



Your first update will be the hardest one. Each update of your app is an improvement. Some are front-facing, which users see, and some are back-end, where the data is processed and how it works.

An overview of what gets updated:

- User Interface
- User Experience
- Design
- Onboarding Experiences
- ASO
- Localization
- SDKs
- Analytics
- Events
- Crash Reporting

The benefits of updates:

- Improved Reviews and Metrics
- Continuously Improved Product
- Increased Downloads and Revenue

Update Strategies

Updates are one of the best ways to market your app, and there are different strategic areas to focus on when you have the budget and find that you have bugs, see a download decrease, or need a data draw.



Class A updates are updates that make the app stable and viable. They are usually low-cost changes, such as keywords and description, and are normally fixed without updating the app itself. Other Class A updates are fixes for SDK additions and any blatant problems.

Class B updates are updates that make the app better. Generally, these are updates that fix issues with screenshots, icons, smaller issues discussed in user reviews, or updates that lay out new features such as levels, filters, workouts, prizes, social connection, etc.

Class C updates are advanced marketing updates that put out strategic push notifications. Or they are updates that focus on pivot level development of the core function of the app because people don't like the direction the app is going.

Update mechanics to consider:

- Organization— Keep your source code history and naming system organized in order to revert to previous versions when necessary.
- Bug Fixes— Keep tabs on crash reports, analytics data, and feedback to ensure that apps are working properly on all types of devices.
- Adding and Removing Features— Consider 4 issues when adding or removing features:
 - Reviews. Be familiar with them.
 - Support Tickets. Await a critical mass of at least 5 similar support ticket requests before making an update.
 - Monetization Scheme. If you are not making enough money in app purchases, add a feature and put it on sale.
 - Revamp. Sometimes your update will become an entirely new app. Rebrand the new, improved version.



- Less is More. It is just as important to remove features if people do not use or like them. It is better to have a simple app with a couple functions that work well rather than many apps with multiple functions that need help. Allow your updates to simplify the app.

Going Live

- Review Process— Update submittals require a 7- to 10-day review process that you should include in your timeline.
- Expediting the Reviews— If you have an urgent update, you may request an expedited review. Do not abuse the privilege.
- Update Notes— iTunes Connect has an Update Notes section that tells reviewers and users about each version. Use bullet points and encourage feedback and sharing.
- Starting Over— If things go miserably, you might start over as a last resort. Remove the existing app from the store and upload a new app. Use a different developer account if possible, but do not give up.

Now, look up the update strategies of successful apps in the store. Set an update audit schedule and define an update budget.