



TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

Professional App Store Optimization (ASO) Course Outline

Module 1: Introduction to ASO

- What is ASO?
- Importance of ASO for App Success
- Difference Between ASO & SEO
- Understanding App Store Algorithms

Module 2: App Store Ranking Factors

- Google Play Store vs Apple App Store
- Key ASO Metrics & KPIs
- Understanding App Categories & Trends

Module 3: Keyword Research & Optimization

- Importance of Keywords in ASO
- Tools for ASO Keyword Research
- Finding High-Impact Keywords
- Competitor Keyword Analysis

Module 4: App Title & Description Optimization

- Crafting a High-Converting App Title
- Writing an SEO-Friendly App Description
- Use of Keywords in Titles & Descriptions

Module 5: App Icon, Screenshots & Video Optimization

- Designing an Eye-Catching App Icon
- Creating Engaging App Screenshots

- Importance of App Preview Videos

Module 6: Ratings, Reviews & User Engagement

- Importance of User Ratings & Reviews
- Strategies to Get More Positive Reviews
- Managing Negative Feedback

Module 7: A/B Testing & Performance Tracking

- Importance of A/B Testing in ASO
- Tools for A/B Testing & Analytics
- Improving ASO Strategy Based on Data

Module 8: App Localization & Global ASO Strategies

- Importance of Localization in ASO
- Translating & Optimizing for Global Markets
- Cultural Considerations in ASO

Module 9: Advanced ASO & Monetization

- ASO Strategies for Different App Categories
- App Monetization Strategies
- Future Trends in ASO

Module 10: ASO Tools & Case Studies

- Best ASO Tools & Software
- Real-World ASO Success Stories
- Final Project: ASO Strategy for a Live App