

Marteso

ASO SaaS for indie iOS developers



60-Day ASO Playbook

A practical workflow for indie iOS developers who need organic downloads without guessing which keyword update worked.

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Days 1-7

Baseline



Days 8-21

One bet



Days 22-42

Wait



Days 43-60

Second bet



Why this playbook exists

WHY THIS PLAYBOOK EXISTS

Most new iOS apps do ASO too broadly, too early.

The usual pattern is simple: launch the app, search for high-volume keywords, rewrite the title and subtitle around the biggest terms, then check rankings every few days. When nothing obvious happens, the developer rewrites the metadata again.

That is not a strategy. It is noise.

For a new app, the first 60 days should answer one question: where can the App Store already understand and reward your positioning?

You are not trying to win every relevant search immediately. You are trying to build evidence. First, find proof keywords where your app has a realistic relevance match. Then use those wins to move into bridge terms. Only after that should you spend metadata space on broad ambition terms.

What you will need

- Current app name, subtitle, keyword field, promotional text, and description
- Current screenshots and product page messaging
- Current keyword rankings, if available
- App Store Connect impressions, product page views, conversion rate, downloads, and retention signals
- A competitor list of 5 to 10 apps that rank for your target jobs
- A place to log every metadata change and review date

The 60-day operating rhythm

DAYS 1-7

Baseline

Take a clean snapshot before changing metadata. Capture rankings, product page context, competitors, and one positioning sentence.

DAYS 8-14

Select proof keywords

Split the universe into proof, bridge, and ambition keywords. Pick one primary proof theme for the first test.

DAYS 15-21

Rewrite around one bet

Use app name, subtitle, and keyword field to support one readable primary theme. Keep deferred bets out of the update.

DAYS 22-42

Wait and track

Hold the 21-day feedback loop. Track rank movement, impressions, views, conversion, downloads, ratings, and adjacent signals.

DAYS 43-50

Read the result

Classify the test as winner, partial winner, false positive, or miss before deciding what changes next.

DAYS 51-60

Ship the second bet

Respond to evidence by promoting a winner, deepening the niche, or localizing the strongest signal.

Detailed workflow

The next pages keep the full guide text intact while separating decisions, checkpoints, and review moments so the playbook can be used during an actual ASO cycle.

Detailed workflow

DAYS 1-7: BASELINE

Your first week is not for rewriting. It is for taking a clean snapshot.

Start with the app as it exists today. Record the exact metadata, screenshots, ratings count, average rating, and current rankings. Then write one plain-language positioning sentence:

This app helps [specific user] do [specific job] when [specific situation].

By the end of Day 7, you should have a baseline metadata snapshot, a baseline ranking snapshot, a competitor list, one positioning sentence, and a first keyword universe of at least 50 relevant terms.

DAYS 8-14: SELECT PROOF KEYWORDS

Split your keyword universe into three buckets.

Proof keywords are narrow terms where your app has the clearest relevance and a realistic chance to rank.

Bridge keywords are mid-sized terms that connect your niche to a larger category.

Ambition keywords are broad terms with heavy demand and heavy competition.

Pick one primary proof keyword theme for the first test. Not five. One.

DAYS 15-21: REWRITE METADATA AROUND ONE BET

Use the app name, subtitle, and keyword field to support the primary keyword theme. Keep the language natural. Keyword stuffing is not a strategy, and it usually hurts conversion.

A useful metadata test brief looks like this:

- Primary bet
- Secondary support
- Deferred bets
- Expected movement
- Review date

Detailed workflow

DAYS 22-42: WAIT AND TRACK

This is the hardest part for impatient teams: do not rewrite early.

Use a 21-day feedback loop. During the waiting period, track rank movement, impressions, product page views, conversion rate, downloads, ratings, review quality, and unexpected ranking gains or losses.

DAYS 43-50: READ THE RESULT

Classify the test:

- Winner: primary proof terms improved, conversion held steady or improved, and adjacent terms started to show movement.
- Partial winner: narrow terms improved, but bridge terms did not move yet.
- False positive: rankings improved for terms that do not convert or do not match the product.
- Miss: no meaningful movement, no conversion improvement, and no useful adjacent signal.

DAYS 51-60: SHIP THE SECOND BET

The second metadata update should be a response to evidence, not a fresh brainstorm.

Choose one of three paths:

- Promote a winner.
- Deepen the niche.
- Localize the strongest signal.

Measurement and next cycle

Measurement checklist

- Did the primary keyword ranking improve?
- Did any bridge keyword move?
- Did impressions increase?
- Did product page conversion hold or improve?
- Did downloads increase from search?
- Did reviews or ratings change materially?
- Did the winning term match the users you actually want?
- What is the next keyword bet?
- What should stay unchanged next cycle?

FINAL NOTE

The first 60 days of ASO are not about finding the perfect keyword list. They are about building a repeatable learning loop.

Start with keywords the App Store can believe. Track what moves. Promote winners. Ignore vanity terms until you have the signal to compete.

Marteso helps indie iOS developers run this loop with keyword rankings, popularity, difficulty, competitor context, and metadata history in one place.

Marteso

Keyword rankings, popularity, difficulty, competitor context, and metadata history in one place.