



Mahmoud Kordii

# APP STORE OPTIMIZATION

Industry: Travel &  
Tourism

Platform: Mobile App

Timeline: 90 Days

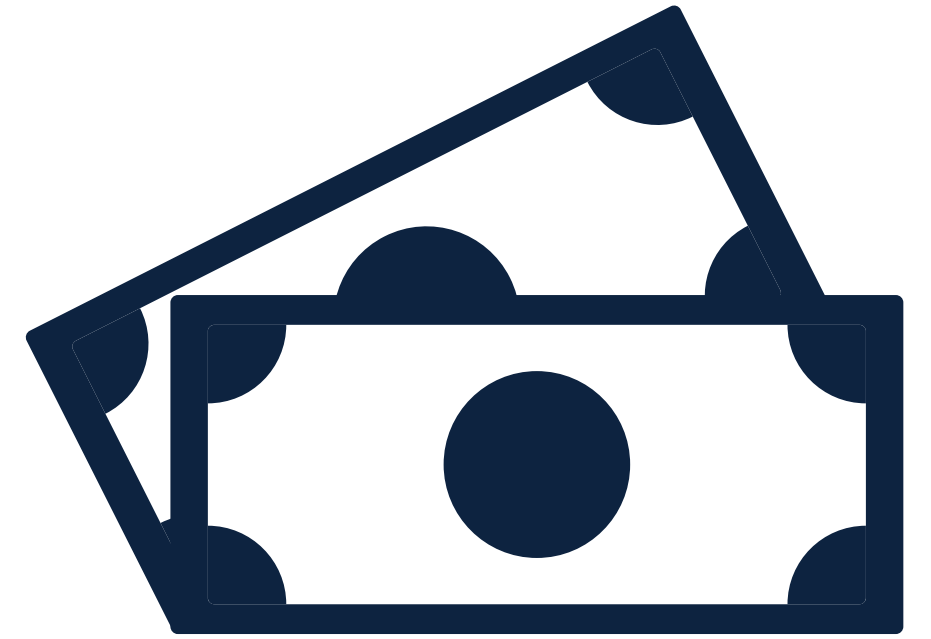
Service: ASO



# Objectives



DOWNLOADS



TRANSACTIONS



USER ACQUISITION

# Action Steps

# ASO

## ON-SITE:

- APP INDEXING SO IT CAN BE FOUND ON GOOGLE SEARCH

## OFF-SITE:

- KEYWORD RESEARCH AND COMPETITIVE ANALYSIS
- KEYWORDS OPTIMIZATION
- WRITING ABOUT SECTION ACCORDING TO THE RESEARCH
- WEEKLY ANALYSIS TO TRACK KEYWORD PERFORMANCE



# Tools Used



**App Radar**

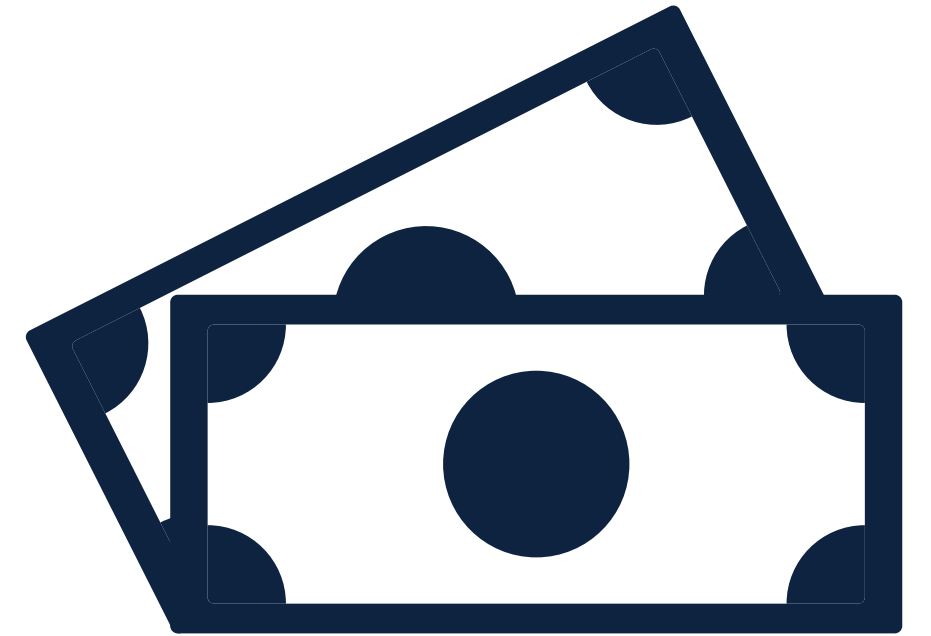
# Results

DOWNLOADS



4000+

TRANSACTIONS



950+

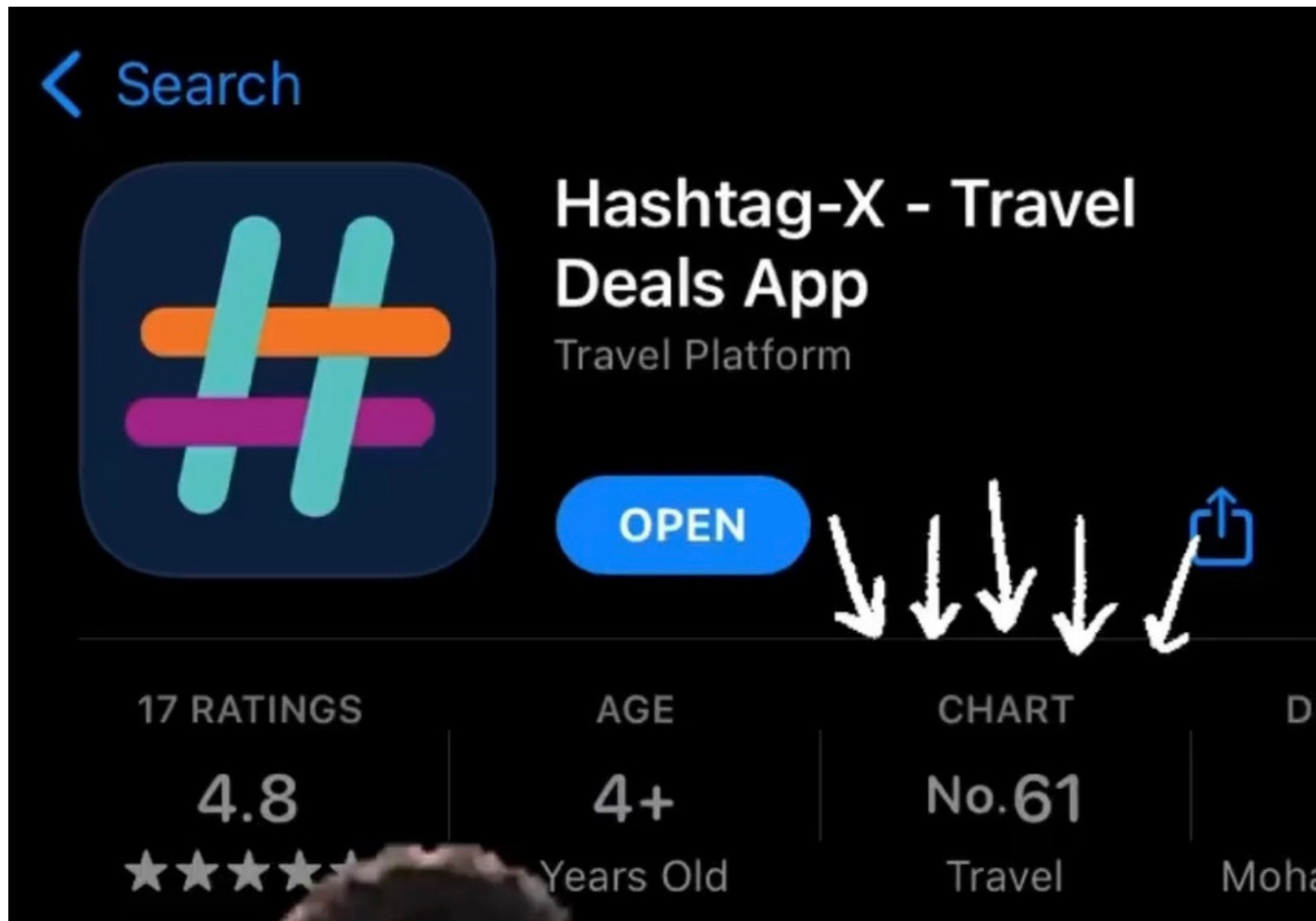
USER ACQUISITION



2500+

# References

	PLATFORM	IMPRESSIONS LAST 30 DAYS	STORE VIEWS LAST 30 DAYS	INSTALLS LAST 30 DAYS	REVENUE LAST 30 DAYS	LAST UPDATED	OPTIMIZATION SCORE
Hashtag-X - Booking Trips Hashtag-X			-	-	-		
Hashtag-X - Travel Deals App Ismail Dabees		226 +11%	20 +67%	13 +225%	-		



<input type="checkbox"/>	KEYWORD		↑ RANK
<input type="checkbox"/>	trips in egypt		3
<input type="checkbox"/>	organized trips		4
<input type="checkbox"/>	travelling in egypt		6
<input type="checkbox"/>	travel platform		6





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