

Google Play Console Pre-Publishing Checklist

1. Account Setup



- Create a Google account dedicated to development.
- Register for a Google Play Developer Account.
- Pay the \$25 registration fee using your EverTry virtual dollar card.
- Verify your email and developer profile details (name, address, contact info).
- Set up 2-step verification for account security.

2. App Information



- Choose a **unique app name** (check for duplicates).
- Write a **clear app description** with relevant keywords.
- Prepare **high-quality screenshots** (phone, tablet, dark mode if possible).
- Create a **feature graphic (1024×500 px)**.
- Prepare a **short promo video** (optional but boosts visibility).
- Choose the **right category and tags** (e.g., Education, Finance, Productivity).

3. Technical Requirements



- Package your app as **AAB (Android App Bundle)**, Google no longer accepts APKs.
- Test your app on multiple Android versions and screen sizes.
- Optimize app size and performance.
- Verify **permissions**, request only what's necessary.
- Check for **crashes or ANRs** using Android Studio or Firebase.
- Add the **version code and version name** correctly in your manifest.

4. Policy & Compliance



- Create a **Privacy Policy** (required for all apps).
- Ensure your app **doesn't collect personal data** without consent.
- Avoid copyrighted content (music, logos, text).
- Comply with **Google Play Developer Policies** and **content guidelines**.
- Review **target audience and content rating**.

5. Monetization Setup (Optional)



- Set up Google Play Billing if your app includes in-app purchases.
- Connect a verified payment profile for earnings.
- Add bank or EverTry card details for payouts.
- Test in-app purchase flows before going live.

6. Store Listing



- Add app title, short description, and full description.
- Upload screenshots for all supported devices.
- Add feature graphic and app icon (512×512 px).
- Select pricing model: Free or Paid.
- Choose countries where your app will be available.

7. Testing & Review



- Conduct **internal testing** (invite testers).
- Run **closed testing** for limited users.
- Collect feedback and fix bugs.
- Run a **pre-launch report** in Google Play Console.

8. Final Submission



- Review all details for accuracy.
- Confirm you meet **policy and technical requirements**.
- Click **“Publish”** in the Play Console.
- Monitor **review progress** and respond to any Play Console notifications.

9. After Publishing



- Monitor app performance and reviews.
- Track installs, crashes, and analytics (via Google Play Console or Firebase).
- Update app regularly (fix bugs, add features).
- Promote your app on social media or website.