What are the SEO tips for Chrome Web Store?

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François Grante · Follow   ✕
Founder at Hunter · Updated 4y

I've launched a dozen Chrome applications/extensions including Hunter's extension. Here is what I found.

There are two ways to discover products on the Chrome Web Store:
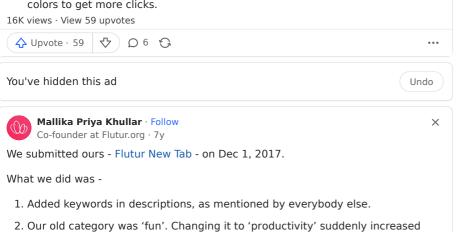
- Homepage and categories
- Search

As you can expect, keywords in the title and description are taken into account for search.

- The keywords in the title have huge weight. In most cases, products with keywords in their title rank higher.

- The keywords in the description are also taken into account, but with a lower weight. Keyword density doesn't seem to be decisive. Instead, you can increase the number of impressions using rich vocabulary to rank on the long tail.

- I've seen several companies including a list of competitors and other products in their description to rank on their names. It works but I do *not* recommend this technique.

Some other ranking factors are:

- The ratings are obviously taken into account: having 4+ stars is crucial for both for ranking and conversion.

- The languages: a product ranks higher if it is available in the language of the user. An interesting tip is to add every language available in Chrome Web Store in your application package. I managed to get +50% impressions that way.

- The number of users is an important ranking factor.

- Maybe more importantly, the installations frequency directly affects the impressions. I've noticed that when I manage to boost installations one day, a few days later impressions significantly increase. The contrary is also true.

- The uninstallation frequency.

- The promotional images: make sure you give all the image formats asked, so your product can be displayed in any section of the store. Use bright colors to get more clicks.

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Mallika Priya Khullar · Follow   ✕
Co-founder at Flutur.org · 7y

We submitted ours - Flutur New Tab - on Dec 1, 2017.

What we did was -

1. Added keywords in descriptions, as mentioned by everybody else.

2. Our old category was 'fun'. Changing it to 'productivity' suddenly increased a lot of impressions. But that's because ours fits into productivity better, so make sure your category is apt to the extension you're building.

3. The moment we changed our promotional image, our impressions and installations shot up. A good image makes a lot of difference.

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How satisfied are you with your question page experience today?
This helps us improve our product.

☹ ☹ 😐 🙂 😃
Not satisfied   Very satisfied

Selahaddin Karatas · Follow
3y   ✕

The key thing is to first choose the appropriate category.

Then make sure the content has the relevant keywords that your users might search for. The content can include the Name, Title, and description.

The order of importance I would go with is:

Name

Title

Description

You can take a look at the SAASPASS Password Manager & Authenticator[1] chrome browser extension for ideas.

Footnotes

[1] Free Password Manager & Authenticator & SSO

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I've just submitted mine:
Peek

I just put in a few paragraphs in the description which also includes keywords / features of the app

The submission process was really easy and automatic approval. Not like the headache submitting to an Apple Store…

It's probably most important to spend time on the images. Those will be what drives clicks and installs.

best of luck

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Try to use suitable and low comparison Keywords in starting process of you App's SEO.

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15 answers collapsed (Why?)

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