

FREE CHECKLIST

Launch Your App Checklist

Everything to do before, during and after launching on the App Store and Google Play — from people who have launched several apps.

- 30 steps in 5 stages
- Store listing & review tips
- What to do in the first 30 days

Print this and tick each box. The order matters: the "4 weeks before" steps make the review and launch much smoother.

4 weeks before

- ☐ Pick your app name (max 30 characters) and check it is free on the App Store, Google Play and as a domain.
- ☐ Write a one-sentence promise: who it is for and what it does for them.
- ☐ Create a simple landing page with an email sign-up for launch day.
- ☐ Prepare a privacy policy and terms page (required by both stores).
- ☐ Set up crash reporting and basic analytics.
- ☐ Test on at least 3 real devices, including an older, slower phone.

Store listing

- ☐ Write the subtitle (30 chars) and short description (80 chars) around the main benefit.
- ☐ Write the full description: hook, 4 sections with bullet points, closing line.
- ☐ Choose keywords: 100 characters, comma-separated, no words already in the name.
- ☐ Make 6–8 screenshots that tell a story; put the most important screen first with a big caption.
- ☐ Record a 15–30 second preview video showing the app in use.
- ☐ Fill in the privacy "nutrition" labels and data safety form honestly.

Review & release

- ☐ Write clear reviewer notes: demo account, how to test the main feature, anything unusual.
- ☐ Check in-app purchases have restore buttons and clear prices.
- ☐ Make sure every link in the app works (support, privacy, terms).
- ☐ Use a staged / phased rollout so you can stop a bad release.
- ☐ Prepare replies for common rejection reasons (login required, payments, metadata).
- ☐ Plan launch day and the 3 days after — you will need time to answer users.

Launch day

- ☐ Email your sign-up list with one clear link.
- ☐ Post on Product Hunt, Reddit (in the right communities), X, LinkedIn and your own channels.

- ☐ List your app on iamai.markets and other directories.
- ☐ Ask friends to try it and leave honest reviews (never pay for reviews).
- ☐ Watch crash reports and reviews every few hours.
- ☐ Reply to every review — thank, fix or explain.

First 30 days

- ☐ Ask happy users for a rating with the official in-app review prompt after a success moment.
- ☐ Fix the top 3 problems people mention and ship an update quickly.
- ☐ Track: installs, day-1 and day-7 retention, crash-free users, rating.
- ☐ Try 2 new screenshot sets and keep the one that converts better.
- ☐ Write a short "what we learned" post — it is great content.
- ☐ Plan the next feature based on what users actually ask for.