



KIDS & TEENS FREELANCING TRAINING INSTITUTE

App Store Optimization(ASO) Course Outline

Module 1: Introduction to ASO and Why It Matters

- What is ASO and how it helps apps get more downloads
 - Real-life example: Making a game app rank higher in the App Store
 - Differences between SEO and ASO
 - How people find apps: keywords, visuals, and reviews
 - Activity: Explore trending apps and note what makes them popular
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Module 2: Choosing the Right App Name and Keywords

- Why your app's name is super important
 - Real-life example: Naming a fitness app to boost discoverability
 - Finding the best keywords for your app
 - Tools for keyword research (free and easy ones)
 - Activity: Pick an app idea and brainstorm names and keywords
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Module 3: Crafting a Winning App Description

- How to write an app description that attracts downloads
 - Real-life example: Writing about a language learning app
 - Tips for highlighting features and user benefits
 - Adding keywords naturally into descriptions
 - Activity: Write a short description for a sample app
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Module 4: Eye-Catching App Icons and Screenshots

- Why your app icon and screenshots matter so much
 - Real-life example: How bright, clear screenshots helped a recipe app succeed
 - Best practices for designing icons and choosing screenshots
 - Using videos to showcase your app
 - Activity: Create a mockup of an app icon and screenshot set
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Module 5: Managing Reviews and Ratings

- How reviews and ratings impact ASO
 - Real-life example: Improving an app's rating with updates
 - Tips for getting positive reviews from happy users
 - How to respond to negative reviews professionally
 - Activity: Write a reply to a negative app review
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Module 6: Localizing Your App for More Users

- What is app localization and why it's powerful
 - Real-life example: Translating a meditation app for Spanish users
 - How to adapt app titles, descriptions, and screenshots for different languages
 - Tools that help with easy localization
 - Activity: Choose a country and localize a sample app description
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Module 7: Tracking and Improving Your ASO Performance

- Tools and metrics to measure ASO success
 - Real-life example: Using analytics to boost downloads of a photo editing app
 - Understanding conversion rate, click-through rate (CTR), and retention
 - A/B testing your icons, descriptions, and screenshots
 - Activity: Analyze ASO performance of a real app and suggest improvements
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Module 8: Final Project – Build a Complete ASO Strategy

- Create a full ASO plan for a new app
 - Pick a name, write a description, design screenshots, and plan keywords
 - Set up tracking tools and review strategies
 - Activity: Present your ASO strategy as if launching a real app
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Bonus Materials

- ASO checklist for app launch
- Best free ASO tools and resources guide
- Top keyword ideas for common app types
- Email templates to ask for user reviews
- Certificate of Completion for ASO Fundamentals