

Things You Need to Have Ready **Before Publishing** Your Android App to the Google Play Store

Google Developer Account.

Here're the steps of its creation:

- Sign the Google Play Developer distribution agreement
- Pay a one-time fee of \$25 for account creation
- Wait up to 2 days for account approval

End-User License Agreement (EULA).

It should identify the following information:

- What users are not allowed to do
- Licensing fees
- Terms of license termination
- Disclaimer of liability

Privacy Policy.

It should specify the information on:

- What personal data is collected
- What technical data about devices and operating systems is collected
- The full list of features
- Company's registration location
- The legislation of which country is applied to the app
- Location of the user's majority
- Age limits and content description





- Terms of Use or Terms and Conditions.**

Having these documents is optional, however, it's better to prepare them, so users know how to interact with the app.

- Store Listing.**

It should contain the following details:

- Product description** containing the title (no more than 50 characters), brief description (no more than 80 characters), and a full description (up to 4000 characters)
- Up to 8 screenshots** showcasing the functionality of the app. They should be in the JPEG or 24-bit PNG format and be from 320 px to 3840 px
- 512px by 512px icon** in the 32-bit PNG format that is not larger than 1024 KB
- Promo video** is optional
- Tags** helping users locate relevant apps
- Localization** of your app, so users from different countries can benefit from it
- App's type** (Games or Apps) and its category
- Contact details**, so users can contact you on your website, via email, or phone.