

# HOW TO FIND WHAT YOU'RE LOOKING FOR IN THE APP STORE

Today, there are 2 million applications available in the App Store. That can make it tough to find the right one for your literacy program, especially if you aren't sure what you're looking for. That's why we're giving you tips, hints, and tricks for finding apps from scratch.

## 1. KEYWORDS ARE CRITICAL

The app store uses an algorithm that relies on **KEYWORDS** to help you find them.

Take a look at:

- Titles
- Subtitles
- Terms, used by developers to rank apps within a specific search.

Before you search for an app, identify a few keywords that will help you find one that fits your needs.



### HINTS

- Looking for **math** apps? Search based on what activities you want to focus on in your sessions for example: **Multiplication, Addition, Algebra, or Arithmetic.**
- Looking for apps that support **reading and writing**? Focus on keywords like **Spelling, Reading Comprehension, or Punctuation.**



### TIPS

- Use specific words to describe what you want an app to do when doing your search.
- Keep a list of search and keywords to use again.



### EXAMPLE 1

**What is the Story** is an app designed for use in an adult literacy program in Ireland. But finding it in the App Store is difficult because the app's developer did not use easy to find keywords when she submitted it to the App Store. Remember, the App Store indexes by keyword in title and subtitle so you'd have to know it's about a 'story' to find it. If the developer had used a subtitle with the word 'Reading' it might be easier to find OR if she had used a more generic title like 'Reading Stories'...



## EXAMPLE 2

**Prizmo Go - Instant Text OCR** is a very useful app that allows users to scan any text using the iPad camera and then have it read aloud. When you search for 'Text to Speech' it does show up but it's very far down list of results. Again the developer could have made it more discoverable by using a term like 'Text to Speech' in the title or subtitle.

## 2. FILTER DOWN AND EXPLORE

To search for Apps:

- Open iPad or smartphone
- Tap App Store icon
- Tap 'Search' at the bottom right of the screen
- Enter the keyword(s) you have chosen.



### TIPS

- To narrow your search, tap on Filters to search by category for example: Games or Education.
- Once you find an app you like, click the More by this Developer button (under the app's description) to see what similar apps they may have created.

## 3. USE APP SEARCH ENGINES

There are many app search engines out there to help you, like:

- <https://theappstore.org/>
- <https://fnd.io/>
- <https://appcrawlr.com/ios>



### HINTS

- Visit <https://alphaplus.ca/useful-apps> for a list of over 50 useful Apps curated by the AlphaPlus team.
- Your App suggestions will be welcomed!



### TIP

- Use Google to find apps using the 'Site' command found in the search box. For example, type `site:itunes.apple.com/us/app/division`

Learn more about App Store Optimization (ASO) at:

- <https://www.meatti.com/blog/app-store-optimization-tips>
- <https://www.apptamin.com/blog/app-store-optimization-aso-app-name-and>