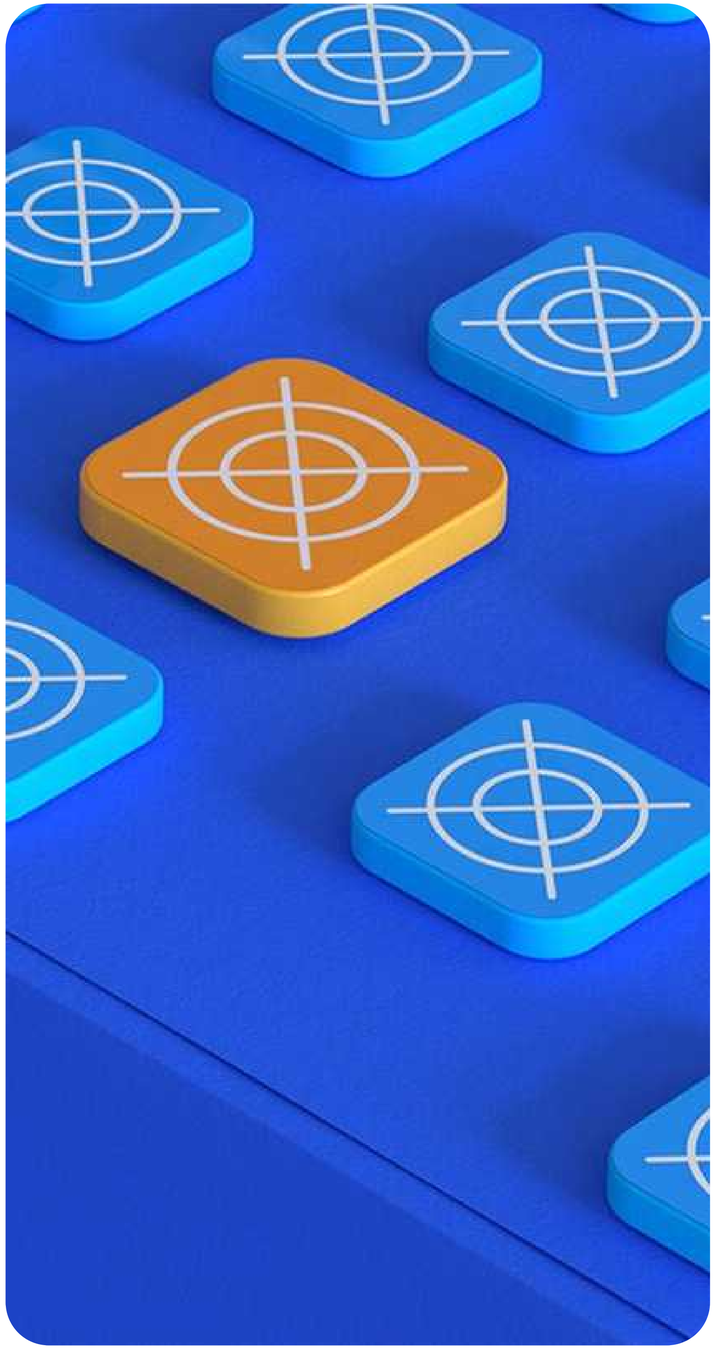
checkaso

Use the Power of ASO tools to increase organic installs



What is ASO and why do I need it?

ASO (App Store Optimization) is a set of actions to promote a mobile app in the App Store, on Google Play and in other app stores.

> ASO includes text and graphical optimization. The first affects your positions by keywords and it is aimed at increasing the visibility of the app. Graphical optimization goes further, transforming viewing of the app into an install. It is important to comprehensively use, test and update them.

Text optimization

Users will search your app using relevant queries. These are the keywords. If your app is indexed by them, users will find you.

> Text optimization involves high-quality work with keywords. In simple terms, you need to insert existing keywords into text elements on the app page. The text elements vary by store. For example, Google Play doesn't have a keyword field like the App Store. In turn, in the App Store, unlike on Google Play, description is not indexed by keywords. Now, let's list all the text elements in order of importance.

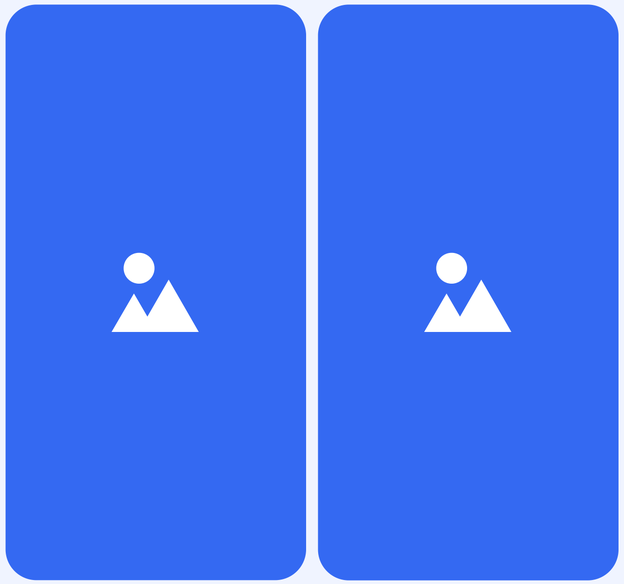
with ASO

Best title for your app

Best subtitle among competitors

GET

Preview



What`s New

Version History

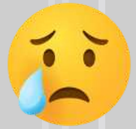
Version 194.2

1 day ago

· Text with information about updating your app, it is useful for users to learn about the benefits that a new version of the app brings...

VS

without ASO



App name

Developer name

GET

Preview

App description text is not informative and does not induce to install the app

How can Checkaso help you?

We can

Checkaso is an analytical platform that rates your ASO performance and gives you custom tips on how to improve it. It's created by ASO specialists and fits users of any experience from beginners to enthusiasts with a lot of optimized apps behind.

The platform algorithms provide highly accurate data on keywords impressions and search volume, live search results, ranking history, competitor analysis for the App Store & Google Play, and more.

- Search for keywords
- Track all changes
- Compose and edit text metadata
- Work with ratings and reviews
- Do competitive analysis
- Work on visibility in the store
- Search for growth areas
- Localize app metadata
- Track competitors' changes
- Promote and track in-apps

Why our clients choose Checkaso

Checkaso is an ASO tool for all levels, from beginners to advanced. One of the best features is the ASOindex that gives you all the ways you can optimize your app, and it's completely free. Checkaso also has a set of tools that are perfect for app localization and new market research — keyword impressions that show how visible your keywords are, ranks by country, and a one of a kind translator.

Steve P. Young
CEO
App Masters

For me, **Checkaso** platform seems very convenient. The main thing developers always answer questions very quickly. Thanks to this service, I've created my first semantic core. There are also very handy features for working with competitors and feedback. The service is constantly developing, I liked it very much!

Alexey Sichkarenko
Product Manager
Hunter Humster

Checkaso is the most comfortable and stylish work platform I've ever seen. The functionality is very pleasing, and without a text editor I feel like no hands at all. I work on ASO for my applications only in this editor.

Altai Zeynalov
CEO
Diveo Media

Trusted by

Pixz

igooods

Opal

THE LENS LAB

NIMAX

IM*MEDIA

FORM assist

Lingualeo

ViTO technology

Dream APP

uMore

AppFillip Make A Big Noise

WRK NPRG RSS

SBER

WARGAMING.NET LET'S BATTLE

LEROY MERLIN

wondershare

Xsolla

appmasters

TEXAS The University of Texas at Austin

Dostavista

bettercall

bettery app

prefme

Svessler

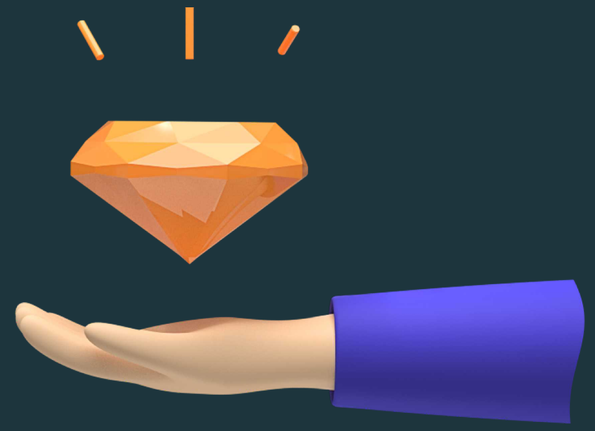
GizmoVR

GORILLA TECHNOLOGIES

Orca

Consulting Team

Ask ASO professionals pain points and growth points, it is a fast and effective way to implement your app promotion strategy.



Search Optimization	Starts at **$ 300**
Conversion Optimization	Starts at **$ 450**
App Reviews Analysis	Starts at **$ 600**
User Acquisition	Starts at **$ 600**
Promo Video	Starts at **$ 2000**
ASO Audit	Starts at **$ 100**
Growth Consulting	Starts at **$ 70**
Market Research	Starts at **$ 300**

For more information write to **consulting@checkaso.io** and we will help you

Our indexes

8,9

ASO Index

shows the level of your app's optimization in Apple App Store and Google Play Market from 0 to 10

ASOIndex provides an opportunity to observe all the strengths and weaknesses of the app in comparison with competitors. This index is based on many factors: the number of characters in text elements, screenshots, reviews, average rating, frequency of keywords, and visibility.

8,9

Search Visibility Index

shows how easy it is to find the app by keywords

Search Visibility Index helps to evaluate the general level of iteration without going into detail right after the update, and focus on finding growth areas in the future using the related tools. With SVI you'll know how effective the search strategy is within the Search channel, considering positions and popularity of key queries.

86%

Performance Index

shows how effectively you attract organic traffic to your app page in a selected country

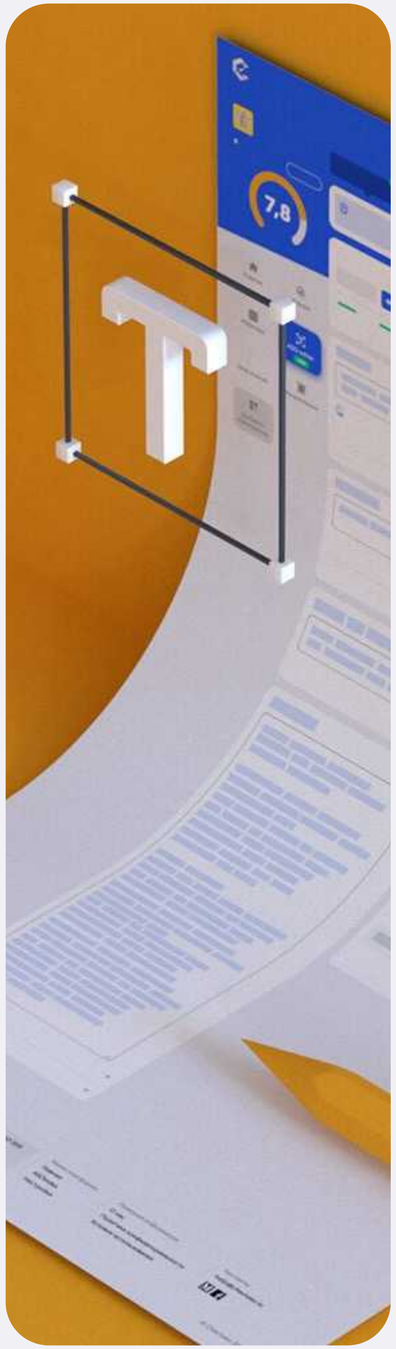
Performance Index Explore will reveal in which countries you're most attractive to users and in which countries you might need to put more effort into driving traffic. Varying from 1 to 10, it can be displayed as a map or as a list and provides data for the last seven days available in dynamics.

91%

Browse Visibility Index

shows how well an app is ranked in the different category sources

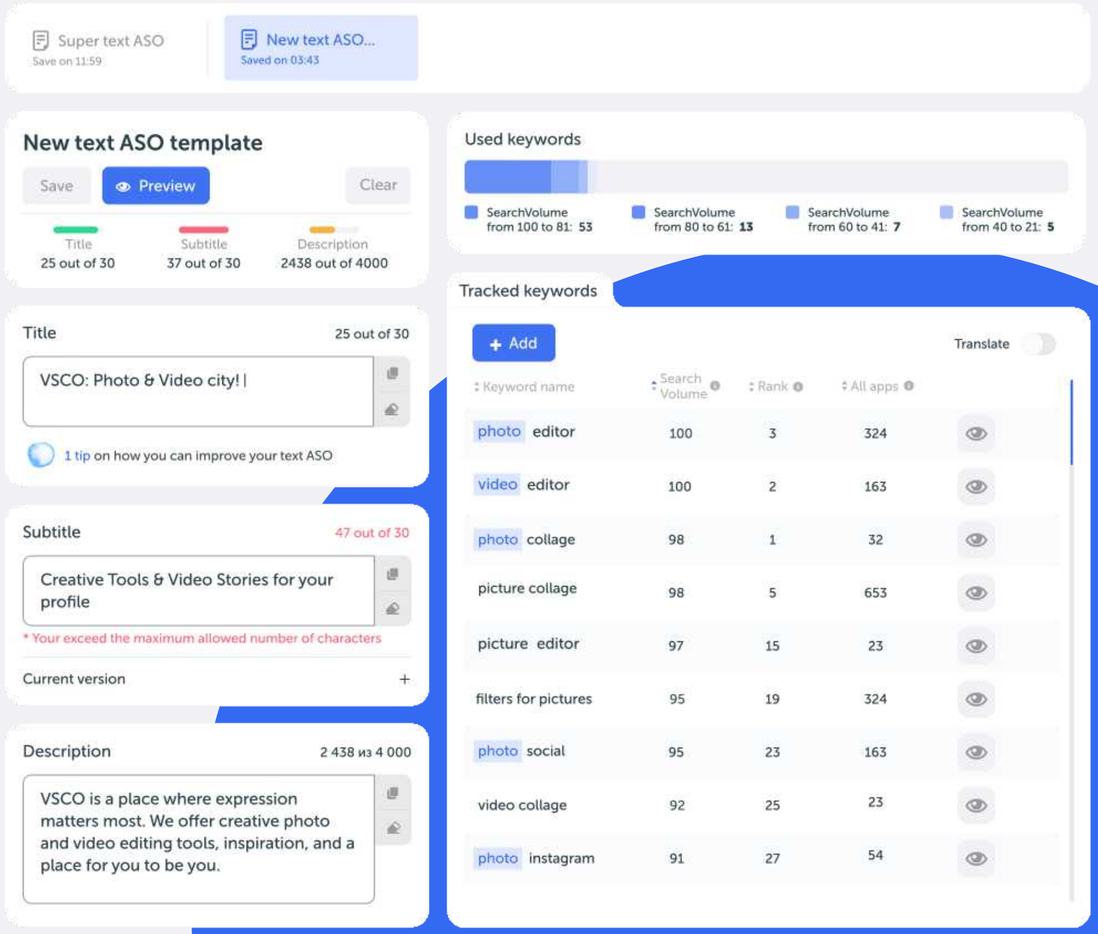
Browse Visibility Index will help you quickly detect and record changes in app visibility after each iteration or update, compare your app with those of your competitors, and track your progress using benchmarks by category. Besides, you can track the Browse Visibility Index highs and lows.



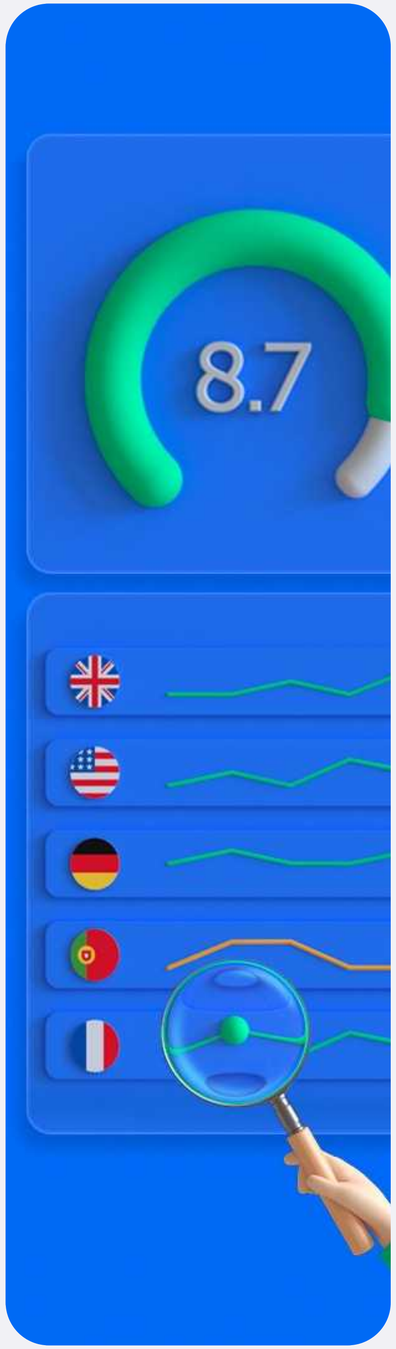
A sandbox to prepare your perfect next update

> Use our one of a kind Text editor to cover as many keywords in your metadata as possible and increase your app impressions and organic traffic.

- Try different versions of your app page;
- Look how many keywords you cover in your metadata;
- Work with keywords and try the best ones for your update;
- Use built-in translator to localize your app;
- Copy and paste the results to your App Store Connect or Google Play Console in a few clicks.



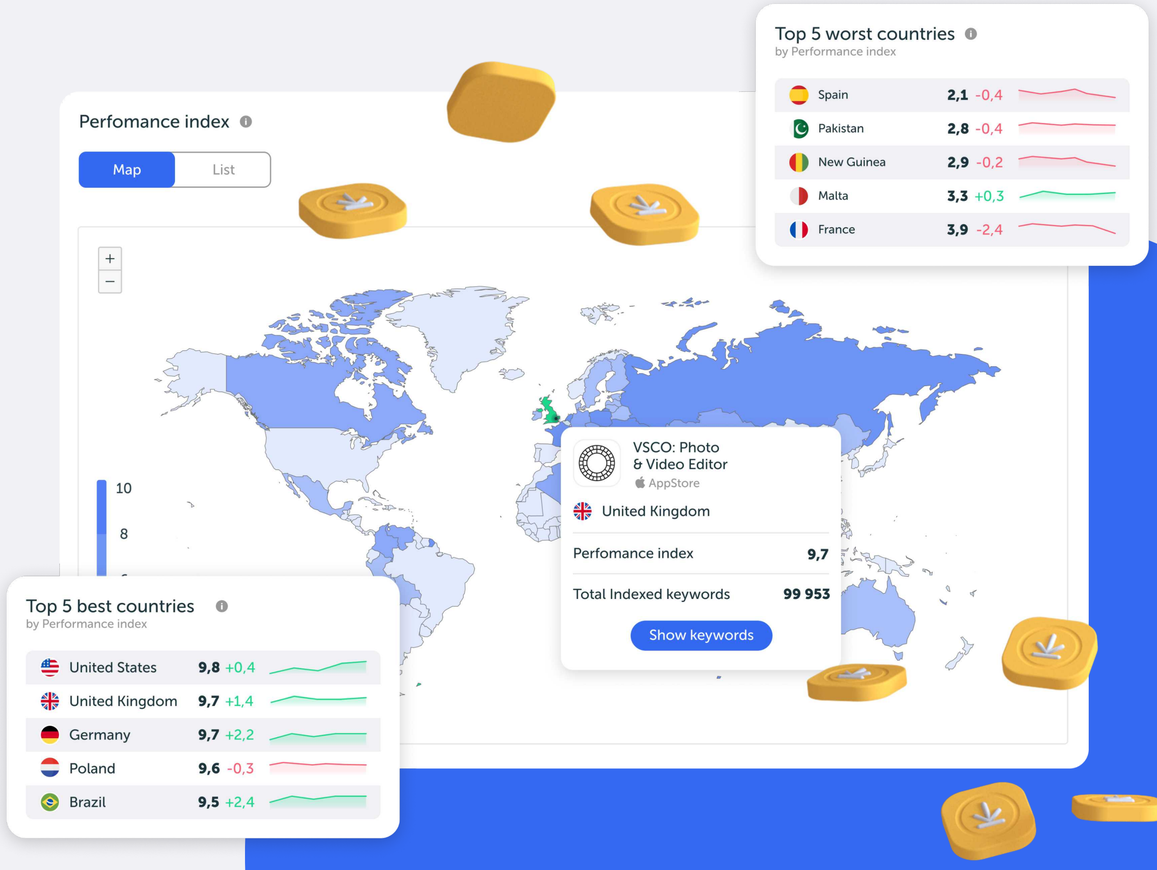
Increase your app traffic worldwide with Performance tool

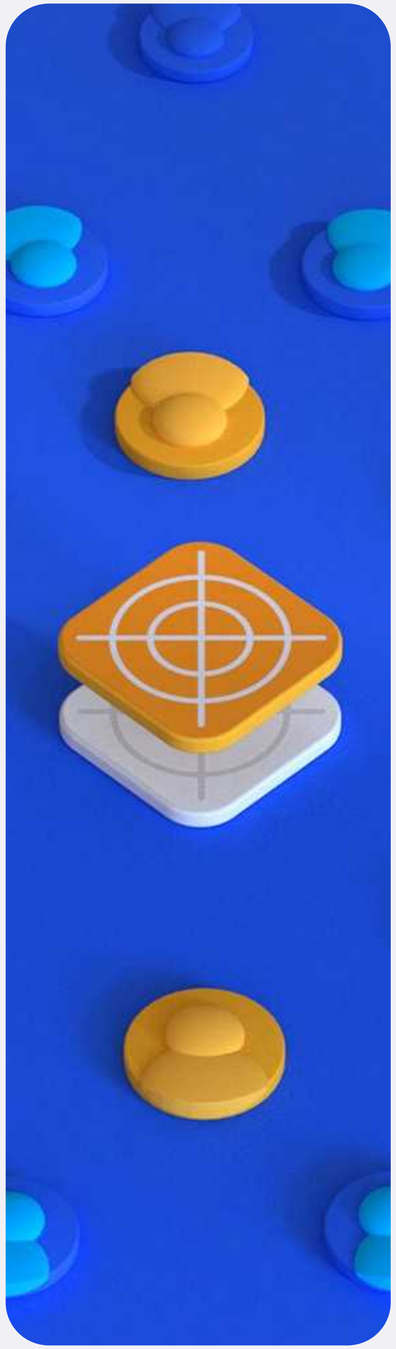


Monitor your app performance in every country to build an international marketing strategy and get more installs from all over the globe

Growth opportunities everywhere

- Top 5 countries with the highest Performance Index;
- Top 5 countries with the lowest Performance Index;
- Map with Performance Index by country.

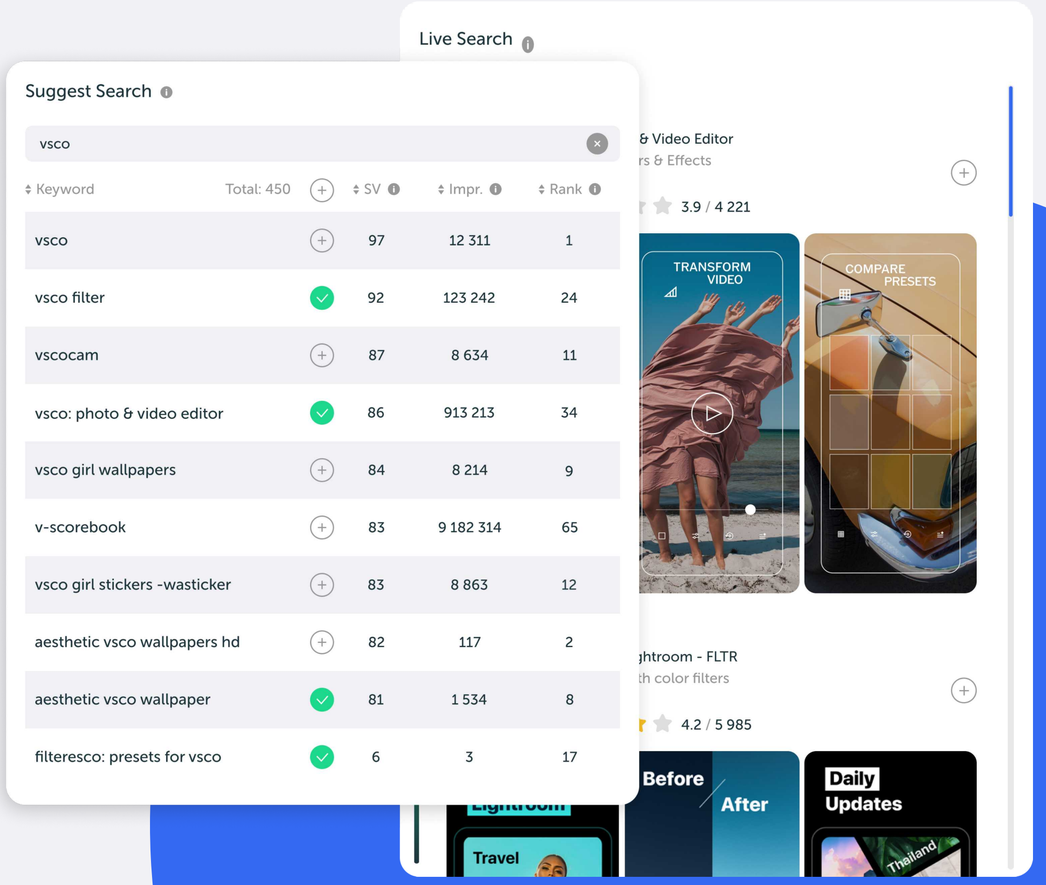




Insights become ideas installs revenue

Keywords can be like magnets for users. Explore the most effective and catchy ones to boost your installs.

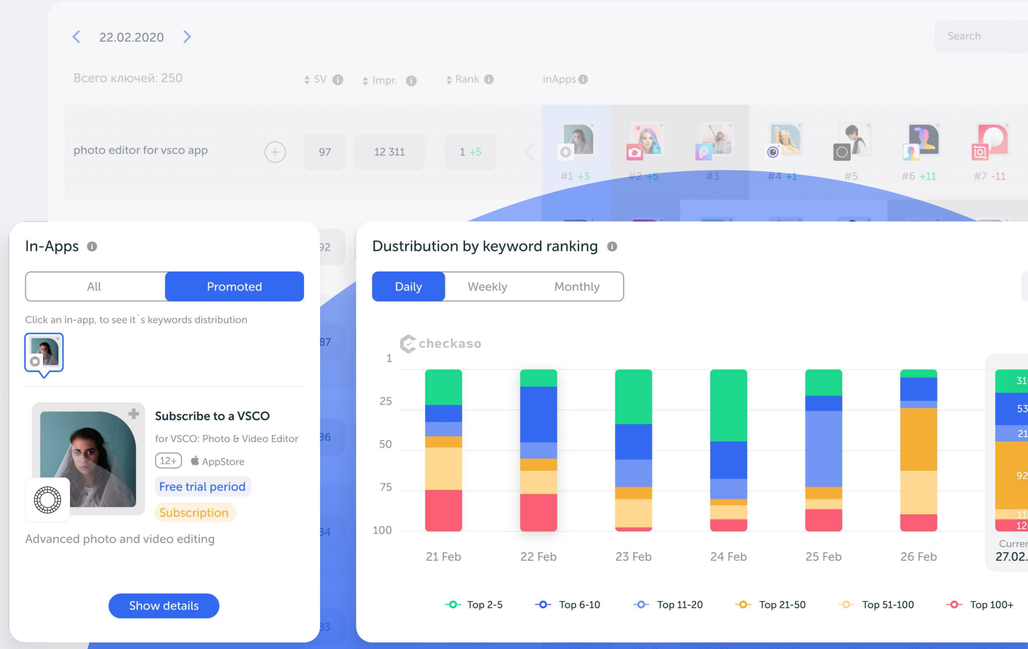
- Advanced filters and search allow for cherry-picking effective keywords;
- Built-in translator;
- Live Search for app that can be found by the keywords you're interested in;
- Handy search bar for collecting keywords suggestions.



Your app’s extra content. Our In-Apps tool. It’s a good match!

If you offer paid subscription or additional paid content, then you definitely want your users to purchase it. We have put all the tools for competitive analysis and promotion of your in-app purchases into one section.

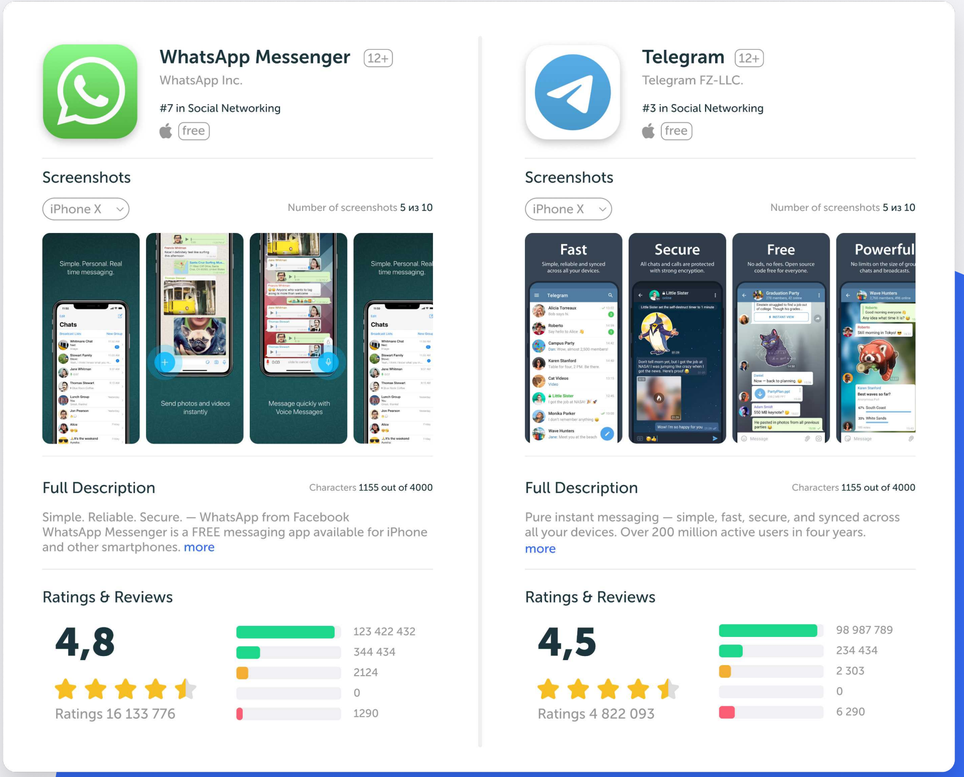
- Analyze your competitors’ pricing policy;
- Run your pricing policy and don’t miss the chance to make a profit;
- Track keywords and keep an eye on their Search Volume, Impressions, and Ranking;
- Use Keyword ranking distribution graph and distribution details to get full analytics.



Spy on your competitors like a pro to win traffic

Use Checkaso tools to get insights about your competitors, boost your app installs from the search, and take over your niche.

- Overview of the ASOindex worldwide;
- Competitors analysis for a quick ASO comparison;
- Comparative analysis to:
  - Compare any two app pages on one screen
  - Check out previous app versions
  - Track how others localize their metadata

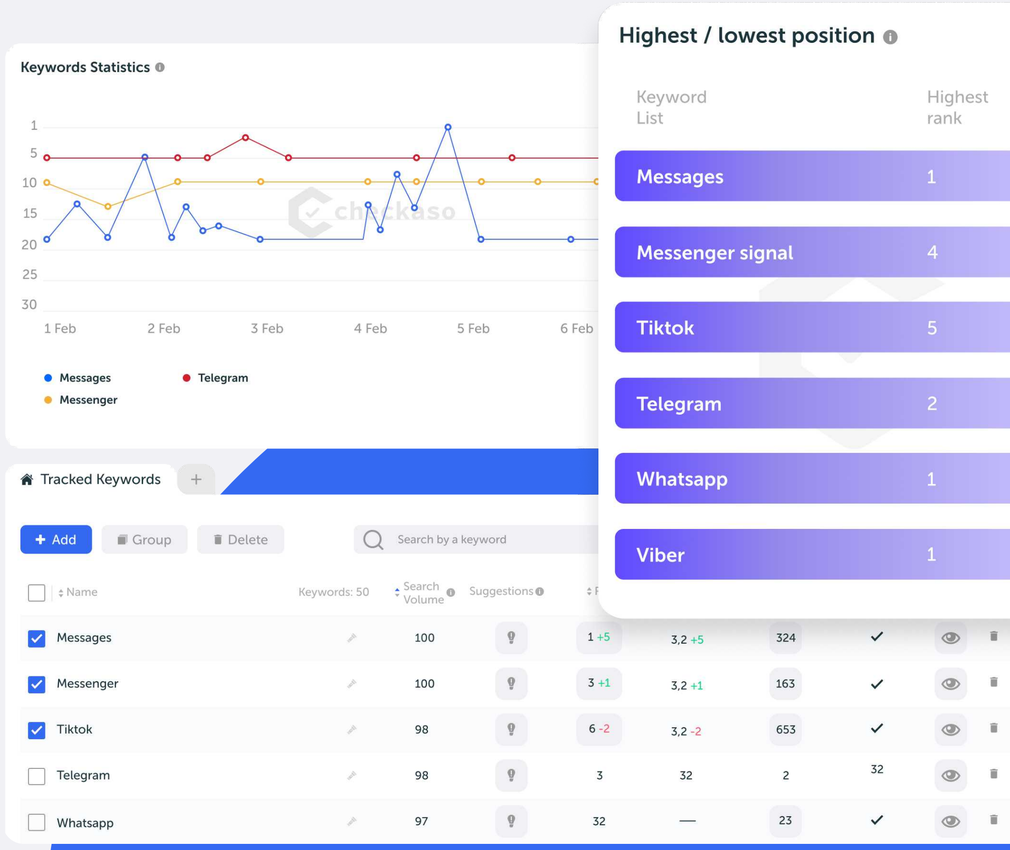


Keyword Analysis

This tool helps to define the main idea of your app and find its audience
To make it easy, we offer a welcome pack of 50 keywords that you can add with a single click.
Our algorithms automatically generate them. Use the keywords to get started.

- Keywords statistics diagram shows the pattern of 10 keyword ranking changes for the selected period;
- Keyword distribution diagram shows it for the first and the last day of selected period;
- Tracked keywords.

To avoid choosing keywords from scratch for each new experiment, save them for the future. Group the keywords as you like. This section also allows you to create your own subsections by clicking + on the Keywords Analysis tab next to ‘tracked keywords’.



Ratings & Reviews

This tool helps to do rating analysis with detailed statistics and forecast, besides, it has a varied search by reviews

- For the Rating Overview, select the required period to observe the trends and rating, going up or down;
- In the Rating by Versions field, you can track how users react to your updates and easily compare the percentage ratios of different reviews
- All reviews can be filtered by different criteria's
- Analyze whether this rating trend correlates with app updates;
- Once you get an idea of your current rating trend, it will be easier to build a strategy;
- Rating Forecast feature will help you to make a growth forecast.

-15% off when billed annually.
-10% off when billed semi-annually. All the prices include VAT.

Startup

Great start for optimization & getting insights

$24 / per month

- 5 apps
- 500 keywords
- Keyword tracking
- Keyword explorer
- Keyword ideas
- ASO editor
- Ratings and reviews

Hit

Growing Business

For all your ASO needs, new market expansion & organic boost

$62 / per month

- 15 apps
- 1 500 keywords
- \+ Tools available on Startup, plus:
- Performance
- In-Apps
- Comparative Analysis
- ASO Overview
- Keywords translation
- Manual data update

Company & Agency

All-inclusive ASO plan with experts' assistance

$126 / per month

- 30 apps
- 5 000 keywords
- \+ Tools available on Startup and Growing Business, plus:
- 1 ASO audit per month
- Onboarding training
- Account set up with semantics collection

Enterprise

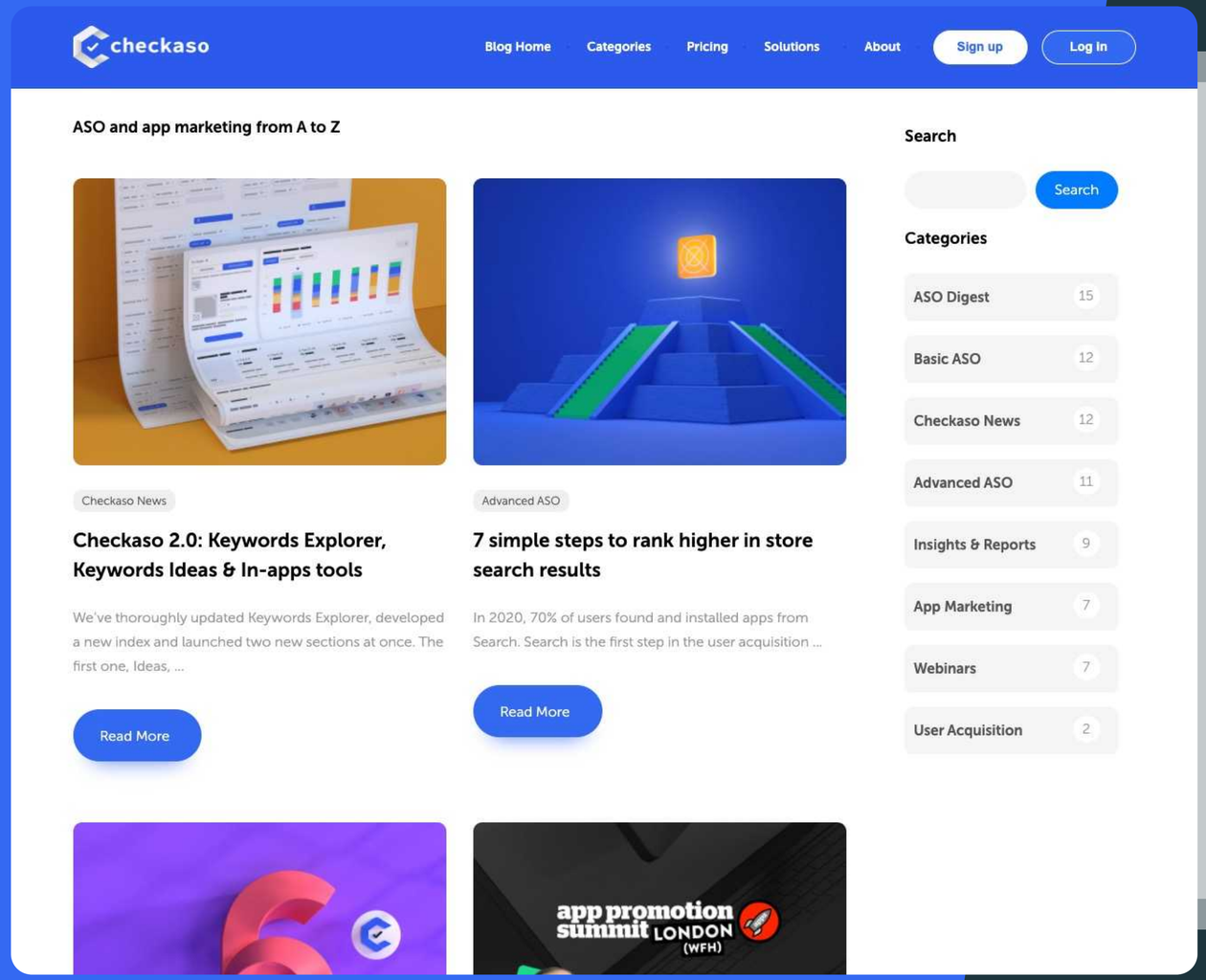
Individual plan for project-specific purposes

On request

- Number of necessary apps
- Optimal number of keywords
- Suitable number of competitors

7-day trial. Free. No card needed.

Interested? [Request a demo!]



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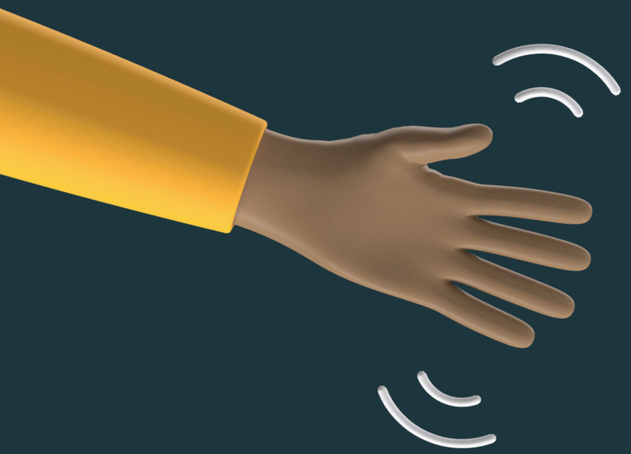
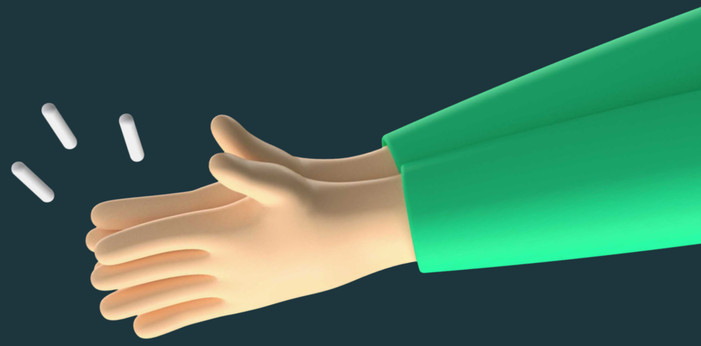
We made it



FINALIST OF APP GROWTH
«BEST ASO COMPANY»

SPEAKERS ON
APP PROMOTION SUMMIT (LONDON)



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