

MageNative Apps User Guide Series

App Submission on Google Play Store

Version 1.0

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[Abstract](#)

The **App Submission on Google Play Store** Guide covers the process of the Google account creation and submission of the app on Google Play Store.

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Overview


The **App Submission on Google Play Store** Guide covers the process of the Google account creation and submission of app on Google Play Store.

Google Play store, operated and developed by Google, is the official digital app store for the Android operating system. The store allows users to browse and download applications developed with the Android software development kit (SDK) and published through Google.

Users need to add a Google account on their device to download and purchase any app on the Google Play Store app. If the users do not have an account on Google Play store, then they have to register for a publisher account.

Add Account on Google Play Store

The user need to first associate the Google account with the Developer Console and then get started. The users have to log in with their google account to associate with their developer console.

Note : Use a different google account from the personal one to associate with the Developer console for the security purpose and the convenience in support.

Register Google Play Developer Console

- 1) Log in with Google account.
- 2) Go to the <https://play.google.com/apps/publish/signup/> link.

The page appears as shown in the **Figure 1**.

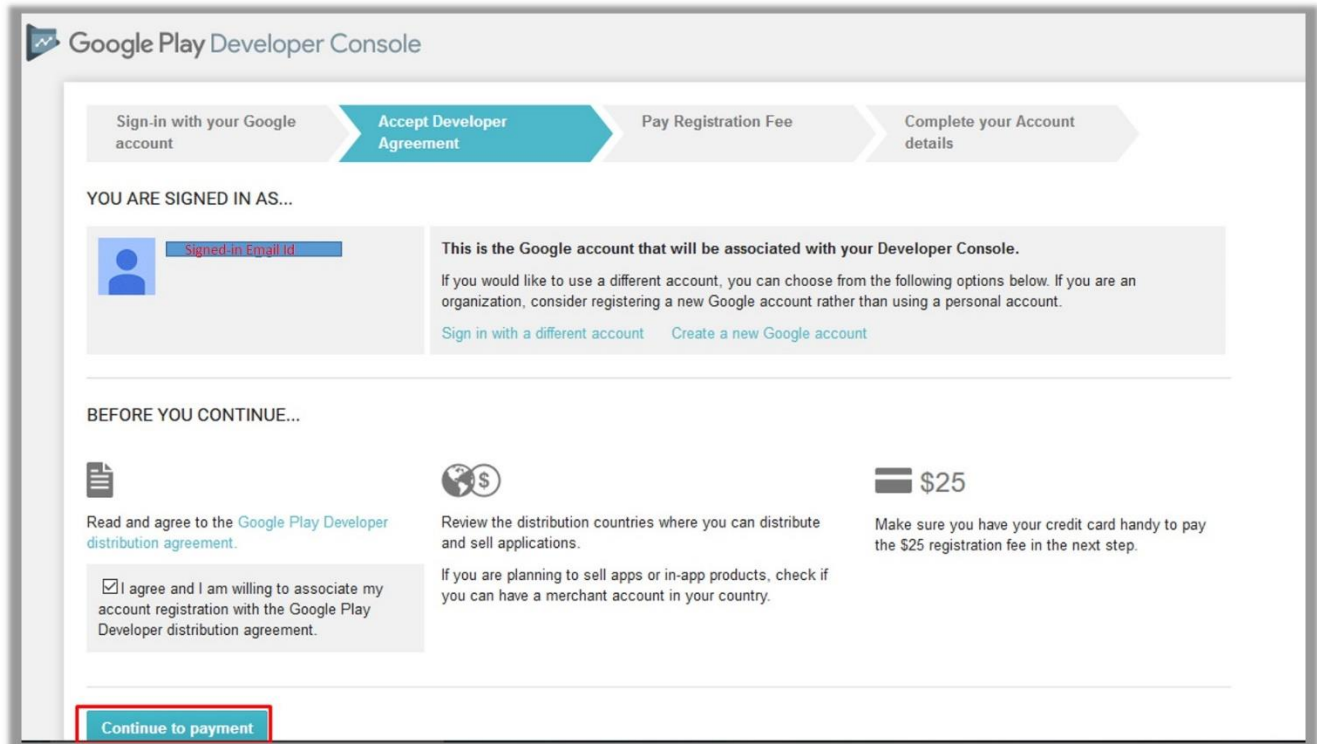


FIGURE 1

Read and accept the Google Play Developer distribution agreement.

- 3) Select the corresponding check box associated with the agreement note.
- 4) Click the **Continue to payment** button.

Once payment is executed and the registration is verified, a notification email is sent to the user.

App Creation on Google Play Store

Once the account is registered on the Google Play Store, the users can log in the account and create their apps.

Create And Submit Application

- 1) Log in to the [Google Play Developer Console](#).

As the user log in the account, the page appears as shown in the **Figure 2**.

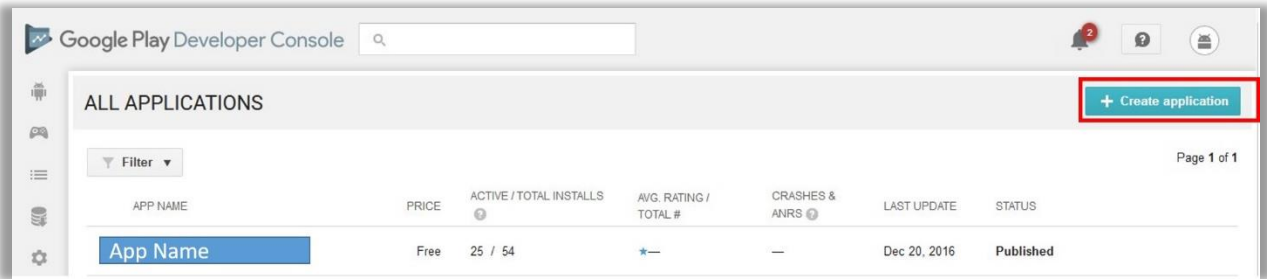


FIGURE 2

2) Click the **Create application** button.

The **Create Application** dialog box appears as shown in the Figure 3.

The image shows the 'CREATE APPLICATION' dialog box. It has a title 'CREATE APPLICATION'. Below it, there's a 'Default language' dropdown menu set to 'English (United States) - en-US'. Below that, there's a 'Title' text input field. Below the input field, it says '0 of 30 characters'. At the bottom, there are two buttons: 'Create' (highlighted with a red rectangle) and 'Cancel'.

FIGURE 3

3) In the **Default language** list, select the required language.

4) In the **Title** box, enter the title of the application.

5) Click the **Create** button.

The **Store Listing** page appears as shown in the **Figure 4**.

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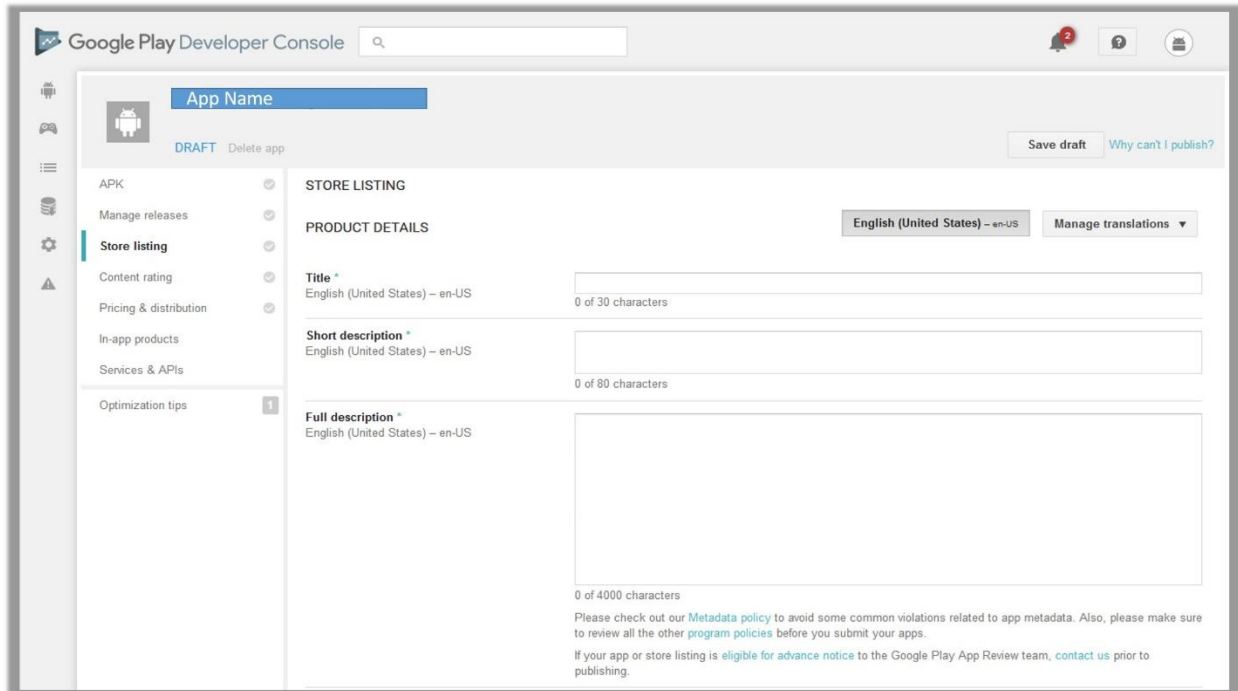


FIGURE 4

6) In the right panel, under **PRODUCT DETAILS**, do the following steps:

- a) In the **Title** box, enter the app name.
Less than 30 characters.
- b) In the **Short description** box, enter a short description of the app.
Less than 80 characters.
- c) In the **Full description** box, enter the full description of the app.
Less than 4000 characters.

Caution ⚠️: Do not enter content that contain the sensitive information. Also, do not repeat the keywords to avoid the app rejection.

7) Scroll down to the **GRAPHIC ASSETS** section.

The section appears as shown in the **Figure 5**.

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GRAPHIC ASSETS

If you haven't added localized graphics for each language, graphics for your default language will be used.
[Learn more about graphic assets.](#)

Screenshots *
Default – English (United States) – en-US
JPEG or 24-bit PNG (no alpha). Min length for any side: 320px. Max length for any side: 3840px.
At least 2 screenshots are required overall. Max 8 screenshots per type. Drag to reorder or to move between types.

For your app to be showcased in the 'Designed for tablets' list in the Play Store, you need to upload at least one 7-inch and one 10-inch screenshot. If you previously uploaded screenshots, make sure to move them into the right area below.
[Learn how tablet screenshots will be displayed in the store listing.](#)

Please check out our [Impersonation](#) and [Intellectual Property](#) policy to avoid common violations.

Phone

Tablet

Android TV

Android Wear

+

Add screenshot

Drop image here


Hi-res icon *
Default – English (United States) – en-US
512 x 512
32-bit PNG (with alpha)

+

Add high-res icon

Drop image here

Feature Graphic *
Default – English (United States) – en-US
1024 w x 500 h
JPG or 24-bit PNG (no alpha)



Promo Graphic
Default – English (United States) – en-US
180 w x 120 h
JPG or 24-bit PNG (no alpha)

+

Add promo graphic

Drop image here

TV Banner
Default – English (United States) – en-US
1280 w x 720 h
JPG or 24-bit PNG (no alpha)

+

Add TV banner

Drop image here

Daydream 360 degree stereoscopic image
Default – English (United States) – en-US
4096 w x 4096 h
JPG or 24-bit PNG (no alpha)


+

Add a 360 degree stereoscopic image

Drop image here

Promo Video
Default – English (United States) – en-US
YouTube video
Please enter a URL

FIGURE 5

Note : If the user has not added the localized graphics for each language, then the graphics for the default language is used.

The user can add screenshots of the app appearance in the following different devices:

- Phone
- Tablet
- Android TV
- Android Wear

7 | Page

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8) Under **Graphic Assets**, go to the **Screenshot** area.

It appears as shown in the **Figure 6**.

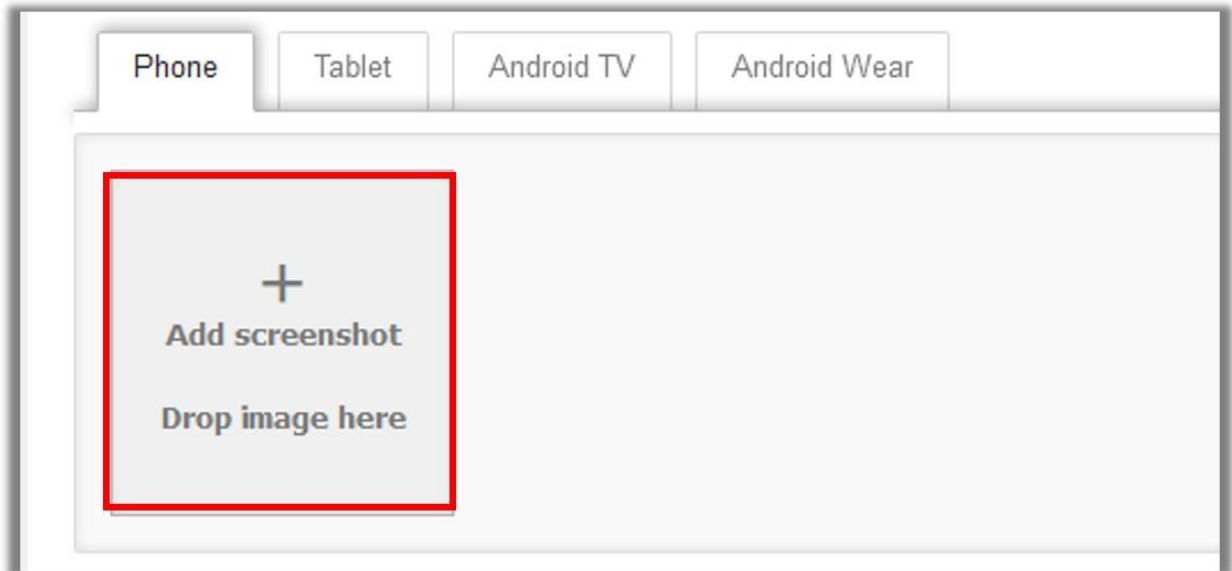


FIGURE 6

9) Click the corresponding tab to enter the screenshots.

Tip  : To showcase the app in the **Designed for tablets** list in the Play Store, user has to upload at least one 7-inch and one 10-inch screenshot.

Screenshots Specification:

- Default language: US English
- JPEG or 24-bit PNG (no alpha):
 - Min length for any side: 320px.
 - Max length for any side: 3840px.
- At least two screenshots are required overall. Max eight screenshots per type. Drag to reorder or to move between types.

10) Click **Add screenshot** or drop the required image.

11) Scroll down to add icons and images.

The screen appears as shown in the **Figure 7**.

The screenshot displays the Google Play Store app submission interface with several asset upload sections. A red rectangle highlights the 'Hi-res icon' and 'Feature Graphic' sections. The 'Hi-res icon' section specifies a 512 x 512, 32-bit PNG (with alpha) and includes a button to 'Add high-res icon' and a 'Drop image here' area. The 'Feature Graphic' section specifies a 1024 w x 500 h, JPG or 24-bit PNG (no alpha), and shows a preview of a blue graphic with white icons. The 'Promo Graphic' section specifies a 180 w x 120 h, JPG or 24-bit PNG (no alpha), and includes a button to 'Add promo graphic' and a 'Drop image here' area. The 'TV Banner' section specifies a 1280 w x 720 h, JPG or 24-bit PNG (no alpha), and includes a button to 'Add TV banner' and a 'Drop image here' area. The 'Daydream 360 degree stereoscopic image' section specifies a 4096 w x 4096 h, JPG or 24-bit PNG (no alpha), and includes a button to 'Add a 360 degree stereoscopic image' and a 'Drop image here' area. The 'Promo Video' section specifies a YouTube video and includes a text input field for a URL.

Hi-res icon *
Default – English (United States) – en-US
512 x 512
32-bit PNG (with alpha)

+
Add high-res icon
Drop image here

Feature Graphic *
Default – English (United States) – en-US
1024 w x 500 h
JPG or 24-bit PNG (no alpha)

+
Add promo graphic
Drop image here

TV Banner
Default – English (United States) – en-US
1280 w x 720 h
JPG or 24-bit PNG (no alpha)

+
Add TV banner
Drop image here

Daydream 360 degree stereoscopic image
Default – English (United States) – en-US
4096 w x 4096 h
JPG or 24-bit PNG (no alpha)

+
Add a 360 degree stereoscopic image
Drop image here

Promo Video
Default – English (United States) – en-US
YouTube video
Please enter a URL

FIGURE 7

- 12) Click to add the high resolution image as an app logo.
- 13) Click to add the feature graphic.
- 14) In the **Promo Video** box, enter the URL of a video that promotes the app.
- 15) Scroll down to the **CATEGORIZATION** section.

It appears as shown in **Figure 8**.

The screenshot displays the 'CATEGORIZATION' section of the Google Play Store app submission interface. It includes three dropdown menus: 'Application type' with 'Applications' selected, 'Category' with 'Business' selected, and 'Content rating' with a message: 'You need to fill a rating questionnaire and apply a content rating.'

CATEGORIZATION

Application type * Applications

Category * Business

Content rating * You need to fill a rating questionnaire and apply a [content rating](#).

FIGURE 8

- 16) Under **CATEGORIZATION**, do the following steps:
 - a) In the **Application type** list, select **Application**.

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b) In the **Category** list, select the required category.

17) Click the **Save Draft** button.

18) In the left navigation panel, click the **Manage releases** menu.

The **MANAGE RELEASES** section appears in the right panel as shown in the **Figure 9**.

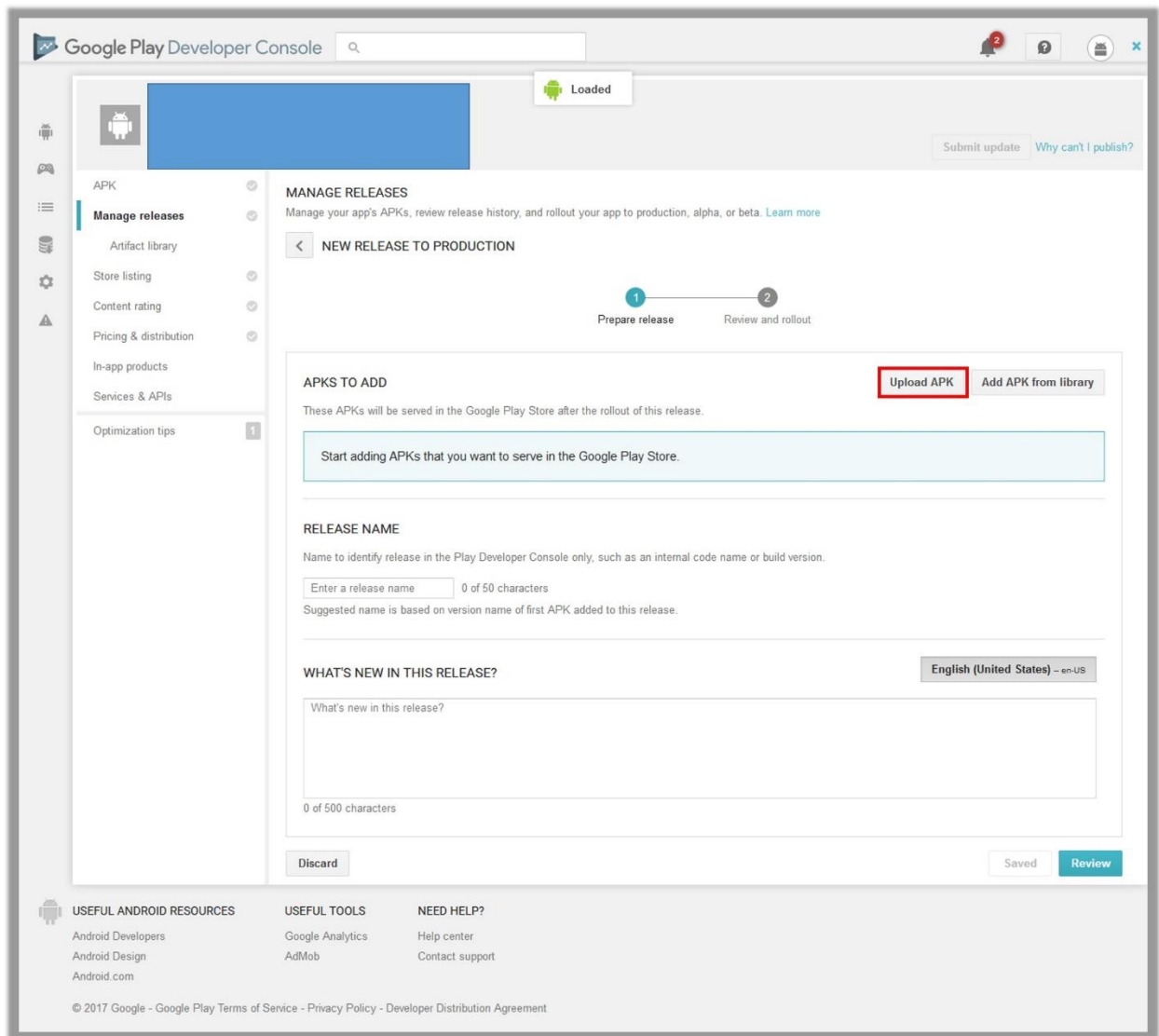


FIGURE 9

19) Click the **Upload APK** button.

The **UPLOAD NEW APK TO PRODUCTION** dialog box appears as shown in the **Figure 10**.

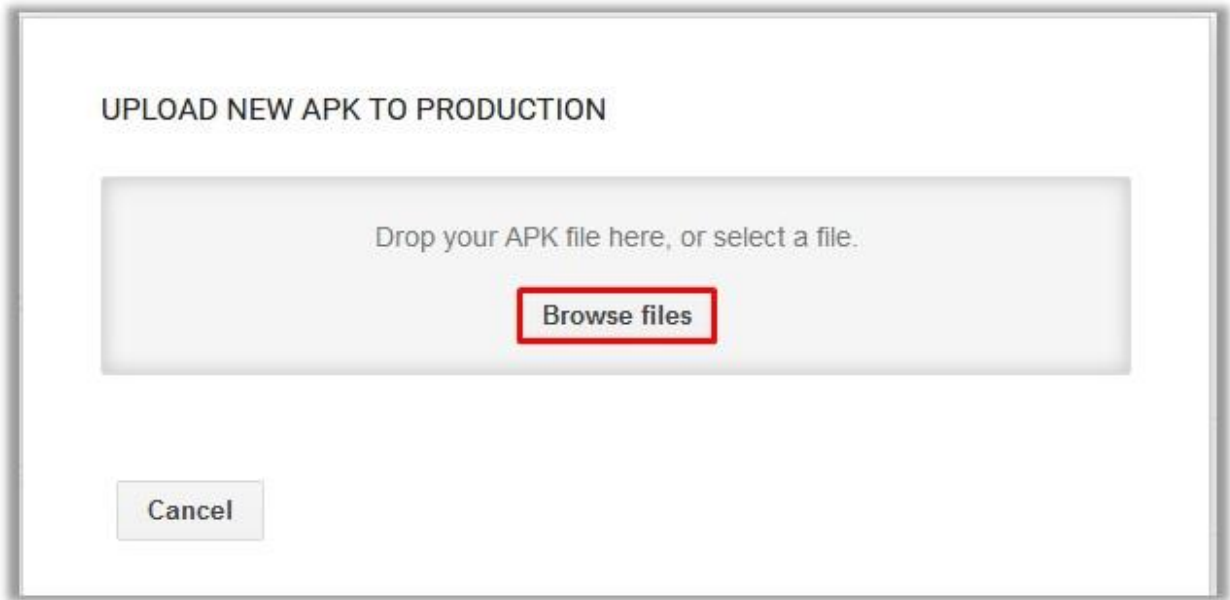



FIGURE 10

20) Click the **Browse files** button.

21) Select the required APK file provided by MageNative.com and then click the **OK** button to upload the APK file.

The APK file is uploaded.

Note  : The user has to upload the APK file before taking the content rating questionnaire.

22) In the **RELEASE NAME** box, enter the name of the release.

Less than 50 characters.

23) In the **WHAT'S NEW IN THIS RELEASE?** Box, enter the required information about the release.

24) Click the **Review** button.

25) In the left navigation panel, click the **Content rating** menu.

The **CONTENT RATING** section appears in the right panel as shown in the **Figure 11**.

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The screenshot displays the Google Play Developer Console interface. On the left is a sidebar with navigation links: Dashboard, Statistics, User acquisition, Ratings & reviews, Crashes & ANRs, Optimization tips, Pre-launch report, Promotions, APK, Manage releases, Store listing, Content rating (highlighted), Pricing & distribution, In-app products, and Services & APIs. The main content area is titled 'CONTENT RATING' and 'Welcome to the Content Rating Questionnaire'. It explains the Google Play content rating system and asks for an email address to be used for rating-related communications. Below this, there are two input fields for 'Email address' and 'Confirm email address'. The 'Select your app category' section lists several categories with icons and descriptions. The 'CONSUMER STORE OR COMMERCIAL STREAMING SERVICE' category is highlighted with a red border. Other categories include REFERENCE, NEWS, OR EDUCATIONAL; SOCIAL NETWORKING, FORUMS, AND UGC SHARING; GAME; ENTERTAINMENT; and UTILITY, PRODUCTIVITY, COMMUNICATION, OR OTHER.

Google Play Developer Console

Standard publishing

Submit update

Dashboard

Statistics

User acquisition

Ratings & reviews

Crashes & ANRs

Optimization tips

Pre-launch report

Promotions

APK

Manage releases

Store listing

Content rating

Pricing & distribution

In-app products

Services & APIs

CONTENT RATING

Welcome to the Content Rating Questionnaire

The Google Play content rating system for apps and games is designed to deliver reputable, locally relevant ratings to users around the world. The rating system includes official ratings from the International Age Rating Coalition (IARC) and its participating bodies. Get started by entering the email address you would like IARC to use for rating related communications.

Email address *

Confirm email address *

Select your app category

REFERENCE, NEWS, OR EDUCATIONAL
The primary purpose of the app is to present factual information in a neutral way, alert users to current events, or educate users. Examples include: Wikipedia, BBC News, Dictionary.com, and Medscape. Apps that mainly focus on sexual advice or instruction (such as "iKamasutra - Sex Positions" or "Best Sex Tips") should be categorized as "Entertainment" apps and not listed here. [Learn more](#)

SOCIAL NETWORKING, FORUMS, AND UGC SHARING
The primary purpose of the app is to enable users to share content or communicate with large groups of people. Examples include: reddit, Facebook, 9Gag, Google Plus, YouTube, Twitter. Apps that only facilitate communication between a limited number of people (such as SMS, Snapchat, or Skype) should be categorized as "Communication" apps and not listed here. [Learn more](#)

CONSUMER STORE OR COMMERCIAL STREAMING SERVICE
The primary purpose of the app is to sell physical goods or curate a collection of physical goods, services, or digital content such as professionally produced movies or music, as opposed to user-created music and movies. Examples include: Netflix, Pandora, iTunes, Amazon, Hulu+, eBay. [Learn more](#)

GAME
The app is a game. Examples include: Candy Crush Saga, Temple Run, World of Warcraft, Grand Theft Auto, Mario Kart, The Sims, Angry Birds.

ENTERTAINMENT
The app is meant to entertain users, and does not fit into any of the above categories. Examples include Talking Angela, Face Changer, People Magazine, iKamasutra - Sex Positions, Best Sexual Tips. Note that this category does not include streaming services. These apps should be categorized as "Consumer Store or Commercial Streaming Services".

UTILITY, PRODUCTIVITY, COMMUNICATION, OR OTHER
The app is a utility, tool, communication, or productivity app or any other type of app that does not meet criteria for any other categories. Examples include: Calculator Plus, Flashlight, Evernote, Gmail, Outlook.com, Google Docs, Firefox, Bing, Chrome, Snapchat, and WhatsApp. [Learn more](#)

FIGURE 11


26) Under **Select your app category**, select the required category.

The page in the right panel, appears as shown in the **Figure 12**.

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CONTENT RATING

Please complete the questionnaire so that we can calculate your app rating.



CONSUMER STORE OR COMMERCIAL STREAMING SERVICE
App is consumer store or commercial streaming service. [Edit Category](#)

VIOLENCE

CLOSE ✓

Can the app contain violent material? [Learn more](#)
Content that sellers create as part of the app catalog needs to be considered; however, this question does **not** refer to user-generated content (e.g., comments and reviews).

☐ Yes ☒ No

SEXUALITY

CLOSE ✓

Can the app contain sexual material or nudity (except in a natural or scientific setting)? [Learn more](#)
Content that sellers create as part of the app catalog needs to be considered; however, this question does **not** refer to user-generated content (e.g., comments and reviews).

☐ Yes ☒ No

LANGUAGE

CLOSE ✓

Can the app contain any potentially offensive language? [Learn more](#)
Please note that this does **not** refer to user-generated content.

☐ Yes ☒ No

CONTROLLED SUBSTANCE

CLOSE ✓

Can the app contain references to or depictions of illegal drugs? [Learn more](#)
Content that sellers create as part of the app catalog needs to be considered; however, this question does **not** refer to user-generated content (e.g., comments and reviews).

☐ Yes ☒ No

MISCELLANEOUS

CLOSE ✓

Does the app natively allow users to interact or exchange content with other users through voice communication, text, or sharing images or audio? [Learn more](#)

☒ Yes ☐ No

Does the app share user-provided personal information with third parties? [Learn more](#)

☐ Yes ☒ No

Does the app share the user's current physical location to other users? [Learn more](#)

☐ Yes ☒ No

Does the app allow users to purchase digital goods? [Learn more](#)

☒ Yes ☐ No

Calculate rating Save questionnaire

IARC

FIGURE 12

27) Complete the questionnaire, and then click the **Save questionnaire** button.

28) Click the **Calculate rating** button.

The applied content rating appears as shown in the **Figure 13**.

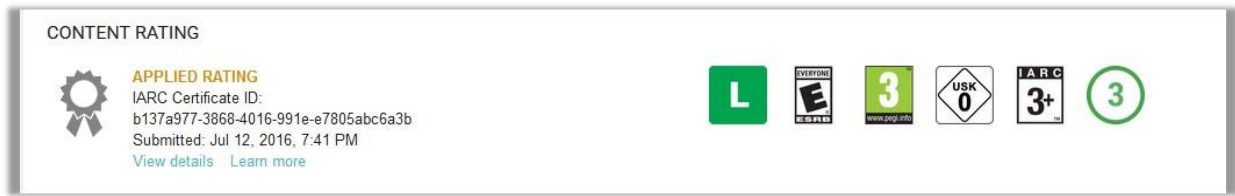



FIGURE 13


29) In the left navigation panel, click the **Pricing & distribution** menu.


The **PRICING & DISTRIBUTION** section appears in the right panel as shown in the **Figure 14**.


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PRICING & DISTRIBUTION


Designed for Families


Google Play for Education

Managed Google Play

Daydream

Android Wear

Android TV

Android Auto

This application is

Paid

Free

To publish paid applications, you need to ask the account owner to link a merchant account to this developer console. The contact email address is cedcommerce@gmail.com. [Learn more](#)

Countries *

Available in 141 countries + Rest of the world.

Manage countries

Contains ads *

Does your application have ads? Also, please check out our [Ads policy](#) to avoid common violations. If yes, users will be able to see the 'ads' label on your application in the Play Store. [Learn more](#)

☐ Yes, it has ads

☒ No, it has no ads

DEVICE CATEGORIES

Android Wear

☐ Distribute your app on Android Wear.

Extend your app to wearables with Android Wear. To submit your app for review, you need to add an Android Wear screenshot on your app's [Store listing page](#). To learn more, read the Android Wear [documentation](#) and [distribution guidelines](#).

Android TV

Reimagine your app for the biggest screen in the house with Android TV. To submit your app for review, you need to include a [Leanback launcher intent](#) in your app. To learn more, read the Android TV [documentation](#) and [distribution guidelines](#).

Android Auto

Bring your app to cars with Android Auto. To submit your app for review, you need to accept the Android Auto [terms and conditions](#). To learn more, read the Android Auto [documentation](#) and [distribution guidelines](#).

USER PROGRAMS

Daydream

Submit your app for potential inclusion on Daydream-ready phones. To learn more, read the Daydream [documentation](#) and [distribution guidelines](#).

Designed for Families

☐ Opt-in to Designed for Families

This app is not eligible to apply for Designed for Families, a developer program for apps and games designed specifically for kids and family audiences. To enable opt-in, please make sure you've completed the following steps: (1) add a privacy policy on the Store Listing page, (2) update your content rating information, and (3) confirm the ads declaration on the Pricing & Distribution page. [Learn more](#)

Managed Google Play

Free applications are always available to Android customers through managed Google Play.

Google Play for Education

☐ Distribute your app through Google Play for Education. [Learn more](#)

Checking this box submits this app for inclusion in the "educator recommended" section of Google Play for Education. The final decision on which apps to recommend is made by a 3rd party network of teachers. If your app is selected, we will notify you by e-mail. If not, your app will still be searchable in Google Play for Education.

CONSENT

Marketing opt-out

☐ Do not promote my application except in Google Play and in any Google-owned online or mobile properties. I understand that any changes to this preference may take sixty days to take effect.

Content guidelines *

☒ This application meets [Android Content Guidelines](#).

Please check out these [tips on how to create policy compliant app descriptions](#) to avoid some common reasons for app suspension. If your app or store listing is [eligible for advance notice](#) to the Google Play App Review team, [contact us](#) prior to publishing.

US export laws *

☒ I acknowledge that my software application may be subject to United States export laws, regardless of my location or nationality. I agree that I have complied with all such laws, including any requirements for software with encryption functions. I hereby certify that my application is authorized for export from the United States under these laws. [Learn more](#)

FIGURE 14

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- 30) Click the **Manage Countries** button to select the countries where the users want to make the app available.
- 31) Move to the **Content guidelines** section.
- 32) Select the checkbox associated with the **Content guidelines** and the **US export laws** sections.
- 33) Click the **Submit Update** button.