

App Launch Checklist

An app launch checklist covering QA, store listings, marketing, analytics, support and launch day.

Pre-launch QA

- ☐ Test core user flows end to end on real devices.
- ☐ Verify the app on the operating system versions you support.
- ☐ Check crash-free rate and fix critical bugs first.
- ☐ Test sign-up, login and payment flows thoroughly.
- ☐ Confirm permissions are requested clearly and behave correctly.
- ☐ Run accessibility and localization checks.

Test with a screen reader and any languages you support.

Store listing and ASO

- ☐ Write a clear app title and subtitle with target keywords.
- ☐ Research and add relevant keywords to the listing.
- ☐ Create screenshots that show the core value quickly.
- ☐ Design an icon that stands out at small sizes.
- ☐ Write a benefit-led description and feature list.
- ☐ Set the correct age rating, category and privacy details.

Marketing and PR

- ☐ Prepare a landing page with a clear call to action.
- ☐ Build an email list and draft the launch announcement.
- ☐ Schedule social posts and a launch-day sequence.
- ☐ Reach out to press, newsletters and relevant communities.
- ☐ Prepare a press kit with screenshots and copy.
- ☐ Line up reviewers or early users to share feedback.

Analytics and tracking

- ☐ Define the key events to track before launch.
- ☐ Install and verify the analytics SDK fires correctly.
- ☐ Set up install attribution to see where users come from.
- ☐ Add crash and error reporting.
- ☐ Build a dashboard for installs, activation and retention.
- ☐ Set goals so you can judge launch performance.

Support readiness

- ☐ Write help articles and frequently asked questions.
- ☐ Set up a support channel and a contact route.
- ☐ Brief the team on common issues and how to respond.
- ☐ Prepare canned replies for known questions.
- ☐ Plan how you will triage and route bug reports.
- ☐ Decide how you will collect and respond to reviews.

Launch day

- ☐ Confirm the build is approved and live in the store.
- ☐ Publish the landing page and announcement.
- ☐ Send the launch email and post on social channels.
- ☐ Monitor crash reports and error rates in real time.
- ☐ Respond quickly to early reviews and support messages.
- ☐ Have the team on standby for urgent fixes.

Post-launch monitoring

- ☐ Track installs, activation and retention against goals.
- ☐ Watch the crash-free rate and prioritize hot fixes.
- ☐ Review user feedback and reviews for common themes.
- ☐ Plan and ship a follow-up update within the first weeks.
- ☐ Refine the store listing based on conversion data.
- ☐ Hold a retrospective and document lessons learned.