APPS BY VIKAS

Meet Vikas



GenzLudo

Ludo with 3D characters and up to 8 players. A first-of-its-kind no-teaming-up feature keeps play fair. Try it - you'll love the difference.

Download on Google Play



Kachu

Too much scrolling straining your neck? Add your addictive apps and complete daily neck exercises to unlock them.

Download on Google Play

Google Play Store ASO 10/10

Complete Hinglish Guide — keyword research se lekar Android vitals tak, ek hi jagah.

Real Example: ReelBlink

ReelBlink ek screen-time wellness app hai jo short videos dekhte waqt blink karna yaad dilati hai, blink breaks deti hai aur optional on-device blink detection use karti hai. Is guide ki saari strategies main ReelBlink par khud implement kar raha hoon.

ASO hota kya hai?

ASO = App Store Optimization

Simple language me, Google Play ko clearly samjhana:

Aapki app kya karti hai + kis user ke liye hai + kis search ke liye relevant hai

Aur Play Store visitor ko convince karna: *"Haan, mujhe ye app install karni chahiye."*

ASO sirf description me keywords add karna nahi hai. Proper Play Store growth ko 5 parts me samjho:

- **1. Search Relevance**
- **2. Store Listing Conversion**
- **3. Technical Quality**
- **4. Ratings, Reviews & Engagement**
- **5. Continuous Testing & Improvement**

Point 1 — App Title Optimize Karo

Google Play app title ke liye maximum **30 characters**

Ideally title me **Brand Name + Primary Search Intent**

✗ **Weak:** ReelBlink
Naam se immediately clear nahi hota ki app karti kya hai.

✓ **Better:** ReelBlink: Blink Reminder
Brand = ReelBlink, Primary intent = Blink Reminder. Dono communicate ho rahe hain.

✗ **Keyword stuffing:** Blink Reminder Eye Care Screen App
Title readable aur natural hona chahiye.

Point 2 — Proper Keyword Research Karo

Ye ASO ka sabse important aur sabse misunderstood part hai.

Keyword research ka matlab **nahi** hai:

- ✗ Sabse bada keyword choose karna
- ✗ Competitor ke saare keywords copy karna
- ✗ Description me same keyword 20 baar repeat karna

Aapko search terms chahiye jo **relevant hain + log genuinely search kar sakte hain + jinke liye aapka app actual solution hai.**

Step 1 — Seed Keywords Likho

Sabse pehle user ki problem ke around 10–20 terms likho. ReelBlink example:

`blink reminder` `blinking reminder` `eye care` `screen time` `eye break` `screen break` `eye exercises` `20-20-20` `blink detection`

blink detector blink tracker

Abhi search volume ki tension mat lo. Har term ke liye pehla question:

> *"Jo banda ye search karega, kya meri app actually uski problem solve karti hai?"*

Agar answer **No**

Step 2 — Google Play Autocomplete Check Karo

Play Store kholo, search karo **blink**
screen t.

Ye keyword ideas discover karne ka completely free method hai.

> **Important:** Autocomplete me suggestion aana automatically ye prove nahi karta ki keyword huge-volume hai. Isko **keyword discovery source** ki tarah use karo, volume proof ki tarah nahi.

Step 3 — Top Search Results Analyze Karo

Keyword **blink reminder**

- App title, short description, full description
- First 3 screenshots aur feature positioning
- Category, ratings, reviews

Aap competitors ko copy nahi kar rahe. Aap ye samajh rahe ho: **market kis language me problem explain kar raha hai?**

Step 4 — Competitor Reviews Padho

Reviews keyword ideas ka underrated source hain. Suppose koi user likhta hai:

> *"I keep forgetting to blink while working."*

Isse new problem language milti hai: forget to blink, blink while working, screen blink reminder.

> *"I wanted reminders for the 20-20-20 rule."*

Potential intent: **20 20 20 reminder**

Step 5 — Keyword Clusters Banao

Random 100 keywords ek list me mat rakho. Groups me divide karo:

Cluster	Keywords
Blink	blink reminder, blinking reminder, blink tracker
Detection	blink detection, blink detector
Eye Care	eye care, eye break, eye exercises
Screen Time	screen time, screen break
20-20-20	20 20 20, 20 20 20 reminder

Ab listing naturally multiple relevant concepts cover kar sakti hai.

Step 6 — Keywords Ko Score Karo

Ye Google ka official ranking formula nahi hai. Ye ek practical keyword-selection framework hai. Har candidate ko 3 cheezon par score karo (1–10):

Factor	Question
R = Relevance	App kitni accurately ye search satisfy karti hai?
V = Demand	Term me kitni apparent demand hai? (Exact Play search volume public nahi hota, ASO tools ke numbers estimates hote hain.)
D = Difficulty	Existing ranking apps kitne strong hain?

New app ke liye sweet spot: **High Relevance + Useful Demand + Manageable Competition**

REELBLINK EXAMPLE

Keyword	Demand	Relevance	Competition	Verdict
health	High	Broad / weak intent	Extremely high	✗ Skip
blink reminder	Lower	Very high, exact intent	Manageable	✓ Target

Isliye ReelBlink ke liye **“blink reminder” > “health”**

Step 7 — Primary, Secondary & Supporting Terms Choose Karo

- **Primary:**
- **Secondary:**
- **Supporting:** blink detection, eye exercises, 20-20-20, screen break, blink activity

Ab inko naturally store listing me distribute karo.

Keyword Repetition Ka Important Rule

Ye mat socho ki “keyword 30 baar likhunga toh rank higher hoga.” Google unnecessary word repetition aur keyword stuffing avoid karne ko kehta hai.

> ✗ **Bad:** “Blink reminder app is a blink reminder that gives blink reminders for users looking for blink reminder features.”

> ✓ **Better:** “Blink reminders and eye-care breaks for screen time, with on-device detection.”
> Ek natural sentence me blink reminders + eye care + screen time + detection, sab cover ho gaye.

> **Note:** Ye publicly confirmed Google rule nahi hai ki “title me keyword use ho gaya toh short description me automatically ignore ho jayega.” Better rule: **unnecessary repetition avoid karo aur limited metadata space useful related concepts ke liye use karo.**

Point 3 — Short Description Optimize Karo

Maximum **80 characters**

Quickly communicate karo: **app kya karti hai + main benefit kya hai.**

> Blink reminders and eye-care breaks for screen time, with on-device detection.

Title already **ReelBlink: Blink Reminder**
screen time, on-device detection. Limited space ka good use.

Point 4 — Full Description Optimize Karo

Maximum **4,000 characters** — lekin 4,000 fill karna mandatory nahi hai. **Quality > Length.**

Opening immediately clear rakho. ReelBlink example:

> **Don’t just scroll. Blink.**
> ReelBlink is a screen-time wellness app that helps you remember to blink while watching short videos.

User ko turant samajh aa gaya: problem, use case, product. Uske baad feature-based sections:

- BLINK WHILE YOU WATCH
- ON-DEVICE BLINK DETECTION
- BLINK REMINDERS
- EYE-CARE BREAKS
- EYE EXERCISES
- BLINK GAME
- DAILY BLINK ACTIVITY

Isse description naturally multiple related concepts cover karti hai, bina stuffing ke.

Metadata Me Kya Na Likhein

Store listing ko advertisement poster mat bana do. Avoid misleading ya promotional language:

- ✗ #1 App / Best App / App of the Year
- ✗ 10% Discount / Free for limited time
- ✗ Fake awards
- ✗ Misleading competitor references

App kya karti hai aur actual benefit kya hai — us par focus karo.

Point 5 — App Icon Conversion Ke Liye Design Karo

Ranking ka ek part hai search result me appear hona. Next question: **user tumhari app choose karega ya competitor?**

Good icon:

- Small size me recognizable
- Simple, brand-consistent
- Too much text nahi
- Competitors ke beech visually distinguishable

ReelBlink ke case me eyes/blinking ki brand identity useful ho sakti hai. Icon ko sirf beautiful nahi, **recognizable**

Point 6 — Screenshots Ko Story Banao

Common mistake: Screenshot 1 = Home Screen, 2 = Profile, 3 = Settings. User ko install karne ka reason nahi mila.

Screenshots ko mini sales page treat karo. ReelBlink example:

#	Headline	Purpose
1	DON’T JUST SCROLL. BLINK.	Core idea
2	BLINK WHILE YOU WATCH	Core experience
3	BLINK DETECTION HAPPENS ON YOUR DEVICE	Differentiation + privacy
4	TAKE SHORT SCREEN BREAKS	Benefit
5	FOLLOW THE 20-20-20 METHOD	Method
6	TURN BLINKING INTO A GAME	Engagement
7	SEE YOUR DAILY BLINK ACTIVITY	Retention hook

Goal:

Point 7 — Category + Tags Properly Select Karo

Google Play me app ke liye **1 category** aur maximum **5 tags** select kar sakte ho.

5 available hain iska matlab random 5 mat choose karo. Sirf genuinely relevant tags. Wrong tags se irrelevant discovery milti hai.

Right App → Right Search → Right User

Developer Name Ke Baare Me

Developer name user ko app identify aur discover karne me help karta hai. Lekin isko extra keyword-stuffing field mat samjho.

> ✗ **Bad idea:** "Best Eye Care Blink Reminder Apps" jaisa developer name sirf ASO ke liye bana dena.

Developer name real, clear, brand-consistent aur policy-compliant rakho.

Point 8 — Localization Karo

Agar app global available hai toh eventually important markets ke liye localization test karo. Localization means app name, description, screenshot text aur messaging ko local context me adapt karna — sirf Google Translate karke 30 languages

publish karna strategy nahi hai.

Start karo un markets se jahan traffic aa raha hai ya real opportunity hai.

ReelBlink example: English se start. India me meaningful demand ho toh Hindi. Data show kare toh Brazil → Portuguese, Spanish markets → Spanish.

Point 9 — Custom Store Listings Use Karo

Ye advanced aur powerful Play feature hai. Google Play currently **up to 50 Custom Store Listings** allow karta hai, aur Play Search keywords ke basis par bhi listing target kar sakte ho.

Search Intent	Listing Focus
blink reminder	Blink reminders + blink detection
eye exercises	Exercises + breaks
screen time	Screen-time wellness + blink breaks

Same application, different user intent, different messaging. Custom listing me app name, description, icon, screenshots aur graphics customize kiye ja sakte hain.

> **Translation warning:** Custom Store Listings automatically translate nahi hoti. Agar translations manually add nahi karte, users ko listing default language me dikh sakti hai. Custom listing + localization ko separately manage karo.

Point 10 — A/B Test Karo, But Right Time Par

Play Console me **Store Listing Experiments**

Version A	Version B
DON’T JUST SCROLL. BLINK.	REMEMBER TO BLINK WHILE SCROLLING

Data decide karega winner, aapki personal pasand nahi.

> **Brand-new app ke liye important rule:** A/B testing blindly start mat karo. Statistical result ke liye enough traffic chahiye. Kam store visitors par experiment “more data needed” par atak jayega.
>
> - **Low traffic:** research + best practices + strong judgment
> - **Enough traffic:** controlled A/B experiments
>
> Ideally ek time par ek major asset test karo, taaki pata chale difference kis change se aaya.

Bonus 1 — Ratings & Reviews

Ratings aur reviews ignore mat karo. But app install karte hi “RATE US 5 STARS” popup mat dikha do — user ne app experience hi nahi ki.

Google ka official **Google Play In-App Review API**
provided flow deta hai.

Review Kab Ask Karein?

User ko enough app experience hone ke baad. ReelBlink example: user ne multiple meaningful sessions complete kiye, blink-reminder experience actually use kiya, ya app ko multiple occasions par use kiya.

“7 days ke baad hi popup” jaisa universal rule mat banao. **Behavior-based trigger better hai.**

> **Review API quota:** Google Play In-App Review flow par quota apply karta hai. Exact quota publicly fixed nahi hota aur change ho sakta hai. Isliye repeatedly prompt mat karo, aur ye assume mat karo ki API call karne se dialog har baar show hoga.

Bonus 2 — App Quality = ASO Ka Part

Perfect keywords + beautiful screenshots ka fayda limited hai agar app crash karti hai, freeze karti hai, ANR deti hai ya battery unnecessarily consume karti hai. Google technical quality ko Play discoverability ke context me monitor karta hai.

Current Android Vitals Thresholds

Metric	Overall bad-behavior threshold	Per phone model
User-perceived crash rate	**1.09%**	**8%**
User-perceived ANR rate	**0.47%**	**8%**
Excessive partial wake locks	**5%**	—

Threshold ke just neeche rehna goal mat banao. Goal hona chahiye: **as stable as realistically possible.**

February 2027 — Future-Proof Your App

Google ne February 2027 se additional technical quality requirements announce ki hain:

- **Memory usage**
- **DEX code optimization**

Isliye technical quality ko sirf developer-side issue mat samjho. Long-term Play visibility aur growth me bhi ye relevant hai.

Bonus 3 — Retention & Engagement

ASO ka objective sirf install nahi hona chahiye. 1,000 users install karte hain, 900 immediately leave kar dete hain — ye strong long-term growth system nahi hai.

App ke andar repeat-use reason hona chahiye. ReelBlink example: daily blink activity, useful reminders, exercises, blink game, screen-time utility.

ASO user ko app tak laata hai. Product usko retain karta hai.

Bonus 4 — Health Apps Extra Careful Rahein

ReelBlink jaise wellness/health-related apps ke liye claims carefully likho.

> ✗ **Avoid unsupported medical claims:** cures dry eyes, prevents eye disease, fixes eyesight, treats eye strain — unless app legitimately required evidence/regulatory requirements satisfy karti ho.

> ✓ **Safer positioning:** blink reminder, screen-time wellness, eye-care breaks, blink awareness, 20-20-20 routine, guided activities.

Suggested disclaimer:

> *ReelBlink is designed for general wellness and awareness. It is not a medical device and does not diagnose, treat, cure, or prevent any medical condition. For medical advice, diagnosis, or treatment, consult a qualified healthcare professional.*

Health-related apps ko Play Console ki relevant health declarations/policies bhi properly complete karni chahiye.

Bonus 5 — Play Console Data Use Karo

ASO ko permanently guesses par mat chalao. App ko traffic milne ke baad observe karo:

- Store listing visitors, install clicks, open clicks
- Search traffic aur search keywords (Play tools me available)
- Country aur language breakdown
- Listing performance aur experiment results

Founder ko kya lag raha hai usse zyada important hai: **users actually kya search kar rahe hain aur kis listing par action le rahe hain.**

Pehle research karo → phir optimize karo → phir Play Console data se verify karo → phir improve karte raho.

Play Store features, limits aur thresholds time ke saath change hote hain. Publish karne se pehle Play Console aur official Google documentation par current values verify kar lena.

More things worth exploring

Find more free guides at vikasbuilds.com/resources