



App Store and Google Play Marketing: Search Optimisation



Search Optimisation

To move your app up the listings in the App Store and Google Play, there are three things you can do:

- Use keywords to optimise your app and its description in the store
- Marketing for downloads
- Encourage user reviews

KEYWORDS

Picking the right keywords is crucial - they should be relevant, related to your business and what your app does. Think about what your customers are searching for.

A keyword is any word that a customer might use to search for an app, it should be relevant to your app.



Keywords

Your keywords (one or two words long, not sentences) should include:

- **Name of your business**
- **Type of your business**
Takeaway, Healthy, Pizza, Events, Food, Fish and Chips
- **Location of your business**
Town or city and county
- **Type of customer (only if relevant)**
Students, Staff
- **What your app does**
Click and Collect, Food Ordering, Loyalty, Food Delivery, Pre-ordering, Table Delivery, Pay at Table



Where to use keywords

QikServe app submission form

App name

Short app description

Long app description

WRITING YOUR DESCRIPTION/S:

Your description should read naturally – include keywords where you can, but do not ‘shoehorn’ them.

Expand your keywords and include them within sentences by considering how they might be used in a search by a real customer. For example, instead of “takeaway”, try “takeaway in Bangor” (if that’s where you’re located).

Highlight the features and functionality of your app. The ideal description is a concise, informative paragraph followed by a short list of main features.

The first sentence of your description is the most important – this is what users can read without having to tap to read more.

App name: QikServe – Click & Collect

Short description: Pre-order your favourite pizza

Long description: (first 170 characters are the promotional text):

The QikServe app allows staff to pre-order their favourite healthy food from our click & collect app, including delicious salads and hot soups, and get loyalty stamps.

Order your food, and pay on your mobile, from our Spitalfields location in London to have food delivered to your desk at a time chosen by you. It's as simple as that, and there's no need to queue.

Key features include:

- Search your favourite food
- Choose your collection or delivery time
- Takeaway food or have it delivered to your desk
- View menus and dish details
- Place orders for now, later or tomorrow
- Pay directly via card or choose cash on collection
- Collect loyalty stamps

Download the app today

Tags: *(Preoday adds these)*

QikServe, Click and Collect, Pre order, London, Spitalfields, Ordering, Food, Takeaway, Staff, Canteen, Delivery, Collection, Loyalty

Downloads

The more downloads your app receives, the higher the perceived buzz, demand, and user value associated with the app.

Increasing the volumes of downloads will support increased prominence within the app store organic ranking.



Reviews

Ratings and reviews influence how your app ranks in search and can encourage users to engage with your app from search results, so focus on providing a great app experience that motivates users to leave positive reviews.

Ask users to rate your app on the App Store, but don't ask for a rating too soon – wait until they have enjoyed a few sessions before prompting them. You don't want to be seen as pushy.

You can use App Store Connect to respond to customer reviews of your app to directly address their feedback, questions, and concerns. When you respond, the reviewer will be notified and will have the option to update their review.



About QikServe

QikServe is the enterprise platform for guest self-service in hospitality. Using any channel from kiosks and tablets to web and mobile apps, hospitality operators can provide powerful in-store and off-premise solutions from ordering to payment, giving guests the convenience to order and pay for their food and drinks whenever and however they want.

In January 2020, QikServe acquired Preoday, the branded mobile application and online ordering technology provider.

www.qikserve.com