CHECKLIST · APPLE APP STORE AND GOOGLE PLAY

App store launch checklist

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Everything that has to be ready before an iPhone and Android app can go live, apart from the app itself. Start in the first week of the build, not the last.

01 Developer accounts in your company's name

Start in week one. A D-U-N-S number can take up to 30 days.

- [ ] D-U-N-S number requested or confirmed
- [ ] Apple Developer Program enrolment, as an organisation
- [ ] Google Play Console account, as an organisation
- [ ] Agency or developers invited as users, not owners

02 Store listing assets

Build alongside the app. Screenshots need finished screens.

- [ ] App name, checked against existing apps in both stores
- [ ] Apple subtitle and keywords; Google short description
- [ ] Full description for each store
- [ ] App icon at the required sizes
- [ ] Screenshots for each device size the stores ask for
- [ ] Google Play feature graphic
- [ ] Preview video (optional)
- [ ] Category and the age rating questionnaire in each store
- [ ] Support URL and contact email, read by a real person

05 Review information

At least a week before any date you have announced.

- [ ] Demo account and reviewer notes ready
- [ ] Backend live and stable during review
- [ ] Submitted at least a week before the announced date
- [ ] Time set aside to answer questions from either store

03 Privacy policy and data forms

Before the first test build. Update when an SDK is added.

- [ ] Privacy policy published on your own domain
- [ ] Linked in both listings and inside the app
- [ ] A list of every SDK in the app and what it collects
- [ ] Apple App Privacy answers completed
- [ ] Google Data safety form completed
- [ ] Account deletion inside the app, if users can create accounts

04 Testing tracks before the public launch

Two to four weeks before launch.

- [ ] Internal testers set up in both stores
- [ ] A test plan for the main journey, on at least one older phone
- [ ] Closed test running: 12 testers for 14 days, if the Google account is a personal one
- [ ] Crash reporting and analytics checked in the test builds

06 Launch day and the first weeks

- [ ] Approved build released manually, on the day you choose
- [ ] Both live listings checked on a real phone
- [ ] Crash reports and reviews watched daily for two weeks
- [ ] Early reviews answered, especially the critical ones
- [ ] Version numbers and release notes tidy for the next update

App updates and launch dates

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Every update is reviewed too. For an update that must be live on a set day, keep approval and release as separate steps and work back from the date.

07 Before each update

- [ ] Release option chosen in App Store Connect: manual, or automatic no earlier than a date
- [ ] Update submitted a week before the date
- [ ] Phased release (Apple) or staged rollout (Google) for risky updates with no fixed date
- [ ] Managed publishing turned on in Play Console, so approved changes wait for you
- [ ] Date-critical features behind a switch on your server
- [ ] Release notes written for each store

Working back from a fixed date

When	What to do
10 days before	Finish the build and test it on real phones through TestFlight and a Google Play test track
7 days before	Submit to both stores, with a manual or dated release on Apple and managed publishing on Google
7 to 2 days before	Answer reviewer questions the same day; fix and resubmit if a build does not pass
The day before	Both builds approved and waiting. Release on Apple now if releasing manually: it can take up to 24 hours to appear
The day	Publish on Google Play, check both listings on a real phone, then announce

Review and release at a glance

	Apple App Store	Google Play
Typical review	At least half of submissions in under 24 hours, 90% in under 48 hours	Updates to existing apps are published "as soon as possible"
The slow case	An incomplete submission can be delayed or fail review	Up to seven days or longer for certain apps and developer accounts
Hold after approval	Release the version yourself, or set a date it cannot be released before	Managed publishing holds approved changes until you publish
After release	A version you release yourself can take up to 24 hours to appear	On Google Play within a few minutes
Gradual release	Phased release over 7 days: 1%, 2%, 5%, 10%, 20%, 50%, 100% of users with automatic updates	Staged rollout to a percentage you choose and raise yourself. Updates only, not a first release
Urgent fix	Expedited review on request for a critical bug fix, with steps to reproduce the bug	Halt a staged rollout so no more users receive the version

Store rules change. Check the linked pages in the full guide before you rely on a number here.