



**TED**  
 TED Conferences  
 ★★★★★ (9)  
 Essentials

+ OPEN



**Talking Ted LITE**  
 NBCUniversal Media, ...  
 ★★★★★ (41)

+ GET



**TED** 12+  
 TED Conferences >  
 Essentials  
 ★★★★★ (9)



+ OPEN

- Details
- Reviews
- Related

### App Store Editors' Notes

Watch fascinating talks on everything from modern values to futuristic technology with this sleek app hosting video lectures from TED conferences around the world. With intriguing discussions by experts, academics, and even celebrities like Sting and Bono, the TED app is a magnificent resource for learners of all ages. Recommended playlists and the option to download any video for offline viewing make the app simple to use, and educators can easily incorporate its content into their lesson plans to add richer ... [more](#)

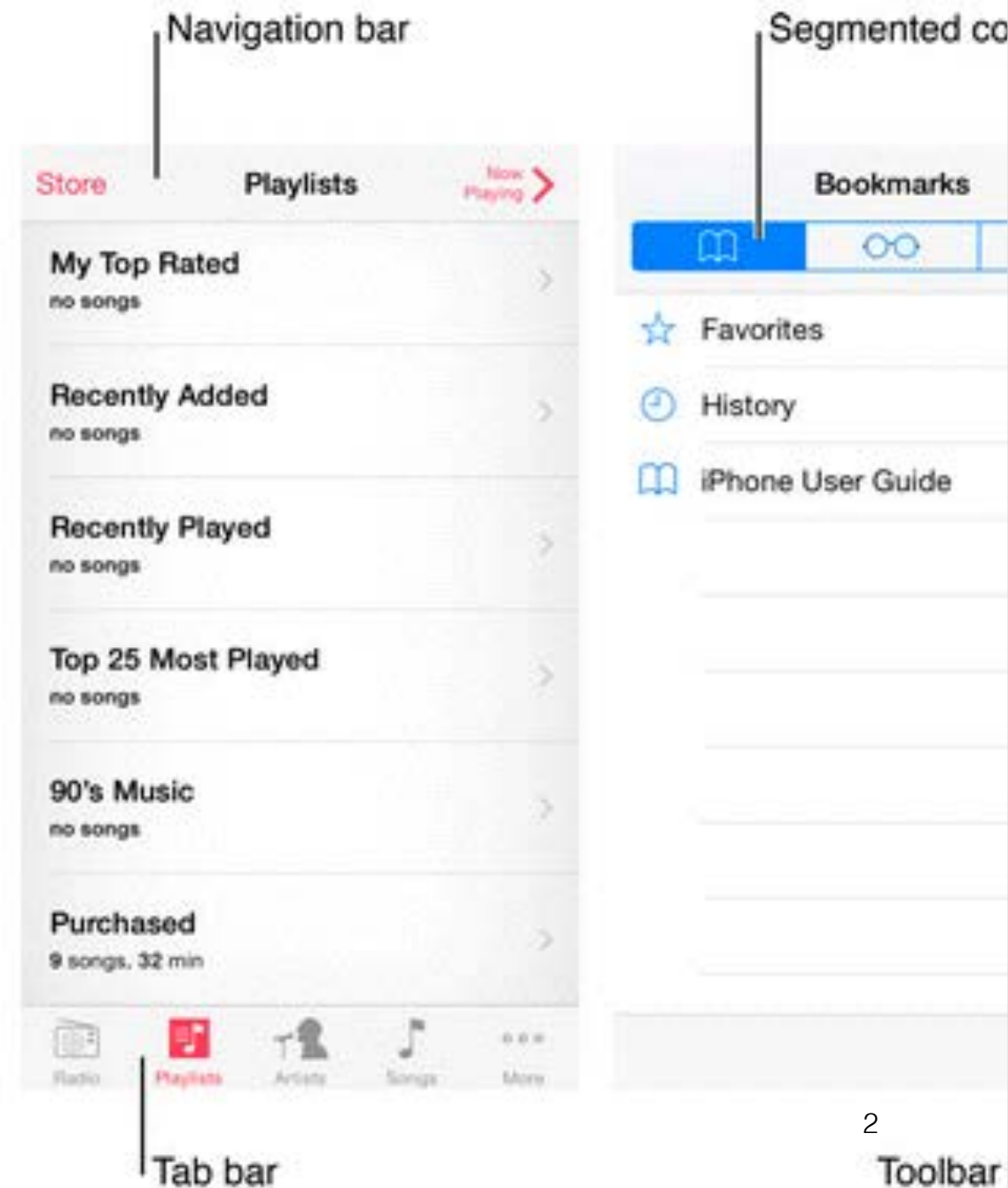
**TED App Store Optimization**  
 Kim Friedman | December 23, 2014

# Pre-project kickoff

- ▶ I started reading the [iOS human interface guidelines](#), to get into the Apple App descriptions and features mindset
- ▶ I knew nothing about ASO, and very little about SEO
- ▶ I am an Apple/iTunes user and have limited exposure to Android Apps/Google Play Store
- ▶ I am a TED viewer and I already have this App on my iPhone and iPad mini, but mostly view on desktop

## iOS App Anatomy

Almost all iOS apps use at least some of the UI components. Understanding the names, roles, and capabilities of these basic components helps you design the UI of your app.





# Deliverables

- ▶ Analysis of current App Store description and landscape
- ▶ New optimized copy for each App Store listing in TED voice
- ▶ New screenshots for each major device in each store

## iTunes

Access riveting talks from some of the world's most fascinating

TED's official app presents thought leadership from education, business gurus, music legends and other remarkable minds. Feed your curiosity, explore innovative concepts and expand your

Features on iPad, iPhone and iPod touch:

- View the entire TEDTalk video library, with subtitles in
- Watch in high or low res formats based on your network
- Play on your device or send to your home entertainment
- Discover playlists curated by topic.
- Tell us how much time you have and let us guide you
- Bookmark talks to watch later.
- Download to watch when you are offline.
- Listen to an on-demand playlist of TEDTalks audio.
- Sort talks by recency or popularity.
- Find by tags, themes, or related talks.
- Share favorites with your friends.

### Alternates:

Let serendipity guide you to a playlist of undiscovered talks. Select a viewing time frame and a sentiment, and get a delight

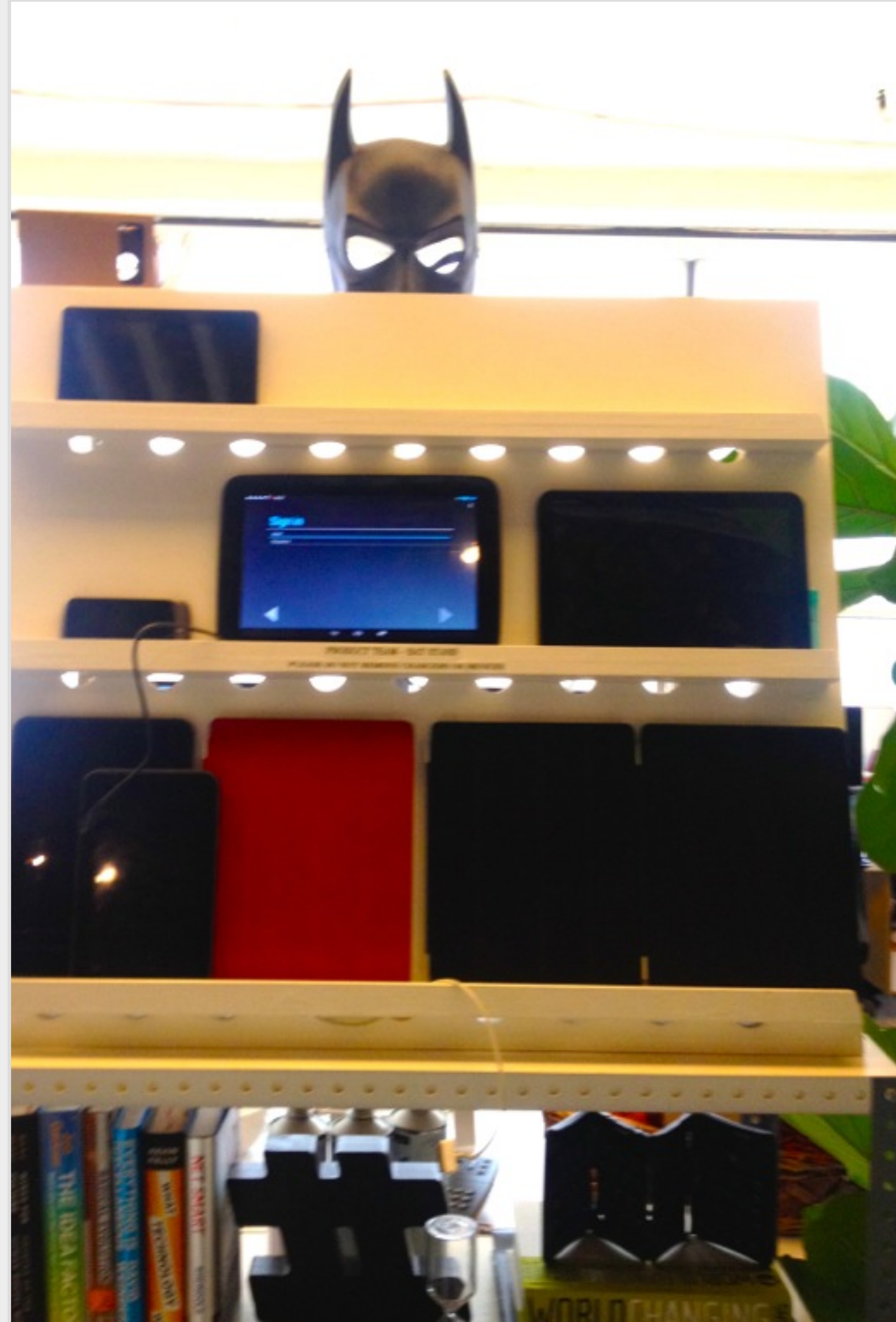
From your NPR podcast description:



# Housekeeping

On day 1, Will True, the project lead, set up a collaborative workspace and started introducing me to the team — we set up a file structure that could be easily managed and updated by TED:

- ▶ Shared Google documents and spreadsheets
- ▶ Introductions to TED project stakeholders
- ▶ Organized folders for captured assets
- ▶ Managing + charging all the devices
- ▶ Templates / layered psd files for future editing



# Challenges

- ▶ Limited timeframe of 6 days onsite during holiday season, TED team members had limited availability
- ▶ No realistic way of interviewing/testing the existing/new content on potential App users during this time-frame
- ▶ No definitive metrics to determine quantity, device and version of apps downloaded pre/post-revision to measure success



App intelligence metric platforms like [SensorTower](#) or [App Annie](#) would be useful for this project but may be too expensive on an ongoing basis, and possibly unnecessary/unsuitable for TED.



# Getting to know the world of TED

What does the landscape of  
TED look like?



**TED**

## Our organization

TED is a nonprofit devoted to spreading ideas, usually in the short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to the arts — in more than 100 languages. Meanwhile, independent TEDx events help share ideas in communities around the world.

## Our Mission: Spread ideas

TED is a global community, welcoming people from every discipline and culture to join in a deeper understanding of the world. We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. On TED.com, we're building a clearinghouse for knowledge from the world's most inspired thinkers — and a community of curious people to engage with ideas and each other, both online and at TED and TEDx events all year long.

In fact, everything we do — from our TED Talks videos to the projects sparked by the [Prize](#), from the global [TEDx](#) community to the [TED-Ed](#) lesson series — is driven by a simple question: How can we best spread great ideas?

TED is owned by a nonprofit, nonpartisan foundation. Our agenda is to make ideas accessible and spark conversation.

We want to hear from you: [Contact us](#)

### Playlist: 11 must-see TED Talks



*New to TED? 11 classic talks on a range of topics.*  
[Watch now!](#)

# Comparative Analysis

To assess what other companies to compare, I looked at:

- ▶ **iTunes:** “Related” > “Customers Also Bought”
- ▶ **google.com** search under each TED Keyword:
  - > “Searches related to” and “People Also Search For”
- ▶ **Google Play** > “Similar”

## Related Searches: Google Document

### **TED is one of a kind – Who / how does it compare?**

- ▶ Other thought-leadership conferences
- ▶ Other online education services
- ▶ Other video/audio-streaming services



# Comparative Analysis

## Ideas/Innovation Conferences



## Education Apps/Platforms



## Video-streaming Services





# Getting to know App Store listings

Taking a look at the most up-to-date listings



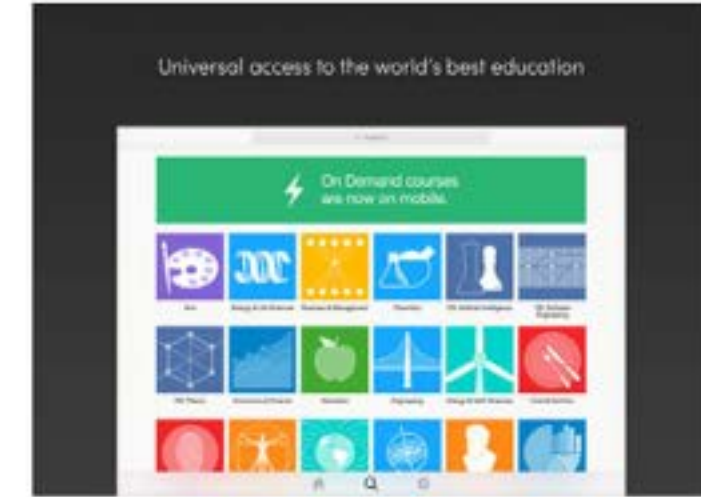
10,500+ Cool Facts  
Webworks  
★★★★★ (272)

GET



Coursera  
Coursera  
★★★★★ (16)


GET



SimplePhysics  
Jundroo, LLC  
★★★★★ (13)

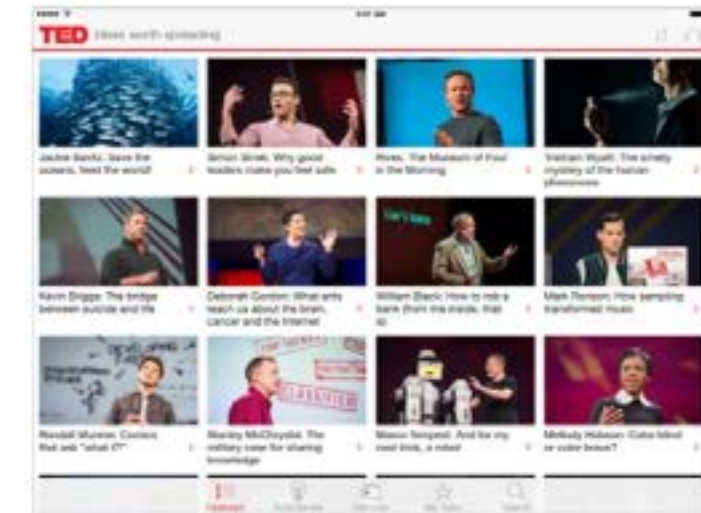
\$1.99

In-App Purchases



TED  
TED Conferences  
Essentials

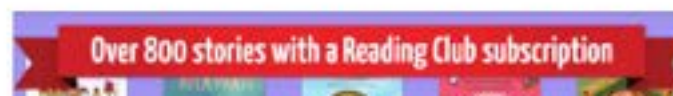
OPEN



MeeGenius: 800+  
Award-Winning In...  
MeeGenius, Inc.  
★★★★★ (25)

GET

In-App Purchases



Piano Dust Buster  
by JoyTunes  
JoyTunes  
★★★★★ (85)

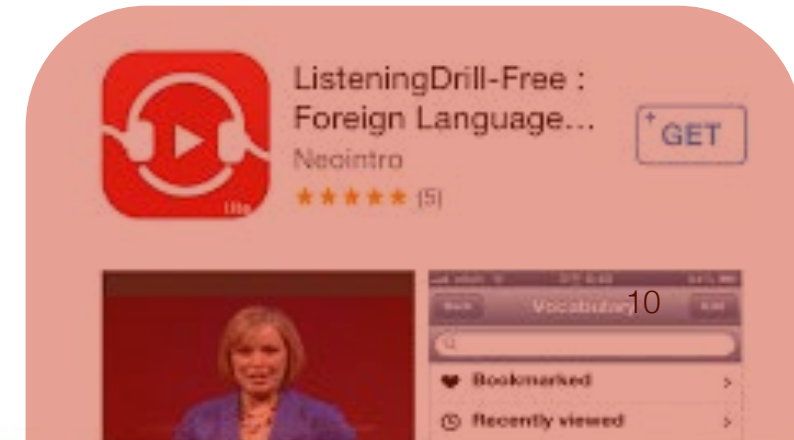
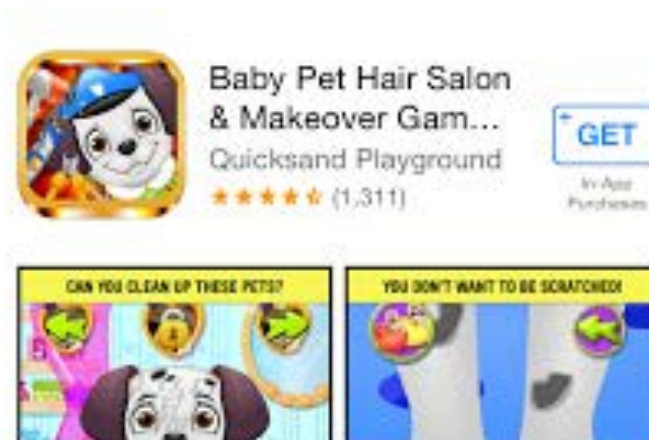
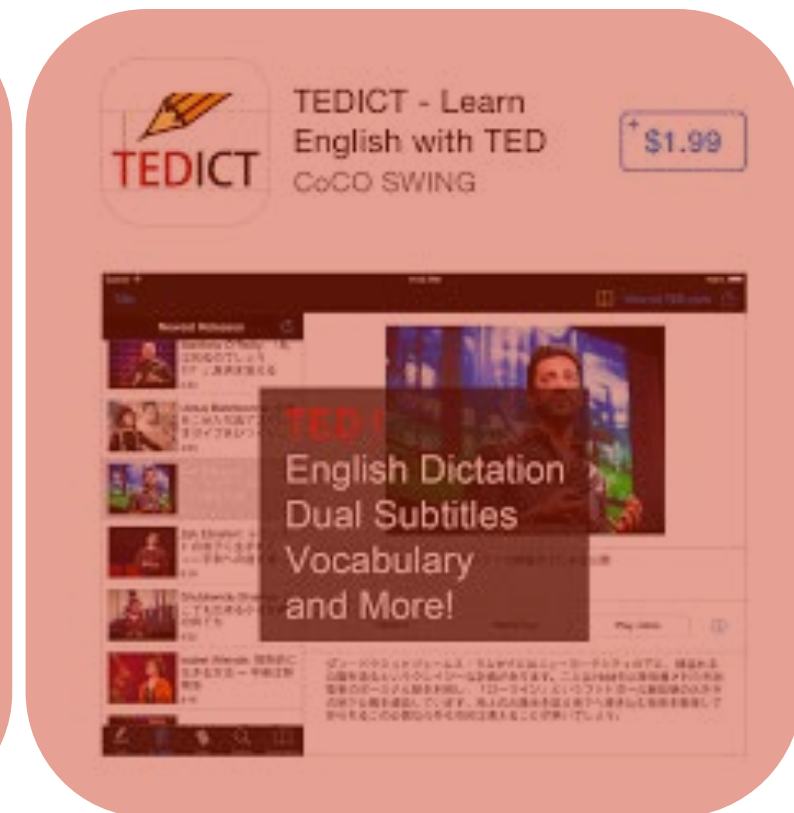
GET

In-App Purchases



# Quick Detour: Weeding out the unofficial App Store listings

[Here's a spreadsheet of all  
the unofficial apps](#)





# Collaborating with the team

The background of the slide features two glowing jellyfish, one larger and more prominent in the foreground, and another smaller one below it. They are set against a dark, almost black background filled with numerous small, bright, reddish-pink particles that appear to be floating or falling, creating a dynamic and ethereal atmosphere.

- Learning the breadth of devices and OS versions of mobile apps with Will
- Learning TED Voice/Tone for copywriting with Morton
- Learning and applying TED Design style with Lillian
- Hanging out with the #TEDJellies



# Getting the language together

App Store text copywriting process:

1. Gathered all the existing TED text from each App Store into a spreadsheet
2. Read about best practices for ASO on the Internet
3. Read the **App Store guidelines** for submissions (see last slide for links)
4. Examined the **functionality and utility of the apps** for the users – why would they want this app over viewing TED on the mobile site?
5. **Read TED Style Guide** provided by Morton: “**The TED/TED Talks reader:** Assume the reader is looking to get a lot of information quickly, in casual, efficient language”
6. Gathered all the **comparative product/service text** together into a document

# Words and keywords

The App Store listing improves in search ranking in several ways:

1. Title (can't be changed)
2. **Descriptive text:** should have as many keywords as possible, especially in a Google Play (because there are no other keywords)
3. Number of downloads
4. Ratings
5. Keywords (iTunes only)



<http://www.mobiledevhq.com/resources/ultimate-guide-keyword-research>

# Fine-tuning the keywords

Several **information architecture-type activities** were performed to assess words to consider adding to descriptions:

- ▶ I took all the keywords from comparable companies' app listings, YouTube listings, and website "About" descriptions into a document and ran a word tag cloud to see the words that stood out the most
- ▶ Then, I took those words and put them onto sticky notes in their various forms, found their synonyms, made notes for those and grouped notes until I could see clear categories



Word It Out Tag Cloud



# Existing TED keywords

- ▶tedtalks
- ▶talks
- ▶ted.com
- ▶tedx
- ▶lecture
- ▶speech
- ▶technology
- ▶entertainment
- ▶design
- ▶science
- ▶education
- ▶tedmed



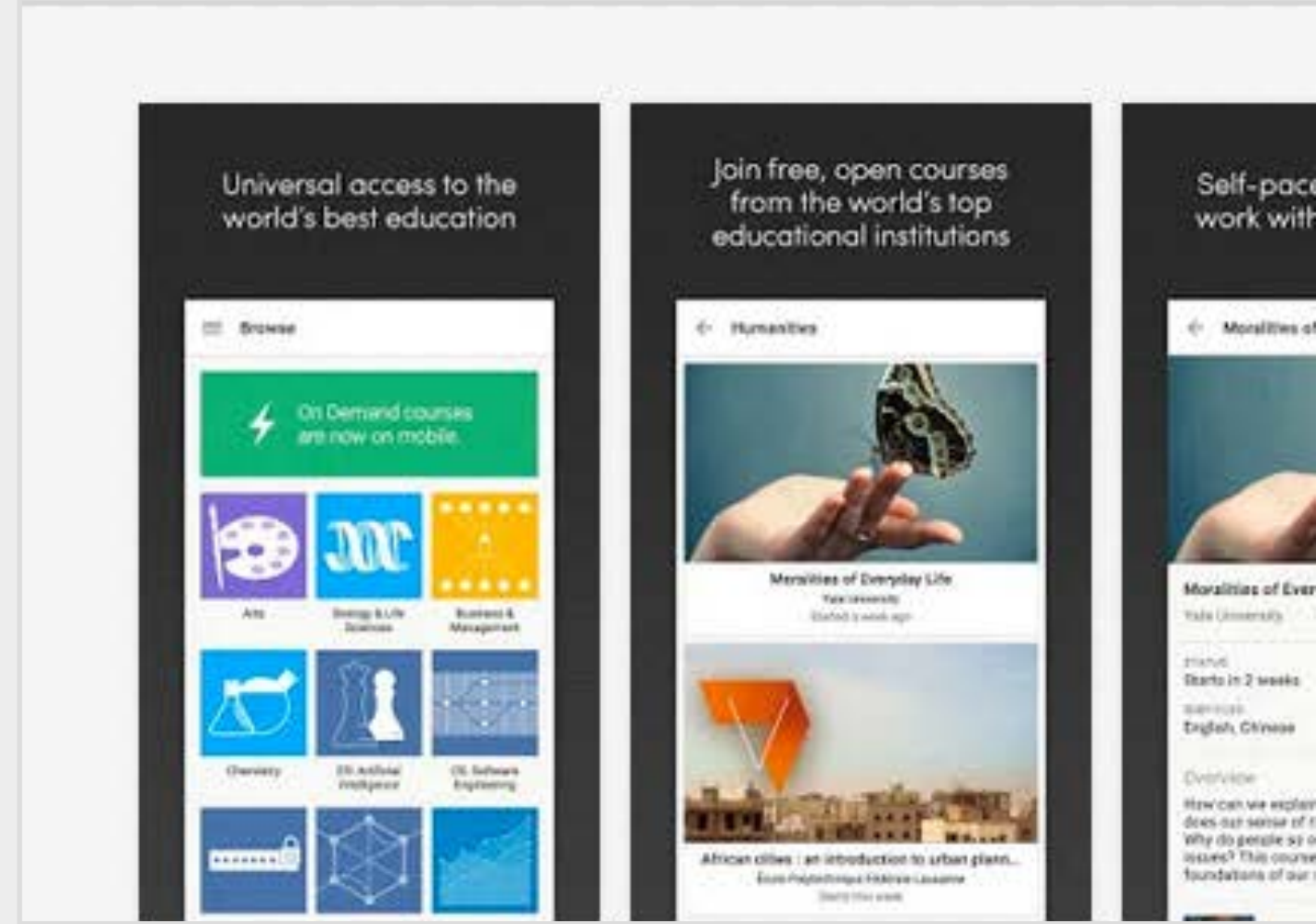
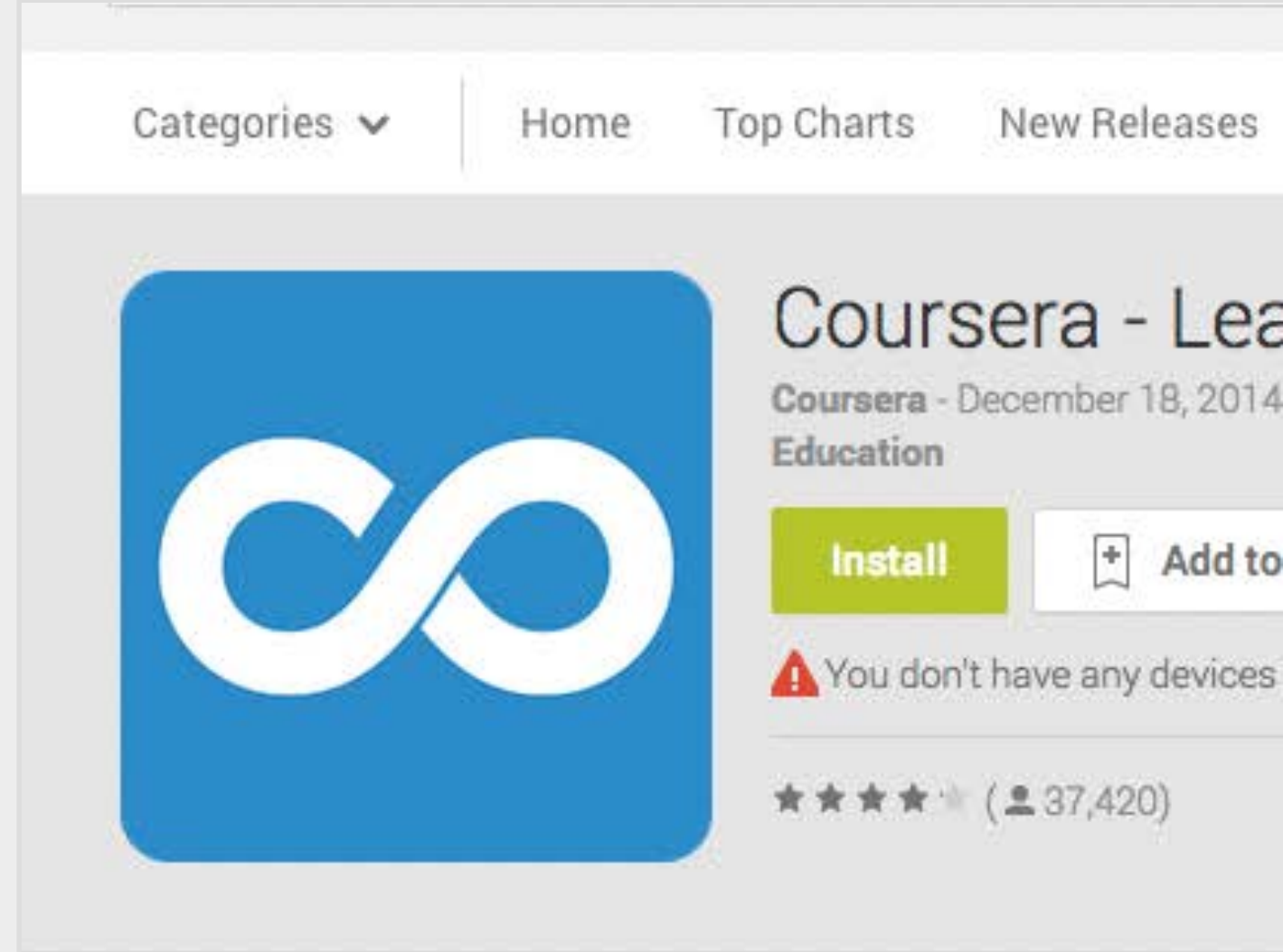
# Potential keywords to consider

- ▶ **Talks:** conference, platform, forum, presentation
- ▶ **Audience:** human/humanity/humanities
- ▶ **Coverage:** international, world, global
- ▶ **Mission:** non-partisan, lifelong learning, thought leadership, non-profit
- ▶ **TED Speakers:** extraordinary, intellectual, apt, virtuoso, expert, sage, guru, champion, brilliant, wise, creative, talent, craftsman, artist, authority, genius, prodigy, maverick, wizard, magician, leader, accomplished, master
- ▶ **What TED offers:** excel/excellence/excellent, ideas/ideate/ideation, create/creativity, intelligence, wisdom, artful
- ▶ **What TED hopes to achieve:** stimulate, interest/interesting, solutions, explore/exploration, impact, engage/engaging/engagement, community, social, conversation, dialogue, collaborate/collaboration, innovate/innovation, enlighten/enlightenment, provocative, fascinating, curious/curiosity, progress/progressive, invigorate, connect/connection, share/sharing, thoughtful, spread, change, action,



# App imagery

In order to show the app in the best way possible, I had to review many App Store listings, I found all the comparable apps and companies — taking note of styles



# The latest App Store screenshots use descriptive text to highlight the key app features

This helps the user to quickly skim to see why they would want the app — a better call to action than the image alone.



**Pocket**  
Read It Later - December 10, 2014  
News & Magazines

[Install](#) [Add to Wishlist](#)

**You don't have any devices: Offers in-app purchases**

★★★★★ (186,235) **g+** +125163 Recommend this on Google+  
🏆 Editors' Choice 🏆 Top Developer

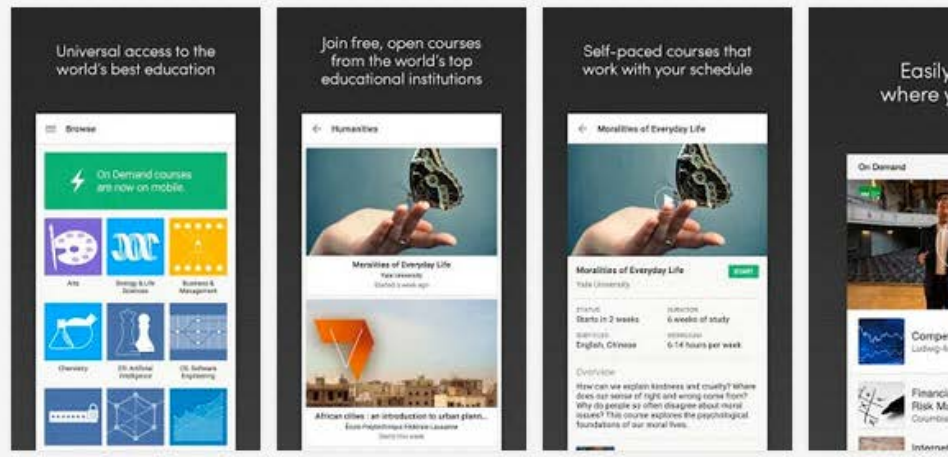


**Coursera - Learn Programmin**  
Coursera - December 18, 2014  
Education

[Install](#) [Add to Wishlist](#)

**You don't have any devices**

★★★★★ (37,420) **g+** +7117

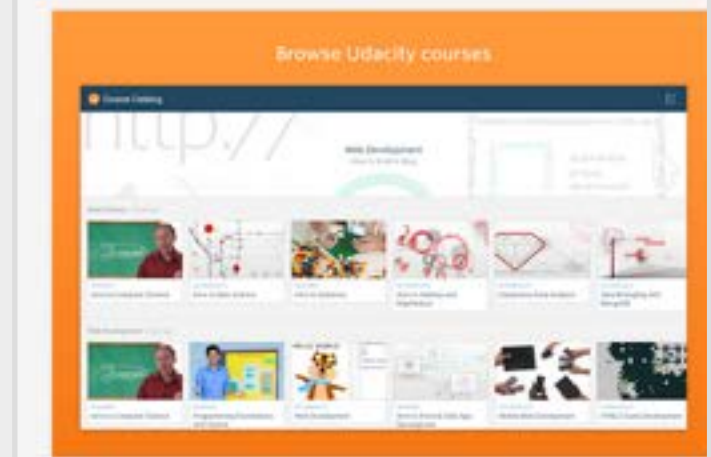


**Udacity - Learn**  
Udacity - November 21, 2014  
Education

[Install](#) [Add to Wishlist](#)

**You don't have any devices**

★★★★★ (7,778)



# Writing the screenshot caption “script”



Allows **up to 5 screenshots** for each of the following devices:

3.5” Retina Display iPhone  
(640 x 960, portrait)

4” Retina Display iPhone  
(640 x 1136, portrait)

iPad (2048 x 1536, landscape)

1. Overall app statement: home screen
2. Features: bookmark, download to watch offline, share
3. Surprise me (keyword only)
4. Discover
5. Languages available



Allows **up to 8 screenshots** for the following devices:

Phone, 7-inch tablet, 10-inch tablet, Android TV  
Minimum dimension: 320px  
Maximum dimension: 3840px

I built out the Surprise functionality as well as the guest-curated playlist:

1. Home screen
2. Overall features
3. a. Surprise me keyword  
b. Surprise me time  
c. Surprise me solutions
4. Playlist curation by guest speaker
5. Playlist curation by topic
6. Language



# Selecting images

The screenshots captured for this project are of talks that fit the following criteria:

- ▶ **interesting**
- ▶ **timeless**
- ▶ **non-controversial**
- ▶ **eye-catching**  
ensured the latest have vibrant graphics.



Sue Austin

## Deep sea diving ... in a wheelchair

About Watch Next Related Tags

TEDxWomen 2012, Filmed Dec 2012, Posted Jan 2013

### About this talk

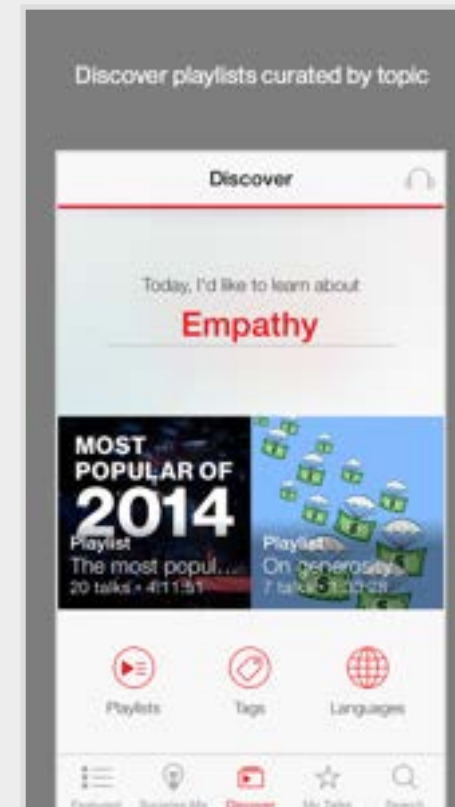
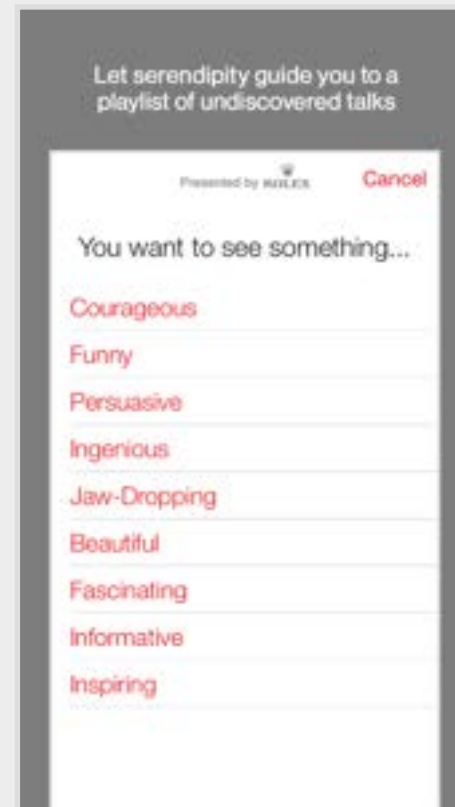
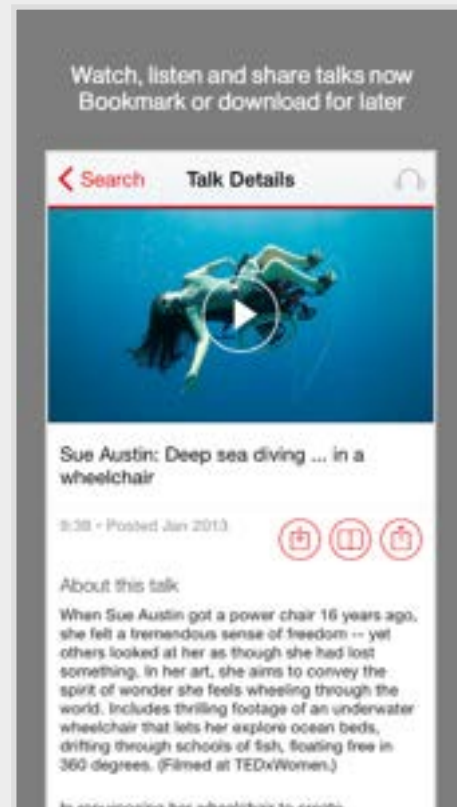
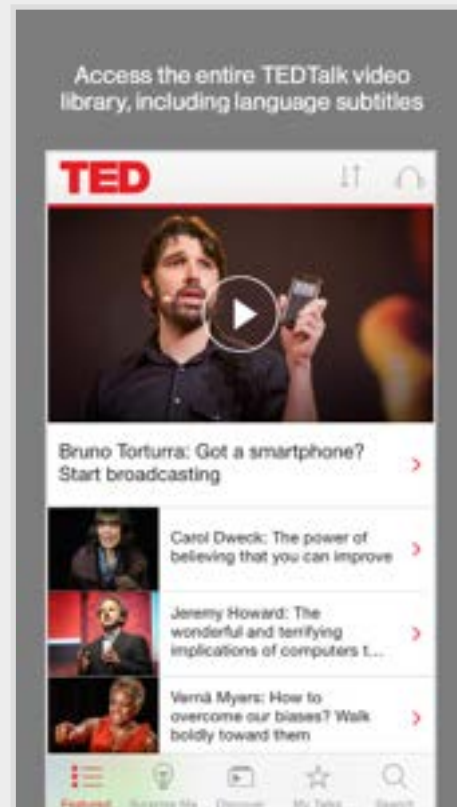
When Sue Austin got a power chair 16 years ago, she felt a tremendous sense of freedom – yet others looked at her as though she had lost something. In her art, she aims to convey the spirit of wonder she feels wheeling through the world. Includes thrilling footage of an underwater wheelchair that lets her explore ocean beds, drifting through schools of fish, floating free in 360 degrees. (Filmed at TEDxWomen.)

### Sue Austin

In repurposing her wheelchair to create fantastical art, Sue Austin reshapes how we think about disability.

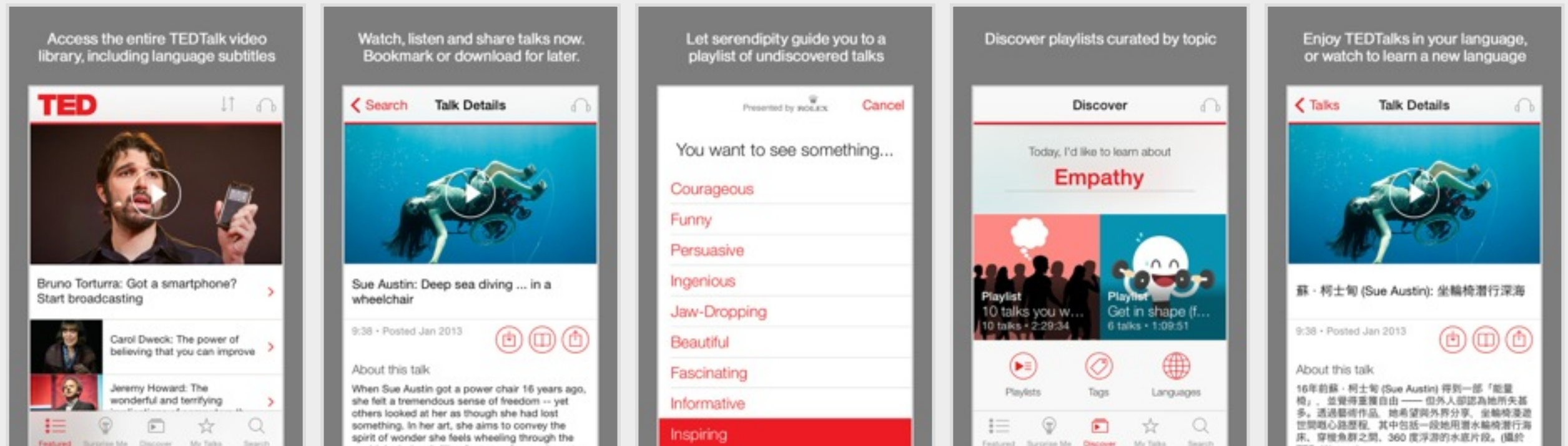
# New Screenshots

iTunes 4" Retina Display (iPhone 5)  
for portrait (full screen)



# New Screenshots

iTunes 3.5" Retina Display (iPhone 4)  
hi-res portrait (full screen)







# Conclusion

- ▶ The new App description and demo screens are set up in a way to position the app for the current and future App market
- ▶ The research provided about the TED App landscape will help TED make future decisions about optimizing the App store listings
- ▶ **Next steps:**
  1. Final review/approval on app description and demo captions from TED Editorial
  2. Completing Screenshot versions for other devices
  3. Testing of the description in the store
  4. Measurement: Tracking downloads per month to see if they increase over time
  5. Testing the app itself with the target audience for feedback/insights
  6. Explore driving users to write a review



# App text / screenshot creation: sources images

- ▶ [App Tamin App Store Optimization](#)
- ▶ [App Annie App Marketing](#)
- ▶ [Mobile Dev HQ: ASO Blog](#) and [Mobile Dev HQ: 4 Timeless Keys to App Store Optimization](#)
- ▶ [Internet Marketing Duru" How to Write a Killer Mobile App Description](#)
- ▶ [TechSmith Blog: How to create App Store Preview Video](#)
- ▶ [Apple Developer Tools: App Store Review Guidelines](#)
- ▶ [Apple App Store Marketing Guidelines](#)
- ▶ [iOs Developer Library: Viewing and Changing your App's Metadata](#)
- ▶ [iOs Developer Library: iTunes Connect App Properties: Screenshot Specifications](#)
- ▶ [Google Play Store Listing: Graphic assets, screenshots, & Video](#)
- ▶ [Google Play: Upload & distribute apps "Prepare Store Listing"](#)
- ▶ [Changes to the Google Play app store Listing](#)
- ▶ [Android Developer Launch Checklist](#)
- ▶ [Forum One: How to Publish your Mobile App](#)
- ▶ [Business Insider: Apple App Store Ranking Algorithm \(Feb 2014\)](#)