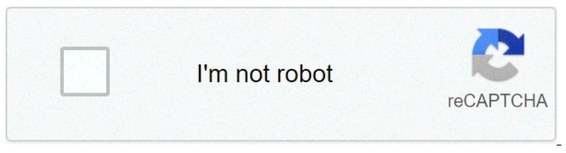

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The opinions expressed by the contributors of the entrepreneur are his own. You are reading US entrepreneurs, an international franchise of media entrepreneurs. Many startups spend enormous sums of money for advertising, but neglect the optimization of the App Store. App Store's optimization is the most convenient method to organically increase your installations for a couple of reasons: Shutterstock according to Forrester, a 63 percent staggering of all apps installments come from General Browsing in the App Store. Optimizing your app to be discovered through research, ã, you can drastically increase the number of downloads you receive for your mobile app. If you have a solid Optimization strategy of the App Store and run correctly, you will receive tons of organic and free installations to your App.Here are some suggestions and tricks: Ã, 1. Choose the right title. The title of your app ranks more heavily than the rest of the meta-data, so choosing it wisely. Make sure you direct words in your title you want to hit more, words of which you are confident. The tools like sensortowerÃ ¢ and applications can provide accurate volumes of traffic and difficulty of certain keywords. Also, make sure you are not the keyword stuff the title; The App Store will reject your App.Realed: How can the app improve revenue and store users committed? Depending on how many downloads and what traffic your app is already getting, you need to adjust the keywords. For example, if your app is already becoming high traffic and download, you can direct more competitive keywords that have higher traffic. If you are just starting an app that nobody knows, it is not present, I recommend choosing keywords that have a low-level difficulty level and medium traffic (based on analytical tools such as sensortower or applications). There are probably some keywords that are gems that others do not aim and may have decent traffic.3. Location by country. At each App Store is separated geographically by country, it is really wise to locate your app to optimize it for discovering in different languages. The App Store allows you to change the meta-data within your app depending on the country in search of your app. Some companies have used a mixture of Google Translator and mother tongue to help locate their apps, so it shouldn't be too difficult for you to locate as well. Location is a huge aspect of having an effective global presence. Think of all these unpleasant markets that you can reach and how easily you could acquire more users with these markets. Á, connected: the first 5 myths of mobile apps - and because they believe they will hurt your business4. Use powerful images and a formulation. People are able to discover your app, the rest is up to how well your app list converts to download. To optimize conversions, you need to use beautiful images to attract users to desire to download your app. Make sure you include the most attractive aspects of your APP and also include captions in images. You are surprised to be surprised as a simple tweak or word can translate in terms of conversion percentages.5. Pay attention to evaluations, reviews and description. When was the last time you downloaded an app with a star? Evaluations and reviews do not make the factor so much to find out how the keywords and title, but have a huge impact on conversion rates. Users are probably more likely to download your app if you have received a large number of positive reviews. Make sure you also include an interesting and tempting description to explain to users what your app does! Related: 10 To build an app, people will adore6. Follow the optimization of the Data.app store is a process in progress that requires experience, time and test to be right. Make sure you accurately test the keywords for periods of time, and even test the images / description of your app to see what the conversion of the best.Ã ¢ at the end of the day, the data do not lie, then make sure you follow follow Data and find out what works specifically for your app. Whether you have moved to a new city or you're ready to get more social in your current place, there is no reason to sit at home alone and hope that something comes. Thanks to some fantastic apps, you can find out what's going on in your area and go out there as soon as tonight to make friends, experience fantastic events and simply have a good time all around. Come on, that Netflix marathon can wait for next weekend. It's time to get up from the sofa and enjoy your area like never before. Whether you are planning an event or simply looking for one to participate, Eventbrite has covered you. Take a look at what others are promoted, see also what your friends are planning to do this weekend so you can tag tag. You can even buy tickets through the app that is free for iOS and Android. Only for iOS, now offers information about local events in (mainly) in real time. Basically, it makes it taking place from the accounts of the social media of people who are in that event and show images and other information from the participants themselves. Of course, you might find that some events are already finished because nothing is infallible, but if you are out and try to find a party, a concert, a festival, a tasting or practically anything else to do, now you'll find it for you inside And around your exact position, anywhere in the world. If you are really looking for a social experience, the party with a room can be your best option. Available for iOS and Android, you can get in touch with people who are in nearby locations or plan to go to them that day. Plan a party or a Meetup in a local restaurant, club, bar or event. It's a great tool to make friends in a new city. As a local was built to be a travel app, but as it results, the people of the real place is using him more to find out what there is to do in their area. While it is not available in every city, you can buy guides to those you are interested in and using them to locate everything from restaurants and art galleries to parks and museums. The guides are provided by local writers, so it's really an internal appearance within what to do in a community. The app is only available for iOS. Not just gob is a cold app to find things to do in your area, but you can synchronize it to your accounts on social media in order to create a more personalized experience for you. Or you can search manually by selecting the Ã ¢ â,¬ Å "things to do ... or Ã ¢ â,¬" cold stuff near me today options. It is easy to use and is free for iOS and Android. Dostuff not It is still available for each city, but covers most large in the United States. If you are lucky enough to fall into that category, you love customization this app offers. Create a profile, view the events chosen by local influencers and order the options for category so you can only see those that interest you. It is available for both ios and android. face to face: few people are the right mood for a strong concert every night, but you don't want to spend every night softened in a cafeteria . Sauce lets you choose your local events and other things to do based on your mood. If you have children with you, you could select Ã ¢ â,¬ Ã ¢ â,¬ Å "PlaytimeÃ ¢ â,¬ mood for Family options, or if you feel energetic, you can select Ã ¢ â,¬ å "illyÃ ¢ â,¬ "showing your concerts, sporting events, bars and clubs. The app is free for both iOS and Android. Field Trip is an app created by Google that works as a background program while spending time in your city. While walking or go around, she presents you with fresh facts and information about the places you pass, including the events that take place there. Set it to be vague or specific You prefer with details. The app is available for iOS and Android. CC0 / Bernard-Veriutraete / Pixabay If you synchronize the time to enjoy the app with your smartphone calendar, they give you what you can do in your area, but only at Times you 're available. available. There are no disappointments because you have a dentist appointment on the day of that matinÃ © and to the local theater. Unfortunately for Android users, it is only available for iOS. Localmind not only allows you to look for things to do in your area, allows you to ask others that have been questions about the spot. If you want to know if a restaurant has a clothing code or if there is free WiFi at the museum, you will receive your answers in real time from other users. The app is free for iOS and Android. Photo of courtesy: Future Publishing / Getty Images If you have a new phone, tablet or computer, you are probably trying to download some new apps to make the most of your new technology. Short to Ã ¢ â,¬ å "Application", the apps allow you to do everything from listening to music to synchronize your phone to your car to play. With so many apps to choose, however, it can be a bit daunting If you don't know how to download them. Fortunately, the app download can be fast, simple and easy regardless of the type of technology you are using. Read on to learn how and where to download app. When you download a file on the network, either from A store or elsewhere, a file hosted on an online server is copied to the computer. If you have never been online, both on a phone or computer, you probably already downloaded the files on many occasions. The apps are not different Ã ¢ Â , ¬ "They are only specific types of files that drains from the Internet. Courtesy Photo: Scott Barbour / Getty Images apps are generally configured as executable files (.exe), although the apps think for Apple devices are often available as a file app (.app) or DMG (.dmg). Sometimes (especially when it is designed for computers), an app is compressed in a zip (.zip or .zipx) file to save space. To do this, you may need another program, like WinZip or 7-Zip, to open it, even if you might even be able to open it from the left or by right-clicking if the device has arrived with the Possibility to open zip files. In many cases, however, the download of an app is as simple as by clicking a button on the app page. As long as it is not enough space on your device, the app will probably be ready for use once the download was done. Android is an operating system used for phones, tablets and more. The odds are that if your phone is not an iPhone, it is probably probably an Android device Ã ¢ â,¬ "The brands include Samsung, Huawei, LG, Motorola, ZTE and many others. To download app for an Android device , You can visit the Android website or use the Google Play app. (It is often pre-installed on phones and tablets, so you may already have it.) Be aware that you may have probably required access with your Google account or Create one if you don't already have it. Photo of courtesy: SOPA Pictures / Getty Images Open the Google Play store on your device and then look for the specific name of the app or any larger category you may interest you. Click on the result of the ' app to learn more. If the app is free, it should start downloading; otherwise, you will be asked to pay it. In both cases, once the file is downloaded, it is good to go. Microsoft Host Apps on its Website, which is You can access via any device with a web browser. You can use the site to download app for tablets, computers, phones, Xbox consoles, virtual reality set and more, so it's important to check the system requirements on the page of each App To ensure that the app is compatible with your device. Photo of courtesy: Kim Kulish / Getty Images Select any free or paid app is interested in seeing a brief description of the app. If you choose a paid app, you will be asked to enter the information Credit card or a gift card to complete your order. Apple App Store hosts apps designed for iPhone, iPad and other Apple devices. As with Google Play, it is often pre-installed on telephones. Like other app stores, allows you to filter the apps by category, including apps in the foreground, new app apps, popular apps, theme categories and more. Choose the IL You want and follow the instructions on the screen to download it to your device. You will need to access or create an account completing the purchase. 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