



MICRO-CERTIFICATION IN APPS STORE OPTIMIZATION

Embark on a transformative learning experience to enhance your skills in Apps Store Optimization (ASO) with our specialized Micro-Certification program at NBUC. In a world dominated by mobile applications, understanding how to optimize your app's visibility and performance on app stores is a crucial skill for success. This course is designed for app developers, marketers, and enthusiasts eager to master the art of Apps Store Optimization.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Upon successful completion, you'll receive a Micro-Certification in Apps Store Optimization, validating your expertise in maximizing your app's success in the competitive app marketplace. Join us at NBUC to gain the skills needed to elevate your app's visibility and drive downloads.

Enroll today and take the first step toward becoming a proficient Apps Store Optimization specialist!

Assessment

- Coursework: 80%
- Examination: 20%

COURSE HIGHLIGHTS

- **Keyword Research and Optimization:** Master the art of selecting and optimizing keywords to improve your app's discoverability and relevance in app store searches.
- **App Store Analytics:** Gain insights into app store analytics tools. Learn how to interpret data, measure key performance indicators (KPIs), and make data-driven decisions to optimize your app.
- **Visual Asset Creation:** Understand the importance of visual assets, including app icons, screenshots, and videos. Learn how to create compelling visuals that communicate your app's value and functionality.
- **User Reviews and Ratings Management:** Explore strategies for managing user reviews and ratings effectively. Learn how positive reviews and high ratings can positively impact your app's visibility.

Why NBUC?

EXCELLENT ACHIEVEMENT

Outstanding achievement in the Rating System for the Malaysian Higher Education Institutions (SETARA) with an Excellent rating.

AFFORDABILITY

HRDF and various financial aid available

KEY FEATURES

- **Strategic App Visibility:** Learn the strategies and techniques to improve your app's visibility on popular app stores. Explore keyword optimization, app descriptions, and visual assets that capture user attention.
- **User-Centric App Design:** Understand the importance of user experience in app optimization. Learn to design app interfaces and user journeys that not only attract users but also contribute to higher rankings on app stores.
- **Data-Driven Decision Making:** Dive into the world of app analytics. Discover how to leverage data to make informed decisions about your app's performance, user engagement, and areas for improvement.
- **App Marketing and Promotion:** Explore effective marketing strategies to promote your app and drive downloads. Learn to create compelling app listings, utilize social media, and collaborate with influencers to boost visibility.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Diploma in Digital Marketing

TO REGISTER OR ENQUIRE

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