App Description and Support are two parts of the iTunes connect area that work together to create new customers and improve customer satisfaction.

- App Description Format covers appearance, verbiage, length, content, format, download algorithm, etc.

- Support Overview covers inbound support, knowledge bases, etc.

In this lesson, you will learn to write engaging app descriptions, test your language, and provide support for your app users.

App Description Format

The app description provides a text-based introduction of your app to the potential user. It offers more detail than a simple screenshot. You may include proof, testimonials, reviews, etc. When formatting, remember that your foremost goal is to sell your product, so use your description to sell it!

Above the Fold

- Describe what is unique or different about your app.

- Explain how your solution fixes their problem.

- Be creative and engaging.

- Use exciting, emotional language.

- Explain how their life will change with your app.

- Include any promos.

Below the Fold

- Describe how to use the app.

- Share the app's specifications.

- Cross promote.

- Provide support contact information.

Views vs. Units

App store analytics are about the number of views vs. downloads. To find your download rate, divide your number of downloads by the number of views. Use that rate to test your scripts and measure which language has the highest download rate. Calculate your baseline rate, then change only the top three lines of your description. If you have a jump in your rate, then you know you have made an impact in your business. That's something you can really take home.

Support

Support is the natural second step of app setup. It is a big part of retention. Use your support services to create FAQs and answers. Build out your FAQs on the app page. Develop customer relationships. Identify great users, and turn them into some of your biggest evangelists. They will go out and tell all of their friends about it.

You can also grow an app base in the community out of support. It is an alternative to receiving negative reviews. If they want to give only one to three stars, have them submit a feedback form so that you give them the support that they need.

A knowledge base is an area where you aggregate all the questions and create a go-to spot. Websites, blogs, and social media can be a great way to offer support. In-app messages and prompts and email are additional good options.

Most importantly, outsource the support and monitor the tickets, to ensure that there are no huge problems.

Knowledge Bases

A knowledge base, such as FAQs, is a database of information available to the user that aggregates all the questions that have been asked. Over time, when there are multiple instances of the same question, you can turn it into a post and put it into your knowledge base, which creates a template for common questions, and allows you also to send people links, instead of rewriting the same email.

Zen Desk is a great solution that offers a free, no-frills account, or a paid one with bells and whistles. Include FAQs, answers, specs, release date history, news about your apps and theme, updates, and other facts about your app. It shows that you are active and that there is someone behind the curtain of your support desk.

The greatest general benefit of having a knowledge base and support platform is gaining new users through word of mouth. It provides awesome retention and raises efficiency.

Now that you have a better understanding of app descriptions and support, make sure to do the following things, before moving on to the next lesson:

- Check out the templates.

- Write down some good opening lines.

- Run different tests.

- Send them to your friends.

- Get started on support stuff.

- Set up Facebook and put in your URL.

- If you begin to get a lot of support tickets, set up a knowledge base.