



# What is Appstore Optimization?

**App Store Optimization (ASO)** is the process of optimizing mobile apps to rank higher in an app store's search results. It involves optimizing various aspects of your app listing such as the app title, description, screenshots, and reviews to improve its visibility and attract more downloads.

There are several companies like [Liangtuang Technologies](#) that offer ASO services to app developers and businesses. These services typically involve a comprehensive analysis of your app's current ASO performance and provide recommendations for improvement. The recommendations may include changes to the app title, description, screenshots, and other metadata to improve the app's visibility and ranking.