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.