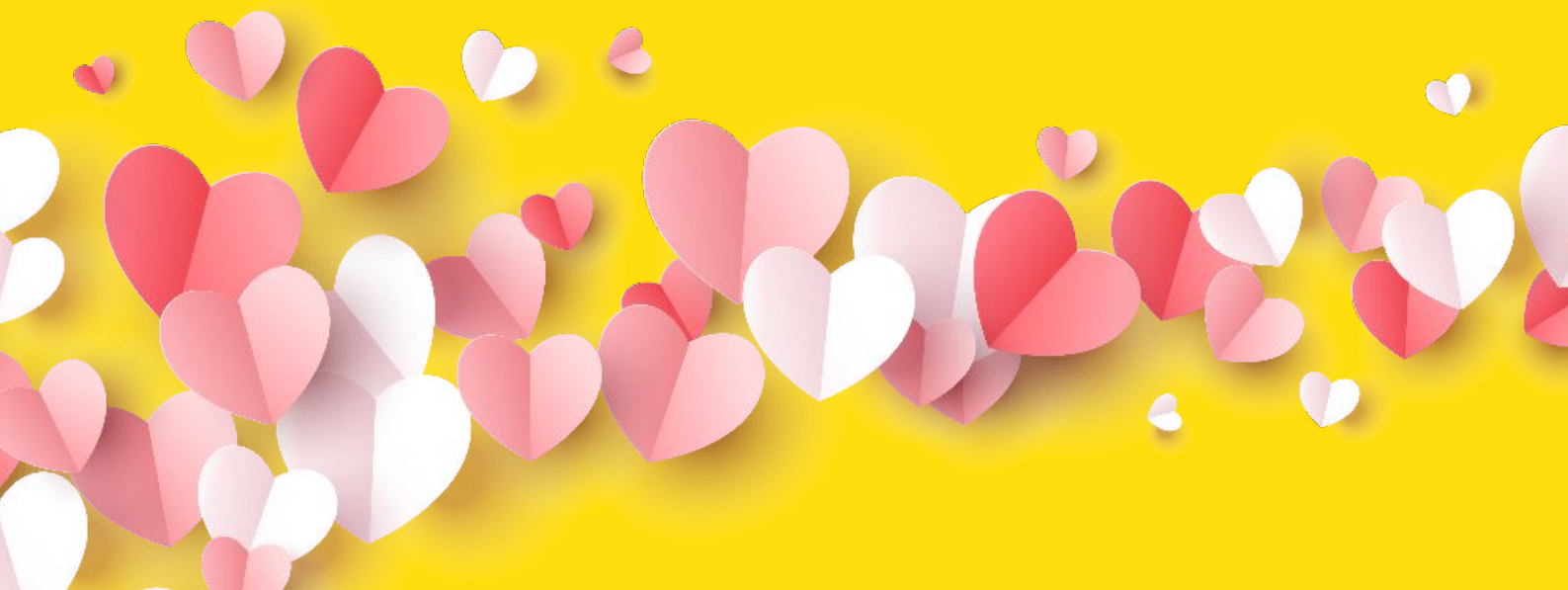


ORGANIC GROWTH FOR DATING APPS





WELCOME TO OUR PLAYBOOK!

Are you ready to take your dating app to the next level?

Following our successful [webinar](#) with experts from
OkCupid, Archer, Hud, Cosmic Latte, and Tinder -

we put together this one of a kind playbook on

Organic Growth for Dating Apps.

Inside, you'll discover a goldmine of strategies to attract and
retain users organically with ASO and SEO best practices.

Our playbook will equip you with the tools you need to
thrive in this competitive landscape.



ASO FOR DATING

Optimizing the store listing for a dating app is not a one-size-fits-all strategy. The keywords, tone, and creatives should align with the app's proposition, target demographic, and brand guidelines. For example, the strategy will vary depending on whether the app is geared towards GEN Z or millennials, and whether it focuses on finding love or casual dating.

KEYWORD

RESEARCH

How to do keyword research is a totally different topic but in a few steps:

- 1 Find a tool to track your keywords (Mobile Action, apptweak, etc.)
- 2 Research your app competitors
- 3 Research your web competitors
- 4 Use a keyword combination tool
- 5 Read your app reviews – Your users will lead you to the best keywords!
- 6 Add to your keyword tool all your feature names
- 7 Find the most search terms in Android on the Google Play developer console (proven keywords)
- 8 Add your ASA keywords

ASO FOR DATING

Now that you have your keyword bank start selecting the keywords that match your brand in order to target them in the metadata and creatives:

1. **Caution!** Avoid targeting keywords that do not **align with your app's proposition**. For example, if your app is focused on casual dating or hookups, it is not advisable to use keywords such as “love” or “serious relationships.” This could lead to high installation rates, but also a high rate of uninstallation, negative reviews, and disappointed users who may spread negative word-of-mouth about your app.
2. Regarding the keyword **“Dating”**: While it is certainly an important keyword for your app, it is also a highly competitive one. To stand out among competitors, it is important to not limit your app to just one keyword, but to use creative and unique language to describe it. For **example**, apps like Pure and HUD use straightforward and clear language in their titles to make them easily recognizable.



ASO FOR DATING

CULTURAL LOCALIZATION

It's essential to understand **that localization goes beyond mere translation**; it involves adapting the product to suit the cultural norms, preferences, and behaviors of the target audience.

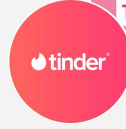
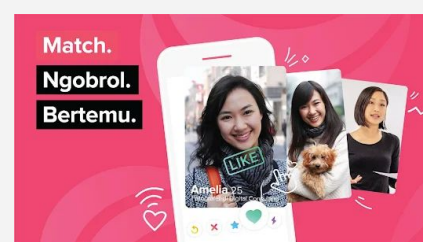
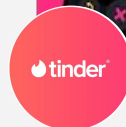
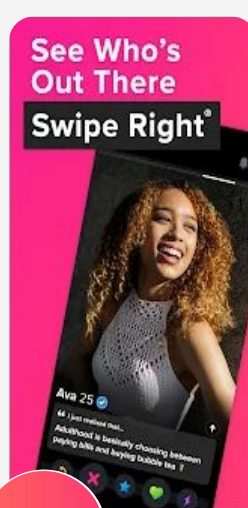
In the realm of dating apps, cultural nuances play a significant role in user adoption and engagement. What works in one market might not necessarily work in another. Understanding **dating customs, social norms, and taboos is crucial for tailoring the app's features**, messaging, and overall user experience.

For instance, in conservative societies like Indonesia, where casual dating might not be as widely accepted as in Western countries, a dating app targeting this market would need to consider alternative approaches. This could involve emphasizing features that facilitate more serious or long-term relationships, incorporating privacy and discretion features, or even adjusting marketing strategies to resonate better with local sensibilities.

By **embracing cultural localization**, app developers not only demonstrate **respect for diverse communities** but also **unlock the potential for new business opportunities**. It enables them to connect with users on a deeper level, foster trust, and ultimately drive user acquisition and retention in previously untapped markets.

However, cultural localization isn't a one-time effort; it's an ongoing process that requires continuous monitoring and adaptation as societal norms evolve.

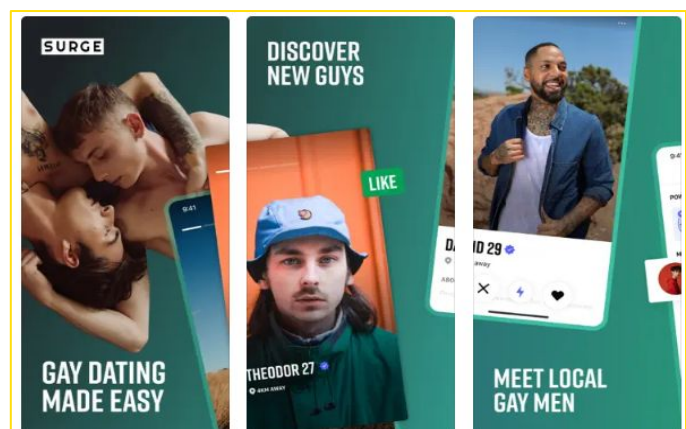
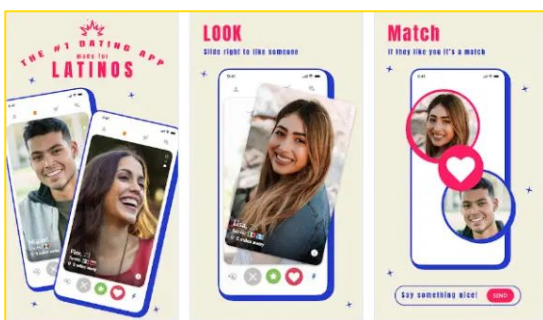
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CONVERSION RATE OPTIMIZATION (CRO)

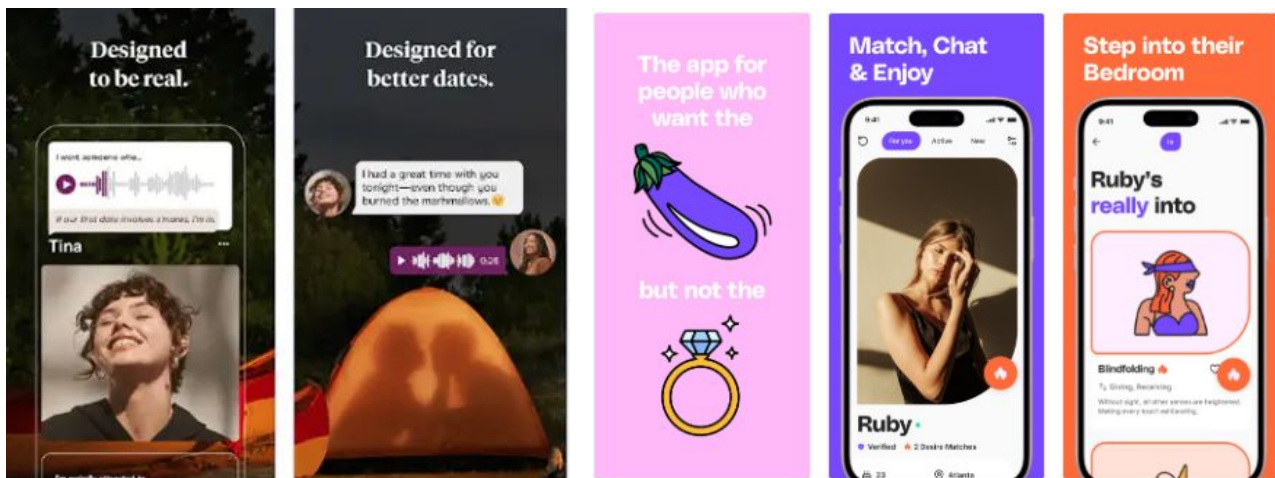
- **People imagery:** Many dating apps use images of people to highlight their features. Using real people instead of stock images can improve conversions and convey authenticity to users. For example, the app Chispa effectively utilizes real profile pictures in its marketing.
- **Orientation strategy:** Many dating apps' UI and screenshots are in portrait mode. However, on Android devices, portrait screenshots can appear small. To utilize more screen space, consider using a landscape orientation for the first 2-3 screenshots, which allows for larger pictures, larger text font, and better showcasing of features. For example, Ashley Madison has chosen to create a sense of mystery and exclusivity by not prominently displaying their main selling points. Surge designed the screenshots in a way that connects all elements, facilitating scrolling.



ASO FOR DATING

- **Simplicity is key:** Users typically decide whether to install an app within 3-5 seconds. Keep your listing simple and clear by focusing on the main selling points of your app, and avoid using too many details. It's not necessary to use phone frames anymore. For example, Hinge effectively showcases its chat feature in a clear and legible manner.
- **How can we effectively showcase the app UI and still grab users' attention?** By utilizing different background colors, creating engaging and concise titles, and incorporating branded elements!"

Most importantly, you never know how your users will react to changes, even when it sounds obvious. Always A/B test for android and iOS.



SEO FOR DATING



After creating a strong presence on the app store with primary keywords and high-quality graphics, it's important to not neglect your website. Optimizing your website for search engine optimization (SEO) is essential for creating a cohesive online presence.

1. Optimize the Web-to-App Funnel

Not all users are starting their journey in the different App stores. Some users will either –

- **Search for your Brand name online** to collect more information about the company, the app, and the UI
- **Search for a general term** that is potentially related to your app (for example – “Single moms dating app” or “First date conversation starters”). Both are targeting different stages in the users' funnel, although both could result in a conversion (registration/download)

"In order to “catch” that audience, make sure to optimize the website according to your goals. If your goal is to drive traffic to your app, this should be the first message users see when landing on the homepage. Although adding different calls to action is tempting (for example, signing up through the web app), try to focus on your main and most important goal to achieve better results and to avoid confusing users with a variety of optional actions.

SEO FOR DATING



2. How to optimize your Web-to-App funnel?

Include a call to action to **download the app** and remove any other CTAs to reduce confusion. For a higher conversion rate and engagement, including the download button above the fold in a visible position.

In case you're getting a lot of desktop traffic (check your Google Search Console), consider including a scannable QR code to shorten the purchase funnel and get the users directly to your product page without having to go through the stores

Identify your most important keywords and write an exciting and fun text that will provide critical information about the app and will get you ranked high for the mentioned keywords

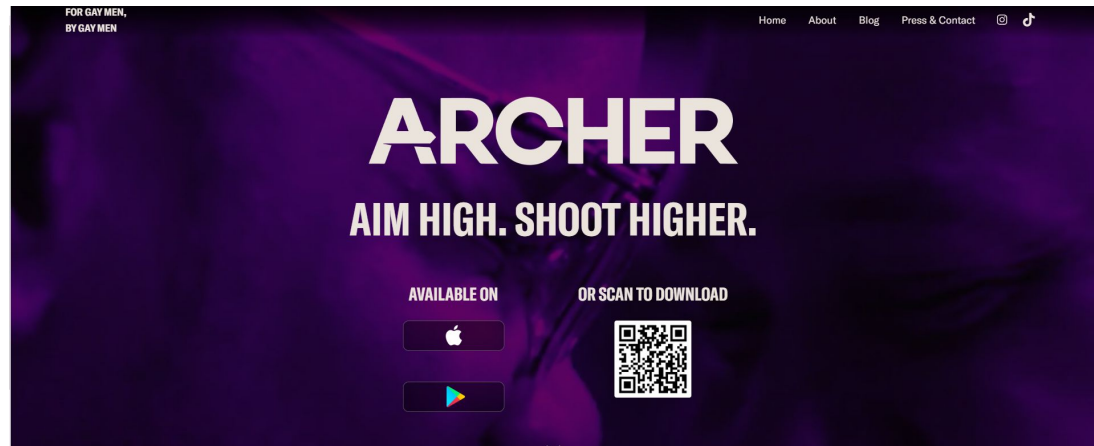
If you're a new app, or your brand is not yet well-known, open a Google ads campaign to start generating traffic and downloads (keep in mind for general keywords like: "Dating apps", all first results are actually ads)

Open a blog section to target TOFU/MOFU users (Top/Middle of the Funnel). Create a knowledge base of dating content and position yourself as an authority in the field in order to drive more traffic and get other websites to link back to you (include helpful content/tips and infographics to get more backlinks!). This will eventually help you establish a more substantial web presence that will push your rankings higher

SEO FOR DATING

WEB-TO-APP-FUNNEL

Archer has clear message that is aligned with the brand, along with a primary call-to-action: 'Download the app.' Includes a QR code for web users to shorten the funnel



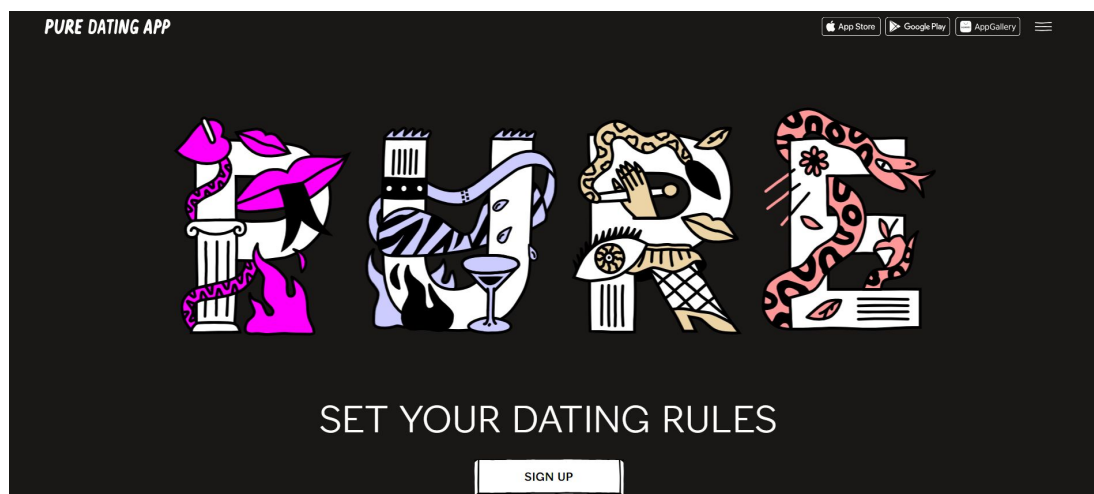
* The app and website creatives are aligned to provide a cohesive use experience

For website users, HUD is also leveraging their creative strategy to convey the main USP, while including a QR code for a more convenient experience



* The app and website creatives are aligned to provide a cohesive use experience

The above-the-fold area is branded with a clear message and a single "Sign Up" call-to-action



* The app and website creatives are aligned to provide a cohesive use experience

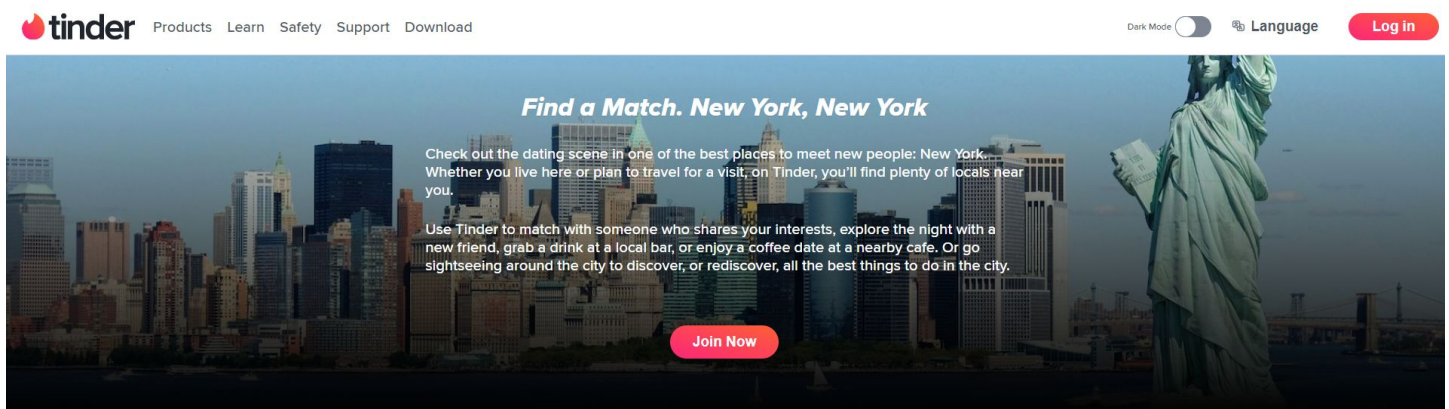
SEO FOR DATING

SEO Tricks for Dating Websites

In the dating industry, some websites are effectively targeting specific search trends to attract their target audiences.

Tinder

For example, Tinder has a whole section dedicated to different destinations. Each page targets different keywords, although all pages are practically the same. Having unique and separate pages for all location keywords is a great way to ensure your page appears in search results. Also, the keyword “Dating in New York” (and all other locations) targets “Bottom of the funnel” users, with a higher potential to convert and download the app.



[Destinations](#) > [United States](#) > [New York](#) > New York

Dating Ideas. New York, New York

You already know the best place to find people near you, but where are you going to take them? We got you. Here are the best date spots and popular ideas in town:

- ♥ Brooklyn Bridge
- ♥ The Metropolitan Museum of Art
- ♥ Central Park
- ♥ Empire State Building
- ♥ Top of the Rock

SEO FOR DATING



Taimi

Taimi, the gay dating app, uses the same approach for a different keyword trend. Taimi has different “homepages” for other search terms. This approach puts the focus on the searched keyword, resulting in a higher conversion rate for the user who lands on each specific “homepage”. For example, here is the unique homepage for the keyword “Transgender dating”, which is different from the original homepage.

Different dating apps can use this SEO practice. All you need to do is find your primary audiences and write dedicated content for them.

The Best Platform For Transgender Dating

Taimi is the best trans dating app for transgender and non-binary people to connect online

Download on the App Store | GET IT ON Google Play

18m+ users on the platform | 138 available countries | 65m mutuals in 2023

An LGBTQ+ Dating App Free From Hetero Limits

Taimi stands out because it is truly LGBTQ+ centered. Designed to curate flexible dating and sexual experiences for lesbian, gay, bi, trans, queer, and others who don't identify as cis-het.

Download on the App Store | GET IT ON Google Play

18m+ users on the platform | 138 available countries | 65m mutuals in 2023

SEO FOR DATING

Archer

Archer, the new gay men dating app, is leveraging its blog to attract potential users by positioning Archer as an authority on matters specific to the gay men community. By consistently publishing articles based on keyword research and gap analysis, Archer is expanding its initial audience base and increasing brand awareness. Additionally, Archer is collaborating with influencers to share their perspectives.

When conducting keyword research, take into account the following:

- The relevance of the topic to your audience
- The keyword search volume and difficulty score
- Keyword gap analysis: Identify areas where your competitors are not covering topics, or where you can create better content to outrank them
- Your current rank: If you are already ranked for certain keywords but lack a dedicated page, consider leveraging your status to create unique content to achieve higher rankings.





LET'S MAKE MAGIC HAPPEN TOGETHER!

With yellowHEAD by your side, there's no limit to
what we can achieve.

Let's turn those swipes into success stories! 🍀





Let's boost your dating app

TOGETHER



yellowhead.com

info@yellowhead.com

