloads. Founded in 2013, the Belgian startup delivers ASO recommendations through personalised app marketing reports to help you boost the number of downloads of your app. And, you can optimize and localize your keywords in six languages including English, French, Dutch, German, Portuguese and Spanish.

- **Key features:** personalised reports, support 60 countries, keyword selection, and competitor tracking and comparison.
- **Tagline:** App store optimization – mobile SEO.
- **App stores:** iOS Apple Store and Google Play.
- **Price:** 7-day free trial. Packages from €29 per month.

### SearchMan



[SearchMan](#) offers a self-serve big data tool to help developers boost their app's visibility in app stores. Since its beginnings in 2011, the Mountain View-based company has committed to developing its SEO for mobile apps service. Now you can get data-driven keyword suggestions and push updates to improve search rankings and increase downloads, and quickly get a sense of your app's discoverability from the search visibility score.

- **Key features:** track search rankings, discover and optimise your keywords, check visibility scores, access app market research for free.
- **Tagline:** App store optimization and SEO software, made easy.
- **App stores:** iPhone, iPad, and Google Play.
- **Price:** App Market Research is free. ASO tool is \$25 per app per month.

### Sensor Tower



[Sensor Tower](#) is an app store optimization and intelligence platform for app developers. Founded in 2013, by Alex Malafeev and Oliver Yeh, Sensor Tower provides valuable insights into your competitors through its Rankings and Leaderboards resource. The app store optimization tool's accurate data and tracking functions help improve your app's visibility in the app store; while the [keyword translation](#) feature translates your keywords into multiple languages to increase your app downloads in other countries.

- **Key features:** app ranking, keyword optimization, keyword translation, download and revenue estimates, and competitor tracking.
- **Tagline:** Mobile App Store Marketing Intelligence.
- **App stores:** iOS Apple Store and Google Play.
- **Price:** From \$79 per month.

## Keyword Tool

### Keyword Tool

[Keyword Tool](#) is a web extension that helps users find the keywords that people are typing in the app store search box, to perform app store optimization. Help your users find your app easily by matching your app title and description keywords to your target audience's search terms. Keyword Tool uses App Store autocomplete to find the most popular keywords related to the topic of your app leading to more organic installs.

- **Key features:** free tool, keyword research using App Store autocomplete, specify App Store country and language to generate keywords.
- **Tagline:** App store optimization tool for keyword research, ASO and SEO.
- **Price:** Free.

*Keyword Tool an app store optimization tool*



The screenshot shows the Keyword Tool interface. At the top, there is a logo with a flame icon and the text "Keyword Tool". Below the logo, it says "Get Over 1,000 Keywords For App Store Optimization For Free". There is a navigation bar with buttons for "Google", "YouTube", "Bing", "Amazon", and "App Store". Below the navigation bar is a search input field with the placeholder text "type a keyword and press enter". To the right of the input field are two dropdown menus: "United Kingdom" and "English". A red search button with a magnifying glass icon is located to the right of the dropdown menus. Below the search input field, there is a large heading: "Find Apps, Topics, And Keywords That People Are Looking For At App Store". At the bottom, there is a sub-heading: "Keyword Tool Helps You Find The Keywords That People Are Typing Into The App Store Search Box".

## MetricsCat

### MetricsCat

[MetricsCat](#) is a mobile apps analytics service, founded in 2013 by Vitali Mikulski. They aggregate data from mobile markets and provide analytics based on user reviews. Their tools

empower developers to perform market analysis and track app performance across markets.

- **Key features:** keyword suggestions for ASO, weekly reports, competitor insights and trends for reviews.
- **Tagline:** All you need for analyzing mobile apps data.
- **App stores:** iOS Apple Store, Google Play and Windows app store for mobile.
- **Price:** Free 14-day trial. Plans from \$49 per month.

### AppRankCorner



[AppRankCorner](#) is a free app store optimization tool that helps developers optimize their app's keywords using its intelligent suggestions. Founded in 2014, AppRankCorner helps you track your keyword rankings and compare them with your competitors to analyse your app's performance. They'll also send you daily email reports with your new rankings and reviews.

- **Key features:** free tool, keyword suggestions and tracking, daily reports, 30 supported countries.
- **Tagline:** App store optimization all in one tool.
- **App stores:** iOS App Store and Google Play.
- **Price:** Free.

### Split Metrics



[Split Metrics](#) is a tool for mobile app developers and game publishers to A/B test and optimize app store pages for maximum conversion. Founded in 2015, by Eugene Nevgen and Max Kamenkov, Split Metrics helps you optimize your creatives, personalise app pages for different demographics, and analyse user behaviour in real-time. Use the tool to A/B test everything from icons and screenshots to video previews and the colour of the download button.

- **Key features:** unlimited experiments at a time, advanced targeting, track competitor conversion, app store screenshot designer tool.
- **Tagline:** Mobile A/B testing for App Store and Google Play.
- **App stores:** iOS Apple Store and Google Play.
- **Price:** From £249 per month. Custom plans available.

## Preapps



[Preapps](#) is a platform that acts as a marketplace to connect app lovers with newly launched apps. The Boston-based startup's app store optimization experts will optimize your app for each app store's search algorithm to maximise exposure and ranking. They will handle the optimization of your app's title, description, keywords, icon and screenshots; and provide comprehensive reports with actionable insights.

- **Key features:** pre-launch mobile app marketing, app store optimization including keyword suggestions.
- **Tagline:** Our techniques make your extraordinary app stand out.
- **App stores:** Apple App Store, Google Play, and Windows Phone.
- **Price:** ASO service is \$999.

## CodeNgo



[CodeNgo](#) is a multi-app store self-publishing tool for Android app developers. Founded in 2011, by Chris Jones, CodeNgo helps developers submit and manage all of their app store accounts from a single platform. A report by the One Platform Foundation found that alternate app stores drive 200% more downloads per app available than Google Play. Increase your app's reach by publishing to over 30 app stores including Amazon, Samsung, Opera, Getjar, Appland, Mobango and more.

- **Key features:** up to 33 app stores, submit apps and updates to hundreds of stores from a single location, consolidated reporting, automated language translations, and app review tracking.
- **Tagline:** App stores self-publishing service for Android developers.
- **App stores:** Google Play, Opera, Samsung, Amazon, Opera, SlideMe, Aptoide and more.
- **Price:** The basic plan has a one-off set up free of \$20 per app.

## AppFollow

The logo for AppFollow, consisting of the word "APPFOLLOW" in a bold, white, sans-serif font centered within a solid black rectangular background.

Born in 2014 from a hackathon, AppFollow started out as a review tracker but now follows

AppsFlyer and SearchAds campaigns, Google Play replies and more. All versions give access to their API.

- **Key features:** Data is delivered through channel of your choice (e.g. Hipchat, Slack)
- **Tagline:** Reviews and Update Monitor
- **App stores:** App Store, Google Play
- **Price:** Free, premium starts at \$9/month

### RaiseMetrics



RaiseMetrics model is highly customisable according to the number of users and apps you need to test: their free-priced tier includes one app and 5000 tested user, while the first paid-for tier includes 3 apps with 50,000 users.

- **Key features:** Highly customisable tests and tiers
- **Tagline:** Split testing tools for app conversion optimisation
- **App stores:** Google Play, App Store
- **Price:** Free, professional tier starts at \$99/month

#### *RaiseMetrics Pricing Plans*

	Free 	Professional  €99/mo	Business  €249/mo	Custom  Custom pricing
Number of apps	1	3	5	Custom
Experiments per month	1	5	10	Custom
Team members	1	2	10	Custom

Source: [Raisemetrics.com](http://raisemetrics.com)

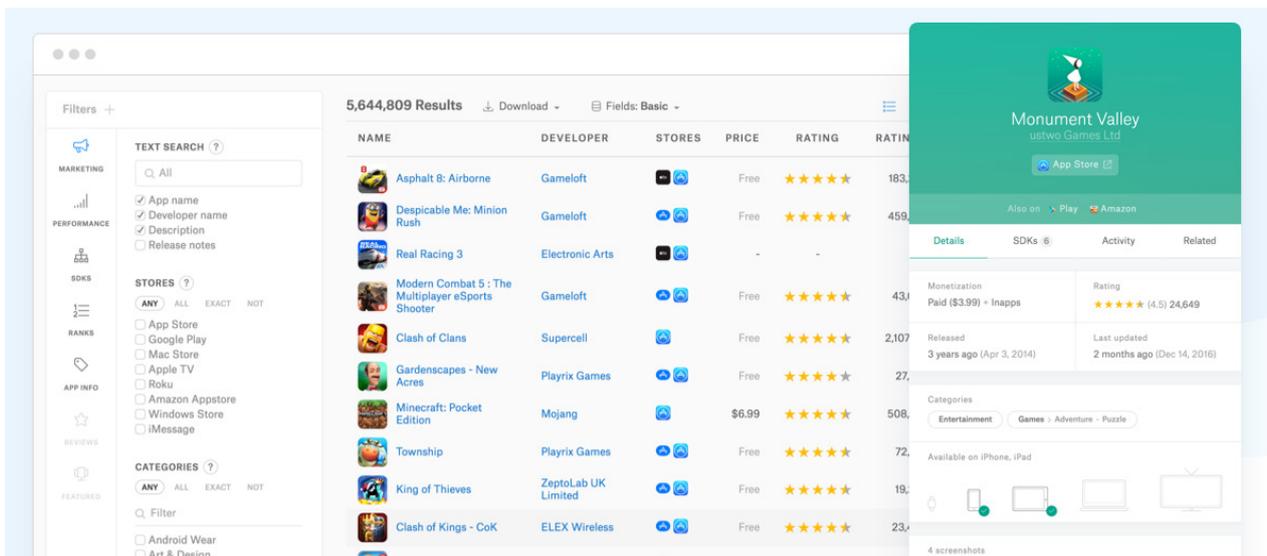
## Appfigures



[Appfigures](#) offers three different products: Analytics, aimed at developers, is about app performance in the app store, tracking revenue, market performance, user feedback and more, with hourly updates on app ranks.

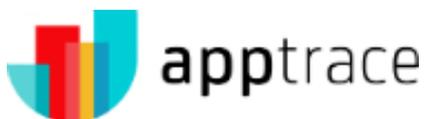
- **Key features:** Database fully managed by Appfigures team.
- **Tagline:** App Store Analytics
- **App stores:** App Store, Google Play, Amazon Store, Windows Store
- **Price:** Free, all-access starts at \$4.99/month

### Appfigures' discovery tool for marketers



Source: [appfigures.com](#)

## AppTrace



A fully-free app analysis service tracking both iTunes and Google Play stores. Entirely browser based and with a free monthly report, apptrace belongs to Adjust.

- **Key features:** Browser-based charts.
- **Tagline:** Love your stats!
- **App stores:** Google Play and iTunes

- **Price:** Free.

## Screenshot of Appttrace Chart

Play Store Top 15 Global Apps

1		Farming Simulator 18	↑ 1	2		Chibi Survivor Weather Lord	↓ -1	3		Toca Lab: Plants	⇌ 0
4		Angry Birds Evolution	⇌ 0	5		Goat Simulator Payday	↑ 1	6		Slayaway Camp	↓ -1
7		The Floor is Lava	⇌ 0	8		Snake VS Block	⇌ 0	9		Pokémon: Magikarp Jump	⇌ 0
10		Secret High School 3: Breakup	⇌ 0	11		My Town : Haunted House	⇌ 0	12		Last Day on Earth: Survival	⇌ 0
13		Minecraft: Pocket Edition	⇌ 0	14		Messenger	⇌ 0	15		Exploration Pro 2	↑ 2

## TestNest



TestNest is a very well supported ASO tool, AB Testing icons, screenshots, video previews and much more and delivering the data in either csv or email formats. All plans include 256-bit encryption SSL.

- **Key features:** Creative design and ASO consultant offered for extra price
- **Tagline:** Self-serve App Store and Google Play A/B Testing
- **App stores:** Google Play and App Store
- **Price:** Starts at \$149/month

## Applyzer



Applyzer offers a suite of ASO and market intelligence tools for developers but with a strong focus on investors and marketers too – this means things like keyword ranking history, auto-translation of reviews and Slack alerts for market-specific events.

- **Key features:** Publishes global rankings for iOS, Google Play, Mac and Apple TV

- **Tagline:** Market analysis and store optimization
- **App stores:** Google Play, iTunes, Mac Store
- **Price:** Free, premium tier starts at \$10/month

## Screenshot of Applyzer's app rankings

Rank	Paid	Free	Grossing
1	[1187265767]	Balls VS Blocks Voodoo	Clash of Clans Supercell Oy, Supercell
2	Minecraft: Pocket Edition Mojang AB, Mojang	Instagram Instagram, Inc. +1	Netflix Netflix, Inc.
3	Heads Up! Warner Bros. Entertainment, Warner Bros.	YouTube - Watch Videos, Music, and... Google, Inc. -1	Clash Royale Supercell Oy, Supercell
4	[1091224574] 	Snapchat Snap, Inc.	Pandora - Music & Radio Pandora Media, Inc.
5	Plague Inc. Ndemic Creations LTD, Ndemic Creations -1	Messenger Facebook, Inc.	Candy Crush Saga King.com Limited, King
6	HotSchedules HotSchedules +1	Bitmoji - Your Personal Emoji Bitstrips Inc., Bitstrips	Mobile Strike Epic War LLC +4

## Meatti



[Meatti](#) uses data science to deliver an app store optimization report to you for free, tracking the top 100 apps and comparing yours to see what you can improve and what they're doing right.

- **Key features:** AI Sentiment analysis, daily reports
- **Tagline:** Your One-Stop App Store Optimization Platform
- **App stores:** iOS
- **Price:** Free

## Meatti's Three Steps

### Increase Your App Downloads & Revenue in 3 Simple Steps



#### 1. Analyze

Analyze and benchmark your app against the top 100 apps, and learn how to improve your app's ranking and rating.



#### 2. Optimize

Follow our simple instructions and recommendations to refine your app listings and strategy.



#### 3. Sit Back & Relax

Get notified with our daily updates. Relax and enjoy watching your app downloads and revenue grow!

### [Reflection.io](#)



Reflection.io provides market intelligence and app data to clients like Miniclip, Sky and the BBC through it's web-based interface and two different free plans, with one tracking 10 apps.

- **Key features:** One-stop shop for tracking and monetization.
- **Tagline:** Better Market Insight = Better Apps
- **App stores:** Google Play, iTunes
- **Price:** Two free pricing tiers, then \$199/month.

### Final Thoughts

We hope this article helps you choose the right ASO tools for your app. Remember, it's not unusual for an app developer to combine different tools in their quest for discoverability. Looking for more options? Check out more app store optimization tools and services in our [User Acquisition Directory](#).



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