ASO.dev: Empowering Indie Developers with Continuous Innovation

London — 2025 — ASO.dev, the leading platform for app store optimization and developer tools, has consistently delivered transformative solutions tailored to the needs of indie developers worldwide. Since its inception, ASO.dev has been dedicated to simplifying app store management, providing unparalleled features to boost efficiency, and ensuring compliance in a rapidly evolving digital marketplace.

Meet the Founders ASO.dev is the brainchild of Igor and Julia, seasoned developers with over a decade of experience. Having faced the challenges of promoting apps on the App Store firsthand, they set out to create a tool that was not only powerful and feature-rich but also affordable and intuitive for indie developers.

ASO.dev's journey began in Bali, **Indonesia,** where the domain was purchased and the vision for the platform was born. Over the next few years, its development spanned multiple countries:

- **Vietnam**: The first website was brought to life.
- **Thailand (Phuket)**: Most of the initial code was written.
- **Kazakhstan**: The first version was launched, and the company was registered.
- **Georgia**: Marketing efforts kicked off.
- **Serbia**: ASO.dev celebrated its two-year anniversary, overcoming technical hurdles, legal complexities, and SSL certificate challenges for Windows.

From coding in Airbnbs to navigating legalities across borders, Igor and Julia's dedication to their dream has been unwavering. Today, ASO.dev stands as a testament to their perseverance and vision.

Why Choose ASO.dev?

- **All-in-One ASO Tool**: Track unlimited keywords, analyze competitors, edit metadata, and automate updates across multiple locales from one platform.
- **Comprehensive Features**: From metadata editing to competitor insights, reviews export, and keyword ranking, **everything you need is in one place**.
- **Cross-Platform Support**: The most powerful client for App Store Connect, available on iOS, macOS, and Windows.

ASO.dev Security Features:

1. **Proxy Support**: Secure routing for enterprise users.
2. **Local & Team API Keys**: Encrypted storage, no server-side access**.**
3. **Direct App Store Connect Requests**: No data interception by ASO.dev.

4. **No Third-Party Data Sharing**: User data stays private.
5. **Apple Compliance**: Meets security best practices.

Features:

1. **Smart Metadata Management**
    1.1. **Smart Metadata Editor**: Optimize your App Store presence with unique, duplication-free metadata and built-in length validation. Preview your app's listing. Analyze keyword metrics like popularity and rankings. Unlock smart suggestions from competitor insights. Quickly roll back changes by copying metadata from previous versions. Update macOS release metadata by copying it from the iOS version. Set age ratings, select builds, and submit your app for review effortlessly
    1.2. **Bulk Editor**: Save time with bulk editing—fill in "What's New" in seconds. Translate your content across all localizations with AI (Claude, OpenAI) or services like Google Translate and DeepL in just one click. Effortlessly detect duplicates and copy any field from previous versions, and quickly check differences.
    1.3. **Mass screenshot uploader**: Easily upload screenshots individually or in bulk with simple folder selection—automatic device detection, perfect sizing, and correct order guaranteed!
    1.4. **Editor: Subscriptions:** Effortlessly update and manage your app's subscriptions with seamless App Store Connect integration. Create A/B tests with automatic subscription localization to maximize global reach and performance, and customize terms, pricing, and payment options with ease.
    1.5. **Editor: Pricing:** Optimize your app's revenue. Manage prices in USD, choose rounded or charming price options, set fixed prices globally or apply multipliers like Netflix, Big Mac, and PPP (Purchasing Power Parity). Effortlessly edit prices in bulk with VAT adjustments, tailored for global markets by country tier.
    1.6. **Interactive Cross-Localization Table:** Expand your app's global presence. Validate and optimize titles, subtitles, and keywords for every country, with smart suggestions and tailored validations for each locale. Analyze key keyword metrics to fine-tune your strategy. Fill all available cross-locales (e.g., 10 for the US) to maximize visibility.
    1.7. **Custom Product Pages**: Unlock the potential for A/B testing and targeted marketing. Tailor your app's presentation to specific audiences or campaigns by customizing promo text, localizations, and screenshots. Optimize performance by testing different versions of your app page to find what resonates best. Easily copy all locales, including screenshots and promo text, from a selected CPP or create a new CPP instantly.
    1.8. **In-App Events**: Drive user engagement and app discovery by showcasing timely events. Use the built-in calendar of worldwide

holidays to plan events around key dates, maximizing relevance and visibility. Preview events to ensure accuracy, clone existing events for rapid creation, and customize details for specific markets. Localize names, descriptions, and media effortlessly to connect with a global audience. Perfect for promoting seasonal campaigns, feature launches, or limited-time offers, ensuring your events captivate users and drive app success.

2. **Unlimited ASO**
   2.1. **ASO Check:** Evaluate any app's ASO performance across all 39 App Store locales. Identify areas for improvement in titles, subtitles, keyword rankings, and user ratings in each country to enhance global visibility. Analyze keyword ranking distributions by country to understand user engagement and optimize app presence. Leverage cross-localization strategies to maximize your app's reach across different regions.
   2.2. **App Info:** Gain comprehensive insights into any app's App Store performance. Access detailed metrics, including keyword rankings, ratings, reviews (with download options for further analysis), and category positions. Analyze competitors' app listings to understand their strategies and identify differentiation opportunities. Preview app appearances on devices to ensure optimal user engagement. Stay updated with the latest release information, file sizes, and featured reviews to maintain peak app performance and user satisfaction. Utilize "People Also Buy" and "People Also Buy Reversed" analyses to discover competitors and related apps, enhancing your market research and competitive analysis.
   2.3. **Competitor Analysis:** Gain comprehensive insights into your app's performance by analyzing competitors' strategies. Track key metrics such as icon, title, subtitle, author, revenue, downloads, ratings, review counts, and screenshot previews to identify opportunities for improvement. Stay informed about competitors' updates, pricing strategies, and user feedback to refine your ASO efforts and maintain a competitive edge.
   2.4. **In-App Events Overview**: Showcasing in-app events by category and country, with application details and event previews. Includes a heat map of events for visual insights, along with event cards featuring media files, making it easy to explore and analyze trends.
   2.5. **Keywords: Rankings:** Change the way you analyze keywords. Upon opening the tool, instantly access all keywords from our database across every country, with no waiting for store data—faster and without pagination. There are no limits on the number of keywords or apps—just pure analysis. Track unlimited keywords with up-to-date Search Ads Popularity (SAP), difficulty, competing apps, and monitor their distribution across rankings. Analyze performance over multiple countries and time periods. Leverage data visualization tools, including tables and charts, to

make strategic, data-driven decisions and optimize your app's visibility in the App Store.

2.6. **Spy: Competitors' Keywords Ranking:** Similar to Keyword Rankings, but for any app in the App Store. Spy on competitors' keywords to gain valuable insights and enhance your ASO strategy. Monitor keyword dynamics for any app over the last two months, and export the data to Excel for easy analysis or client reporting. Add color tags and save keywords to your tracking list for organized and efficient keyword management.

2.7. **Keywords: Tracking:** Track an unlimited number of keywords by marking them with the bookmark icon and create dedicated lists for each project, making them easy to use in metadata or future analysis. Monitor keyword performance trends over time with detailed data such as SAP, app count, Apple's hints, difficulty, SAP history, and current app ranking. Import or export keyword lists for seamless integration into your workflow.

2.8. **Keywords: Competitors' Keywords Rankings:** Discover relevant keywords and compare your app's listing with competitors. Analyze keyword rankings across various countries and time periods, and monitor key metrics like Search Ads Popularity (SAP), difficulty, competing apps, and ranking trends. Enhance your app's visibility by leveraging competitors' successful strategies.

2.9. **Keywords: Overview**:Displays the top ranking apps for each keyword, giving insight into which apps are leading in search results, as well as for determining keyword relevancy.

2.10. **Keywords: Search App by keyword:** Discover leading apps for any keyword in the App Store. Analyze search results, refine keyword strategies, and optimize your app's visibility. View detailed app information, including icon, position, change in position, name, subtitle, current rating, number of ratings, publisher, number of downloads, revenue data, pricing. Add apps to your Competitors list for further analysis and access their keywords through the Spy feature.

2.11. **Top apps by category:** Analyze leading apps within specific categories across iOS, iPad, macOS, Apple TV, Apple Watch, and visionOS. Focus on top or new apps, free, paid, or top-grossing apps, and compare app performance across different devices and countries. Access detailed app information, including icon, position, change in position, previous position, name, subtitle, current rating, number of ratings, publisher, number of downloads, revenue data, price, and App ID. Add apps to your Competitors list.

2.12. **Category Ranking:** Track your app's performance across various categories, countries, and platforms in real-time and historically. Monitor rankings for top or new apps, free, paid, or top-grossing apps, and compare performance across different devices and countries.

2.13. **Anomaly Detector:** Monitor fluctuations in app rankings to identify potential App Store algorithm changes. The tool highlights anomalies in red, indicating significant deviations in rankings. This feature helps developers stay informed about keyword competitiveness and detect changes in the App Store. Available for free without subscription.

3. **ASO and Developer Tools**
   3.1. **Measurements & Metrics Graphs:** Gain comprehensive insights into your app's performance. Analyze key metrics such as impressions, product page views, app units, in-app purchases, retention rates, active devices, sessions, average session length, ratings, reviews, and revenue. Compare these metrics with previous periods to identify trends and measure growth. Leverage these analytics to make informed decisions, optimize user engagement, and enhance your app's visibility in the App Store.
   3.2. **User Reviews Management**: Effortlessly manage and respond to reviews in multiple languages. Translate user reviews into your app's primary language. Craft responses in your language. Use AI (Claude, OpenAI) or services like Google Translate and DeepL to translate your responses back to the reviewer's language in just one click. Leverage AI-generated responses for efficiency, and report inappropriate reviews directly through the platform.
   3.3. **Project Sharing with flexible Access Rights:** Collaborate on projects with flexible access control settings. Share projects with your team and clients, setting precise access rights to manage who can view, edit, or oversee your work.
   3.4. **Localization:** Localize the content within your apps. Export translations in various formats, including `.arb` and `.strings`. Translate your strings across all localizations with AI (Claude, OpenAI) or services like Google Translate and DeepL in just one click.
   3.5. **iTunes Country Switcher**: Effortlessly switch between iTunes countries to access region-specific content, pricing, and features. This tool allows you to easily test and optimize your app for different markets, ensuring it performs well across multiple regions and stays compliant with local regulations.
   3.6. **Timeline:** The Timeline feature on ASO.dev tracks and visualizes key app changes, including keywords, titles, subtitles, and release dates, offering historical and localization-specific insights for effective ASO management.

Contact

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