App Store Optimization Bible: Learn how to ASO your apps

By Gabriel Machuret

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The App Store optimization , ASO is in simple words the strategy behind optimizing your apps to achieve the best ranking possible in the app store.
Many call ASO the new SEO… and many define ASO as literally SEO for apps.
The reality is that app store optimization is new, unpredictable and at the doors of 2015 we are facing a new urgency to understand the real potential of App store optimization.

The ASO Bible tries to be a humble guide written by one of the world leading ASO practitioners.
The book tries to educate app developers, appreneurs and app publishers about the huge importance of market research, proper keyword research and the general rules of app store optimization for Apple App Store and Google Play marketplace.

Some of the strategies explained in this book come from months and months of practice, after optimizing literally hundred of apps.

The goal of the book is to educate and be as transparent as possible about the right way to do app store optimization, starting with the empirical concept of search in the app store, to the right approach of starting keyword research and competition analysis.

4 Important ASO things you will learn

1. How to do proper app store optimization, the mistakes developers are making and how costly those mistakes really are. (And they even don't know they are making those mistakes!)

2. How to use app store optimization tools properly and why some ASO tools may be affecting your understanding of your REAL ranking opportunities.

3. The real power of app reviews in the algorithm, and how apps like Flappy Bird really achieved the ranking they did.

4. The insights of industry experts, how they really do ASO and how they have used ASO to change their app business. 100% Pure ASO Ninja strategies revealed.

About the Author

Gabriel Machuret is a leading app store optimization expert, consultant, trainer and author. In the last 2 years, Gabriel has helped over 200 different app companies to achieve better ranking by implementing practical and effective app store optimization strategies. Gabriel is the host of the ASO podcast, best selling ASO trainer at Udemy and international ASO speaker and educator.

Gabriel believes that ASO should be approached in a fresh and human way, and that all developers should empower themselves to be masters of their own app ranking.

"My goal is to make ASO approachable, easy to understand and hopefully using simple strategies I can help app companies to achieve a better ROI for their beloved Apps"

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