

App Store Optimization Audit

Chess.com (iOS + Android)

SAMPLE REPORT - ILLUSTRATIVE DATA

71

OVERALL SCORE
Good

Category Breakdown

Metadata	65/100
Visuals	70/100
Ratings	88/100
Keywords	60/100

Findings (2 issues, 1 passed, 7 in your plan)

Subtitle Under-utilized

LOW

The iOS subtitle uses 24 of 30 available characters, leaving keyword opportunity unused.

REMEDIATION

Extend the subtitle to the full 30-character limit with an additional high-intent keyword.

Icon Meets Resolution Guidelines

PASSED

App icon meets both App Store and Play Store minimum resolution and safe-area requirements.

Review Response Rate Below Benchmark

LOW

Only 8% of recent reviews have a developer response, below the 20% benchmark tied to conversion lift.

REMEDIATION

Respond to at least 1 in 5 new reviews, prioritizing 1-3 star ratings.

METADATA

HIGH STARTER

Log in or upgrade to Starter to view this finding

KEYWORDS

CRITICAL

STARTER

Log in or upgrade to Starter to view this finding

KEYWORDS

MEDIUM

STARTER

Log in or upgrade to Starter to view this finding

VISUALS

MEDIUM

PRO

Log in or upgrade to Pro to view this finding

METADATA

MEDIUM

PRO

Log in or upgrade to Pro to view this finding

RATINGS

HIGH

AGENCY

Log in or upgrade to Agency to view this finding

KEYWORDS

HIGH

AGENCY

Log in or upgrade to Agency to view this finding