Release-Checklist

https://stefangaller.at/en/blog/app-stores-release-preparation

	Android	iOS
As early as possible		
AppDistribution / TestFlight	☐	☐
Analytics	☐	☐
Crash Reporting	☐	☐

4 weeks before the release

Texts

	Android	iOS
Name 30 characters	☐	☐
Subtitle 30 characters	–	☐
Short description 80 characters	☐	–
Promotional Text optional	–	(☐)
Description 4.000 characters	☐	☐
Keywords 100 characters	–	☐
What's new 500 (Android) / 4.000 (iOS) characters	☐	☐

Images & Videos

	Android	iOS
App Icon	☐	☐
Screenshots	☐	☐
Preview Video / App Preview optional	(☐)	(☐)
Feature Graphic	☐	–
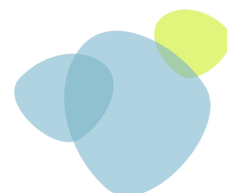
	Android	**iOS**
Miscellaneous		
Apple Nominations optional	–	(☐)
Privacy Policy Available as URL	☐	☐
Pricing/In-App-Purchases/Subscriptions If applicable	(☐)	(☐)
Complete missing forms e.g. categories, countries,...	☐	☐

2 weeks before the release	**Android**	**iOS**
Activate manual release Managed Publishing in Android	☐	☐
Hand in first version	☐	☐
Version accepted	☐	☐
Update rejected version If first version was rejected	(☐)	(☐)

1 week before the release	**Android**	**iOS**
Hand in final version	☐	☐
Final version accepted	☐	☐

Release	**Android**	**iOS**
Publish App	☐	☐

After the Release	**Android**	**iOS**
Monitor app	☐	☐
React to customer feedback	☐	☐
Prepare first update	☐	☐