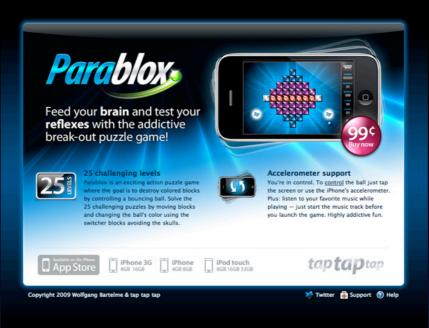# Rules you should break in the App Store

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Ignore Artwork Guidelines

- "The Apple-provided iPhone image can be displayed only on a white background. Do not place the iPhone image on a black background or on any color or pattern. Always include the reflection at the lower edge of the iPhone image."

- "Do not overlap multiple iphone images."

Source: *App Store Identity Guidelines for Developers*

Source: http://www.webdesignerdepot.com/2009/04/40-awesome-iphone-application-websites/

Application URL isn't crucial for App Store
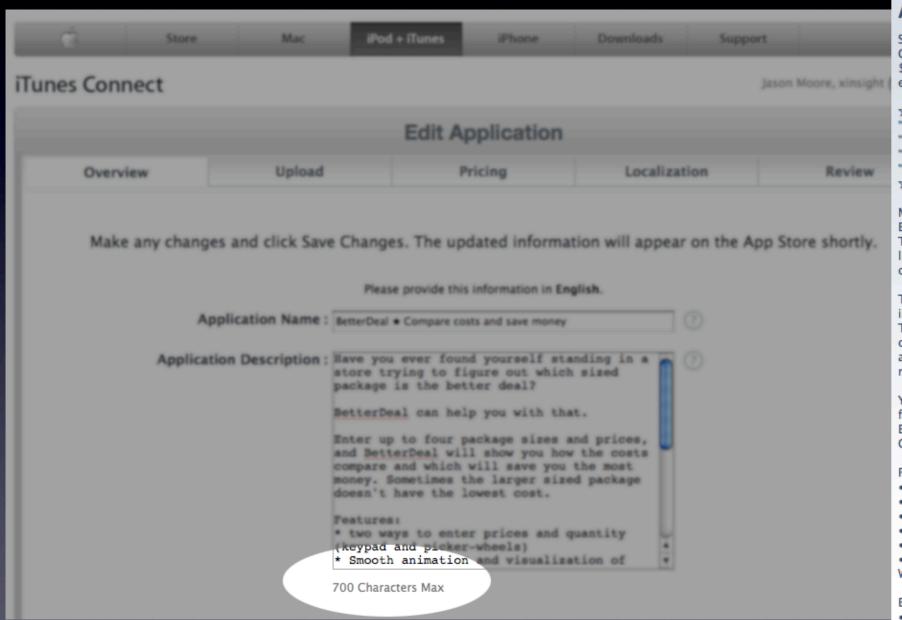
- App URL isn't available from iPhone App Store
- in iTunes the external URLs are uncompelling:

    [Developer Name] Web Site ⇒

    [App Name] Support ⇒

- Screenshots, title and copy are more important for marketing within the App Store

Application Description Length

iBeer
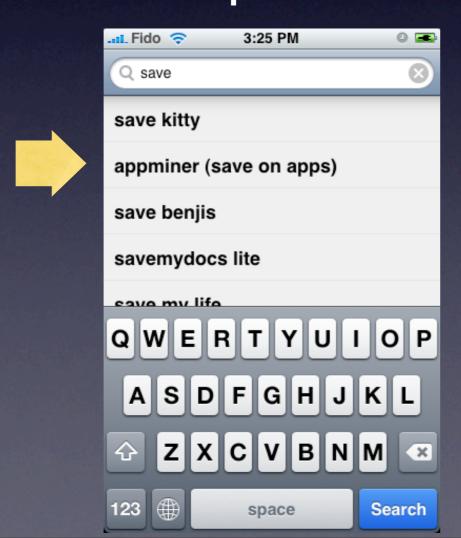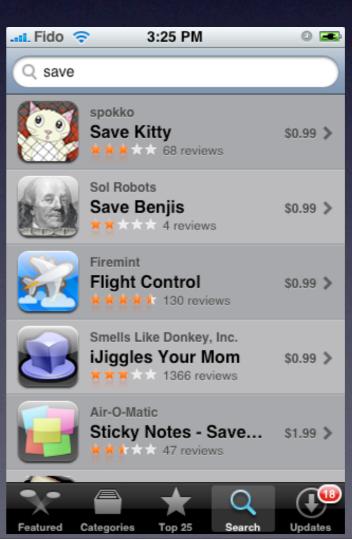lines:49   words:303   chars:1941

Include Reviews in App Descriptions

- users can only see local reviews

- to prevent smaller markets from having no reviews, add reviews to the description

- include reviews from other sources to seed reviews for a new app

Bundle Name != App Name

Simpl...View

- short bundle name is good

- iTunes application name should be long and descriptive

Cheesy Unicode Tricks in Name are Allowed

Full Browser
Category: Utilities
Released: Feb 24, 2009
$0.99   BUY APP

AAA Watch ✓
Category: Utilities
Released: Feb 23, 2009
$0.99   BUY APP

Army Knife Basic 3-in-1
Category: Utilities
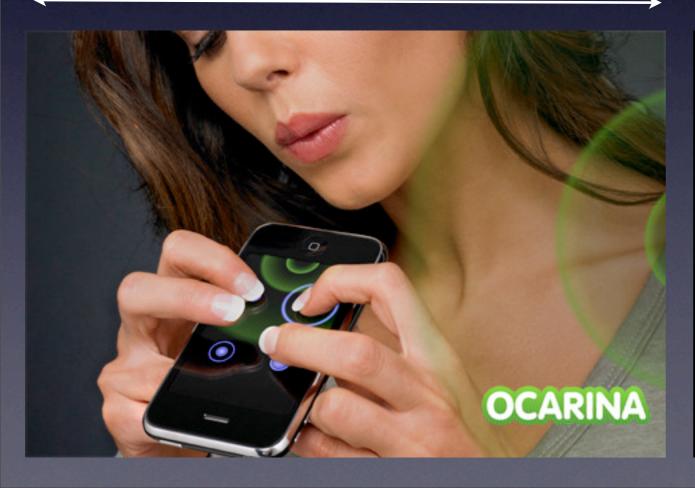Released: Feb 23, 2009
Free   GET APP

Unicode 2713

✓

Treat Screenshots as Ads

- the context or usage is novel

- non-obvious UI

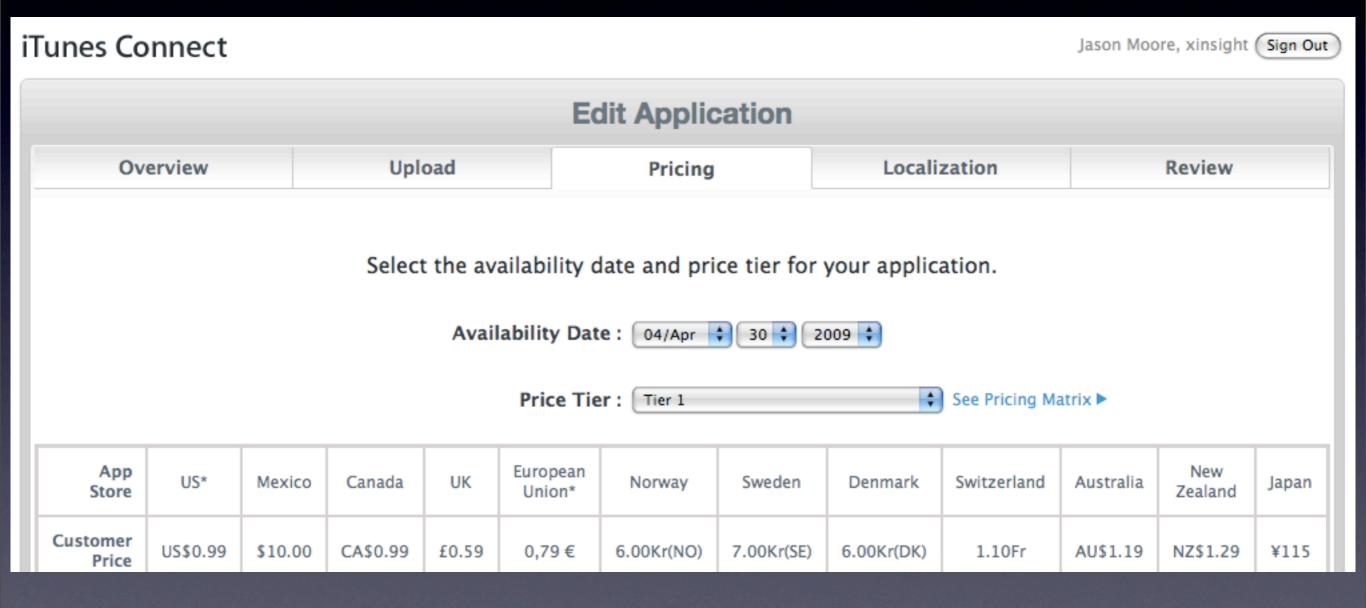# Release date is not updated automatically

- initial release date set when app is approved

- approved updates do not automatically adjust the date

- impacts placement in category "Release Date" view

On initial submit, set release date 6 months ahead. Move to current date once approved.

- after an update, set availability date under Pricing tab

Don't wait for Reviews

- Promo codes are US-only

- Need other review generating techniques for markets outside of US

- Suggestion: Developer Review Exchange

  - Find 10 developers, exchange app info, buy each others apps and review (same day)

  - Boost app visibility, break into top 100 (Flight Control sold 20-40 units/day to be #1 in Games in Finland)

Summary

- Don't be afraid to bend rules

- Don't be too literal

- Try to think like a sales guy (not a developer)

- Rules for app approval != Rules for app marketing

- Look at what others are doing, see if the tricks apply to your app