



In this lesson, you'll learn how your app's ranking is decided by the Apple store's algorithm, and actions you can take to move it up.

Tricks of the Trade

To ensure your app has the highest ranking, make sure to follow and have these key components.

- Reviews—Ensure good reviews. “Good” means ratings above 3 stars. Try my “Friends and Family Plan”, in which 10 to 15 of my closest would download and rate, thereby stimulating traffic and further downloads.
- Velocity—Rather than buying a grand launch that results in 50,000 downloads with no follow-on, what you want to show is conversion. It is better to have 50 downloads the first day, 80 downloads the second day, then 100 downloads the next day. In this way, the algorithm doesn't weed you out as a flash in the pan.
- Retention and Engagement—The amount of time that customers spend inside the app is also key. Take this into consideration when developing updates.
- Updates—Apple loves updates because they indicate your investment in your product. They also drive traffic and engagement. When updates go live, you also get a bonus energy lift among your team. Monitor the changes that are rolled out with your competition's updates. If you have no real changes to make, consider posting an update nevertheless to boost your rating.

Ratings, usage, downloads, and monetization are staple metrics of the Apple store. Be sure that you understand them well. They will not change too much even if Apple changes the algorithm; however, despite their consistency, remain flexible enough to embrace change when it does happen, because it will! Use the algorithm and ratings to extract market feedback.



Next Steps

Look at the marketplace and your pending updates. Take three and go live. Take this next action step in your plan right now.