Bussinesstan

GROWTH AND TECHNOLOGY FOR CROSS-BORDER MONEY MOVEMENT

CL.13 · SEO · CHECKLIST

App store listing checklist for financial apps

Metadata, localisation and the financial app requirements that trip most remittance listings before review even starts.

Use this when	Time to run	Length	Category
Before submission, or when store conversion is underperforming	1 hour	5 pages	SEO

A money transfer app faces two problems in the store that a general consumer app does not: financial app review requirements, and an audience that is deciding whether to trust you with money in the ten seconds they spend on your listing.

This covers both. Roughly an hour, run per store and per market.

> Store policies for financial apps change and vary by market. Requirements around licensing disclosure and permitted claims should be confirmed with a qualified adviser for each market you publish in.

1 · Financial app requirements

Check these before writing a single line of copy.

- ☐ Developer account registered to the licensed operating entity
- ☐ Licensing or registration evidence prepared for review
- ☐ Markets you intend to publish in confirmed against your permissions
- ☐ Privacy policy live and reachable from the listing
- ☐ Data safety or privacy nutrition labels completed accurately
  Inaccurate labels cause removal after publication, which is worse
- ☐ Account deletion route available in-app and documented
- ☐ Demo or test credentials prepared for the reviewer
  A reviewer who cannot get past KYC will reject the app
- ☐ Reviewer notes explaining the verification flow

> A reviewer will attempt to complete a transfer. If your KYC flow blocks them, provide a test account and explain it in the review notes, or expect rejection with a generic reason.

2 · Title and subtitle

- ☐ Brand name first
- ☐ Primary function in the title, within character limits
- ☐ Subtitle or short description carries corridor or use language
- ☐ No competitor names
- ☐ No claim of being fastest, cheapest or best without substantiation
- ☐ No 'free' unless transfers are genuinely free

3 · Description

- [ ] First three lines work without expanding
  Most people never tap 'more'
- [ ] Corridors named explicitly
- [ ] Payout methods listed
- [ ] Verification requirement mentioned honestly
  Setting the expectation reduces one-star reviews about KYC
- [ ] Fees and rate policy described without a specific figure that will age
- [ ] Regulatory status stated
- [ ] Support route named
- [ ] Keyword field used properly on iOS, no repetition from the title

4 · Screenshots and preview

- [ ] First two screenshots carry the whole argument
  Most users see no further
- [ ] Real interface, not marketing mock-ups
- [ ] Any rate or fee shown is illustrative and labelled as such
- [ ] Corridor-relevant recipient names and currencies in the mock data
- [ ] Text overlays readable at thumbnail size
- [ ] Localised screenshots for each major market
- [ ] Preview video shows a real send, not a brand film

5 · Localisation

- [ ] Store listing localised for each significant send market
- [ ] Written natively, not machine translated
- [ ] Keywords researched per locale, not translated from English
- [ ] Screenshots localised, including currency and names
- [ ] Custom store pages used for paid campaign traffic where available

6 · Ratings and reviews

- [ ] In-app review prompt triggered after a successful transfer, never before
- [ ] Never prompted during or immediately after KYC
- [ ] Response process in place for one-star reviews about held transfers
- [ ] Review themes fed back to product monthly
- [ ] No incentivised reviews, ever
  Both stores remove apps for this and it is not recoverable

7 · Measure

- [ ] Store impression to install rate tracked per market

- [ ] Install to KYC completion tracked by store and by market
- [ ] Paid and organic install performance separated
- [ ] Listing changes tested one at a time with enough volume to read

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
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