

# App Store Optimization (Gaming)

Gaming, Esports & Digital Entertainment

Document type: Plan / SOP / strategy / guide · Generated 14 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Produces an ASO plan for a game — keywords, title/subtitle, icon and screenshots/video, ratings and conversion optimisation across Play and App Store. Use it to grow organic installs and cut UA cost. For paid UA use the User Acquisition Strategy.

## Purpose of this tool & output

Win installs from app-store search and browse

## How the output is used

Use it to win installs from app-store search and browse — an ASO plan across keywords, creatives and conversion.

## Important cautions

Store creative (icon/screenshots/video) and ratings drive install conversion, while keywords drive discovery — optimise and A/B test both. Localise for India languages. Organic ASO installs lower blended UA cost. Guidance only; store algorithms change.

## Companion documents

- Game User Acquisition Strategy
- Gaming Performance Marketing Plan
- Gaming Influencer Marketing Plan
- Player Retention Strategy
- Referral & Virality Design
- Game Community Management Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.