

# Study Jam 3: Best practices for creating your store listing

## Defining your brand

A strong brand identity fosters meaningful connections with customers, builds credibility, provides a consistent template, supports your mission, attracts new customers, and retains existing ones.

### Branding best practices

Effective branding best practices involve identifying your target audience and core features, highlighting key customer benefits, evoking desired emotions, and maintaining consistency in visual identity.

4 best practices in telling your brand story

- 1) Use consistent colors and shapes:** Use a similar or complementary color theme and style in all your store listing graphics, such as feature graphic, app icon, and in the app itself, so users can immediately associate them with your app and brand.
- 2) Use images and brand elements:** Incorporate images and other branding elements from your app to create a cohesive and consistent look and feel.
- 3) Be clear about your app's purpose:** Use your feature graphic to express what your game is about and what users can expect.
- 4) Carry brand experience into onboarding:** Use a consistent style across your app icon, feature graphic, and the in-app experience itself.

## Create your store listing

Take your store listing to the next level with these tips and strategies to showcase your brand story and present users with a consistent, benefit-focused story through description and graphic assets.

### Best practices for creating your description and graphic assets

- 1) Create your description:** An app description is the most vital information about your app's functionality and content that is visible to users. There are two types of descriptions: 1) Short description (80-characters max) Short descriptions provide users with a concise view of what your app does or what your game is about, without having to read the full description; and 2) Long (or full) description (4,000-characters max) A full description is the rest of the description that follows after the user clicks "Read more."
- 2) Tell your story with screenshots:** Your app's screenshots help make your app stand out in search results, categories, and featured app lists. Screenshots convey your app's capabilities, the look and feel, and experience of the app to potential users. This impacts their decision to install the app or not.
- 3) Select an icon:** The app icon is used in various locations on Google Play, including a store listing, search results, and top charts. It is important to create a well-balanced design graphic for your app as it will be one of the first images seen by a user. Quick tips: 1) Use design elements that complement or carry through other graphics in your store listing; 2) Communicate the core idea and intent of your app or game in a simple, bold, and friendly way; and 3) Size and place elements appropriately to engage user interest, and allow for scale.

**4) Select a feature graphic:** Your feature graphic is an opportunity to give users a better understanding of your app or game beyond what the app's icon and title convey. Quick tips: 1) Keep focal points toward the center; 2) Use brand elements that draw the eye; 3) Center core elements; and 4) Test on different screen sizes.

**5) Create a preview video:** To help potential users make the decision to install your app, create a promo video to show your app's capabilities, look and feel, and in-app experience. Six best practices: 1) Focus on core features and content; 2) Use captured footage of the app and game itself; 3) Use landscape orientation; 4) Add sound text for context; 5) Keep video short; and 5) Localize your video.

**6) Translate and localize your store listing:** By translating and localizing your app's store listing, you can maximize your app's distribution potential by targeting users across the globe in their preferred language. Your translation strategy should include a process for research, translation, and deployment.

## Get help from Google AI when drafting your custom store listing

The experimental Google AI feature assists developers in creating custom store listings by generating descriptions using user-provided prompts and information from the main store listing, offering a more efficient way to draft compelling content.

### Draft custom store listing descriptions using AI

Google AI is an experimental feature in Play Console that drafts custom store listings based on prompts you enter. There's no limit to the number of custom store listings you can draft using the AI feature. However, you can publish up to 50 custom store listings.

When you're drafting a listing, look for the "Experiment" banner, and click Try now. A few more steps:

- 1) To generate a listing, you must provide input for the following three prompts: The theme, event, or feature
- 2) Select your desired tone of voice intended audience
- 3) Select Generate when your prompt is ready.
- 4) Review the draft and consider additional options: Generate new version, Edit prompts, Cancel, or Add to listing

## References

[Adaptive icons](#)

[Add preview assets to showcase your app](#)

[Android Studio Translation Editor](#)

[Create and set up your app](#)

[Create custom store listings to target specific user segments](#)

[Designing adaptive icons](#)

[Developer Policy Center](#)

[Developer Program policies](#)

[Google Play icon design specifications](#)

[Google Play policies](#)

[Google Play policy violation](#)

[List of available languages](#)

[Localize your app](#)

[Measure and analyze visitor traffic and conversions](#)

[Metadata](#)

[Screenshot sizes and specifications](#)

[Store listing and promotion policy](#)

[Support different languages and cultures](#)

[Turn off monetization](#)

[Video's privacy setting](#)