



Great tools that helps you when working with ASO

Sensor Tower

Great when you want to track your keywords and see how you rank compared to others. Always localize your keywords. In Sensor Tower you can track your different keywords in different countries. sensortower.com

Twitter

During your brainstorm session - search different # on Twitter to find the right keywords your downloaders are using. Twitter is an excellent way to promote your app. so combine your # with your keywords @LocDirect

Survey Monkey Intelligence

A way for you to track data and see how changes like updates affects your and your competitors ranking. surveymonkey.com/business/intelligence/

Spread sheet

A simple spread sheet is your best tool. Have columns for date, visitors, downloads, uninstalls, comments, reviews, updates etc and learn which day most visitors download and make sure updates are made by then, see if a negative review might have had impact on your downloads - you decide what you want to track!

Great copywriter

Great copy on your description will turn more visitors into downloaders, and having the right keywords in your text will make your app more visible. Use an expert like LocalizeDirect to get help writing a great description, and make sure to translate - because then your search ranking will be even better.