

ASO vs SEO

HOW DO THEY COMPARE?

The Similarities



Search Visibility

Help your website or app get found and discovered by boosting inbound traffic. Getting seen is the first step to getting clicked.



Organic Users with High Intent

Users trust more 'organic' search suggestions than ads, so they are more likely to click. They also sought out the solution to their needs, so organic users tend to be easier to convert AND more profitable. This is true for both website visitors and app users.



Focus on Non-Branded Visibility

It is very important to improve ranking positions for relevant, popular generic searches. These keywords imply intent, yet the user is not set on a specific brand of solution to match his/her needs.



Strategies are Based on Keyword Research

Strategic placement of keywords helps search algorithms find and place websites and apps at the top of the list. Keyword optimization strategies should be based on very extensive keyword research - checking the competition, brainstorming relevant phrases, deep-diving into longtails, etc.

THE NITTY GRITTY

	Apps - ASO	Websites - SEO
SOFT LAUNCH Releasing a product to a limited audience and/or market	✓	✗
SOFT LAUNCH CHECKS	App performance overall	Technical issues
WHEN TO MEASURE RESULTS	Beginning of the process	After a few months when we can start evaluating the SEO efforts
DECISION MAKING ABOUT THE STRATEGY	First few weeks	After a few months (usually up to 6 months)
SEARCH TRAFFIC	✓	✓
FEATURED Can a new app/website be promoted by Google/Apple in order to increase visibility? (grace period)	✓	✗
DOES PAID TRAFFIC INFLUENCE RANKINGS?	✓ Promotion has a major impact - non-organic downloads have an impact on visibility and organic downloads	✗ Promotion does not have any impact on a website's visibility
APP STORE CATEGORIES-TOP CHARTS RANKINGS	✓	✗
BROWSE TRAFFIC Organic traffic that didn't come from a search query	✓	✗
DO DOWNLOADS/CLICKS IMPROVE RANKINGS?	✓	It might - not as a direct ranking factor (indirect ranking factor)
CONTENT CREATION (for example - a blog section)	✗	✓
RATINGS & REVIEWS User Ratings & Reviews can affect keyword rankings	✓	✗
WHAT IS THE SEARCHER LOOKING FOR?	Specific apps, look to discover new apps that can serve an exact need	Information, seek answers to specific questions, look for a product or a service, specific website



ASO Visibility Factors

BROWSING

In ASO, you have 'Browse' or 'Explore' traffic, where the app stores can feature your app in stories, category rankings, special editorial lists, and personalized recommendations.

USERS' OPINIONS

User ratings and reviews are an unavoidable, built-in section of every app listing - another indicator of quality that can help your keyword rankings.

PAID TRAFFIC

An app with a proven track record and a lot of installs will be more visible to all app store visitors. If those installs came from paid advertising, the algorithms will see it as equally valid. Paid traffic influences organic visibility in ASO.

NEWNESS

App stores tend to favor new apps, including them in special featured stories and sometimes giving them an advantage in keyword rankings

What are WEB/APP searchers, well, searching for?

Search algorithms are programmed to offer people the most user-friendly experience and most relevant content. But how people use each tool is drastically different.

App Store or Google Play users search for an app they can use.

Web searches are often in the form of a question and are specific in nature. Top numbered lists and "how to" articles tend to rank higher because they deliver content that is accessible and easy to read - they satisfy a need for information.



Search Popularity Scores

Stats about web search popularity don't necessarily apply to the app store. There are tools specifically for the app stores to understand how much a keyword is searched.



Websites are Limitless!

There is no limit to the amount of content you can create when it comes to SEO. You have full creative control of what that content will include in terms of text, visuals, design and more.

ASO, however, only has the app's store listing page - miss the opportunity to properly optimize, and your app just won't get the high-intent downloads.



Evaluation Time

You can understand trends with keyword rankings after a few weeks in ASO.

SEO, on the other hand, requires a few months of observation before you can start to evaluate efforts and decide how to adapt the strategy. It also lacks the ability to soft launch a website and quickly measure results.

TRY EACH BUT WITH THE RIGHT OUTLOOK

Follow these steps and you'll know when you've reached success!

1

Understand the basics

2

Set expectations accordingly

3

Communicate realistic goals to all stakeholders

4

Create strategy + implement

5

Measure results based on 1-4

6

Adjust strategy based on results

7

Re-evaluate expectations

8

Repeat

Looking to the Future - Choosing the Right Strategy for You

The future of performance marketing isn't about pegging SEO & ASO against one another, but finding innovative ways to make use of both. When done correctly, SEO and ASO can complement each other perfectly.



**Please note:

While the basics of keyword research in ASO VS. SEO can be similar, each follow a different set of metrics to build a strategy on, and require different tools to find the best possible keywords. With that being said, the limitations and opportunities between the app store algorithms and the Google Search algorithms can be worlds apart.

Tap into your organic potential

Contact us: info@yellowheadinc.com