



There are basic aspects that you may change within your framework for significant results, and tweaking them makes the difference between adaptive success and passive failure. It is a process with a definite deadline; there will be a point when you have tweaked enough and must move on to ideas.

After each launch, allow your app to sit without changes for about 10 days to find a baseline level of statistics. Then, use your spreadsheet to track your tweaks and their effectiveness. Start with the least expensive. Give it a good 3 to 6 months of tweaking and testing before you decide whether it is time to let it cook a bit.

### Outside the App

Considering tweaking some of the following things that are outside of the app:

- Icon— ask yourself how your icon works, whether it pops, whether people click on it. Pull out those extra versions of icons that you kept from your app's development stages. Rotate icon versions every 10 to 14 days without changing anything else.
- Screenshots— people quickly assess your first screenshot, so it is an effective aspect to adapt.
- Keywords— adapt a keyword and watch it for a week.
- Title— remember that your title has keywords also.
- Description— consider improving your description a little bit.

### Inside the App

Once you tweak items outside of your app, look inside at interfaces, such as dynamic nag screens, buttons, and calls to action.



Remember that time is of the essence at this stage. When you launch an app, the algorithm has a time period to gain a certain amount of downloads; if you don't reach that threshold, the algorithm kills the posting.

If your app is doing really well, you might want to lay low and keep that flow. In that case, focus on simply improving the product. It is an ongoing process to improve weekly.