App Store Quick Reference:
Assigning Keywords For Your App

Version 1.0

Introduction

Customers who use search to find applications on the App Store will see results based on your designated keywords. This replaces the former search functionality which used words found in your application's description.
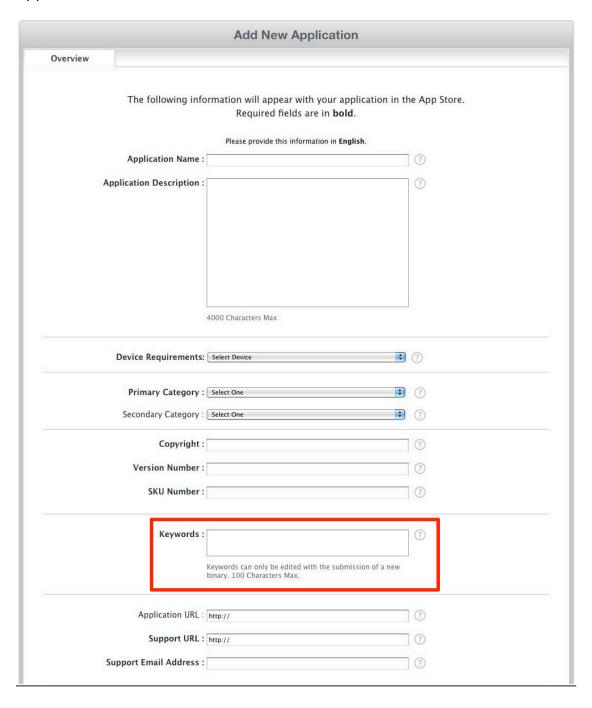
Once you have entered keywords, your application will only be searchable on the App Store by your designated keywords, your company name, and your application name. Your application description is now for marketing purposes only and should be used to describe the functionality and details of your application. We encourage you to submit keywords for all applications as soon as possible so that they will continue to be successfully located on the App Store.

This document provides you with information on how to get started entering keywords for your application, the criteria to follow when assigning keywords, and when you can change or edit keywords you have previously assigned to your application.

Assigning Keywords

<u>When submitting a new application</u>

When uploading a new binary you can add keywords by entering them in the keywords field on the Overview tab when you add a new application in the Manage Your Applications section of iTunes Connect.

<u>When you have an app that is live on the App Store</u>

You may assign keywords to an application that is live on the App Store if you have not previously assigned keywords to the app. Log in to iTunes Connect and proceed to Manage Your Applications. Select the application and click the Edit Information button, which will take you to the Overview page where you can assign your keywords. Once you click Edit Information, you will have to enter keywords for your application before you can save any other changes you'd like to make to the attributes of your app.

If you would like to edit keywords once you have assigned them to your app, please see the next section.

Editing Keywords

You may edit keywords you have assigned to an existing app when:

- You are submitting an update to the application. Keywords can be edited when you click Update Application.
- Your application has been rejected by Apple and is in the "Rejected" state in iTunes Connect. Keywords must be edited within the Edit Information section before replacing your binary.
- You have rejected your own application and it is in the "Developer Rejected" state in iTunes Connect. Keywords must be edited within the Edit Information section before replacing your binary.

If your application is in the "Rejected" or "Developer Rejected" state, log in to iTunes Connect and proceed to Manage Your Applications. Select the application and click the Edit Information button, this will take you to the Overview page where you will see your existing keywords and where you can make any changes, edits, or additions to your list of keywords.

Considerations When Assigning Keywords For Your Application

When entering keywords for your application, it is important you keep the following in mind:

- Keywords can be single words or phrases and the text field is limited to 100 characters. Separate multiple keywords with commas for best results.
- Keywords cannot contain offensive or objectionable words/phrases.
- You do not need to include your App Name & Company/Artist Name in your list of keywords as they are already searchable.
- Do not include keywords of other applications or use terms, product names, brand names, or entities that are registered trademarks which you do not own the rights to.

- Using keywords that are specific to your app enhances the user experience, so when a customer searches for "spreadsheet" the results returned do not contain tip calculator, sudoku, etc.
- You are permitted to assign a keyword that also appears in your application description as long as it represents an aspect of your application. For example, if you enter your official keywords as "motorcycle, racing, fast" for your app in iTunes Connect in the Keywords text field and save this information, your search will not be negatively affected if your application description still says "Driving your motorcycle fast with this racing app is exhilarating!" The application would be searchable by "motorcycle", "racing", "fast", your company name and the application name.

All keyword submissions with a new binary will be reviewed by Apple. If you misuse keywords, your app may be rejected and you will be asked to edit your keywords before you can resubmit your app for review.

Be sure that you enter accurate keywords for your initial submission because keywords can only be edited when submitting an application update or if your application is in the "Rejected" or "Developer Rejected"" state.

Getting the Most Out of Your Keywords

Entering thoughtful and strategic keywords that pertain to your application will help customers locate your application easier when searching on the App Store. Consider keywords that are specific to the functionality of your application or that describe its unique characteristics.

If you choose unique keywords, your app could have a better chance of being found versus other apps when customers use that keyword in the App Store search field. Assigning extremely common keywords could lessen your chance of being located quickly.

Examples of keyword considerations for the game application "Touch Fighter"

- Overly common keywords make it harder to locate your app:

  Game   App   Fun

- Unique keywords allow your app to stand out:

  Flight   Galaxy   Starship

Localizing Your Keywords

The localization page is where you can choose additional languages in which you'd like to enter your keywords for that region. If you choose to upload keywords in French, the text will appear in all French-speaking stores you selected on the pricing and availability page. Your application will also be searchable in all French-speaking stores by your entered keywords for your localization

The languages that are currently available for localization are:

English	UK English	Canadian English
Australian English	German	Dutch
Spanish	Italian	French Canadian
French	Japanese	Mexican Spanish

More Information on Assigning Keywords For Your App

You will find more information on keywords by viewing the iTunes Connect Developer Guide or by visiting the Frequently Asked Questions section of iTunes Connect.