- # How to Publish Android App in Google Play Store?

A smartphone is an essential gadget for users. Nowadays, people sleep with their mobile phones by their side and first of all check them in the morning.

But you know that apps make the phone smart. Several apps, such as games, music, and many more apps, make your life convenient. Therefore, the demand for android app development is becoming high.

Of course, the apps can run on both iPhone and Android. It only depends on you what you want. If you want to develop an android app, you need to hire android app developers.

But what is next? Building an android app means you have done half the work, but to reach your application to a targeted audience, you should publish the Android app in Google play store.

This will help the audience to download your app in an easy manner. This is why it is important to publish the android app in Google play store. However, you should build an app perfectly before promoting them.

Why does a Business need to Invest in Android App Development Services?

We all are aware that the use of smartphones has never been the same since then. Having a mobile phone, it is easy to opt for services and products. In simple words, it holds the entire universe for you, so you don't need to worry about anything.

In order to provide one of the best services to customers, businesses should invest in **android app development**. Below, we mentioned some of the reasons why you should invest your hard-earned money in an android app.

#1. Increase Customer Engagement

Mobile applications provide users with a consistent, all-in-one expertise with your Business. Having an app makes it easy to engage and interact with your brand. Thus, it is important to choose custom android app development services.

However, developing an app is not an easy task on your own. Therefore, you should hire android app developers for this job. They did this task with ease and provided you with one of the best solutions to grow their business.

#2. Increase Customer Engagement

We are aware that mobile applications offer your customers a more appropriate way to shop, browse, and interact with a brand to give a consistent, all-in-one experience with your Business. This will help the customers to interact with your brand.

But there is huge competition in mobile app development companies all over the world, so there are high chances that the Business may lose an impression on their customers. Therefore, you need to call the experts for great solutions. They will help you to attract your customers to your Business effectively.

Therefore, you need to seek the help of experts to avail of **custom mobile app development services** for your Business. Moreover, you can always use their location and profile information to customize your offers to make them more relevant and attractive.

However, developing an app is not enough. In order to reach your business to the next level, it is also required to publish an android app in the Google play store. With this, the audience can easily download the application to their phone.

#3. Brand Endorsement

In today's competitive world, applications are one of the best tools for exponentially improving the visibility and awareness of your brand. Of course, it is really tough for users to purchase anything without reading reviews.

If you have an application and your customer ratings and reviews, it will encourage the potential audience to choose them all the time. **Android app development** will land your Business in the android app store, leading to many potential customers who are searching for particular services.

You know that a well-developed and user-friendly application will leave a long-lasting impression on customers and help build a reliable brand. However, it is not an easy process, so you should call the experts for **flutter development services**. But app development is not enough for brand endorsement; you need to reach your app to your targeted audience, so publish app in Google play store.

#4. Boost Brand Loyalty

Making a sincere connection with your consumers is necessary to boost brand loyalty. Undoubtedly, each business wants to create and retain a loyal customer involved with them in persistent profitable business.

With the android app, you can show your customers that you care about them and understand their requirements. It also improves the accessibility of your products and services, which help you to increase customer loyalty.

But as we mentioned that app development is not enough to boost brand loyalty. To promote your business, you need to reach your application to your audience, which is why it is required to publish an android app in Google play store.

#5. Increase Profits

Mobile applications allow your brand to increase and earn additional revenue. Android app development can considerably improve the customer experience, which positively impacts your sale. You know that applications can be customized with ease and provide multiple opportunities for additional revenue.

If users enjoy the application and feel it is valuable, they will not hesitate to pay for it. Therefore, offering your products or services advertised in your application can introduce a new revenue stream into your business strategy. Therefore, investing in android app development is a great idea for better sales.

However, developing an app for business is not easy because it requires lots of skills, expertise, and dedication. So, in order to get the best **mobile app development services**, it is required to seek the help of dedicated developers.

#6. Collect Customer Insight

Android apps provide an effective way for your company to collect, analyze and understand their potential customers. By capturing essential behaviour like likings, applications can offer the potential to influence marketing strategy with helpful consumer insights.

Plus, it also helps you make the right strategic decisions and focus on other essential strategies that help build your business effectively. Therefore, you should choose a custom [flutter app development company](#) with years of expertise in developing an app.

#7. Enhanced Customer Service & Support

Undoubtedly, an android app is the most effective gadget to get in touch with your brand. Android app development can significantly improve your customer's expertise and satisfaction by simplifying online purchases and providing easy-to-access information.

Seeking the help of an android app development company, you can develop an app that serves your customer best and provide a great user experience. They also help you to publish android app in [Google play store](#). So, you should contact a professional to make this procedure more smooth and easy.

Procedure to Publish Android App in Google Play Store

Google play

As we discussed above, publishing an app is must important as publishing it. However, it is not a cakewalk. You require appropriate information to **publish the android app in the Google play store**. Otherwise, you may face challenges. Here we mentioned some steps that will help you in completing this job.

1. Create a Google Developer Account

This is the first step you need to follow. Without registering a Google developer account, you are unable to publish android app in google play store. For this, you can use any of your current accounts or create another. It does not matter whether it is a private or corporate account; you may easily transfer your application to another one in the future.

However, the **android app development** procedure includes:

- The Google play developer distribution agreement.
- Adding some personal information.
- Paying one-time registration fees of $25.

It takes no more than two days to get approval from Google. If you forget to add some information, don't worry because you can edit your account later. In this process, you may also seek the help of an app development company.

2. Add a Merchant Account

If you want to sell paid applications or in-app purchases, you must develop a Google Merchant account. Through the help of this, you can easily manage app sales and

your monthly payouts. Once you create the merchant profile, developers' accounts get automatically linked to it.

So, don't forget to follow this step to publish the android app in Google Play Store. This will help you to reach your targeted audience. So, when deciding to publish this app in the market, make sure that you have a merchant account.

However, non-technical people are unable to do it on their own. Therefore, you should seek the help of a **react native app development company** that will assist you in doing this job quickly. So, what are you waiting for? Do some research and find a reliable name with years of expertise in this field.

3. Prepare the Documents

Documentation is always necessary that requires much effort, especially when it comes to any kind of legal document. It is suggested to start to prepare the end-user license agreement and privacy policy in advance.

In order to avail the document, you can take the help of similar applications as references and create your own based on them, or ask a lawyer to make everything from scratch. With the help of this, you will easily publish android app in Google play store.

To make this procedure simple and easy, you can seek the help of professionals who are committed to providing flutter development services within your budget.

4. Read Google Developer Policies

Once you have made the concept of your project, it is time to ensure that each feature you will implement in the application is aligned with the Googe developer policies. These documents will explain how you need to develop an app, update and promote it to support the high-quality standards of the store.

If Google decides that the quality of your product is chapters, there is a high chance that it may be blocked, rejected, or even deleted from the store. So, make sure your app is high-quality and responsive to publish the android app in Google play store.

5. Technical Requirements

In order to publish android app in Google play store, it is required to check the technical requirements such as unique bundle id, app size, file format, and many more. This will assist you in publishing your app in the app development market.

In order to get a clear idea about all the technical requirements, you can also seek the help of a mobile app development company that will assist you in making a wise decision.

6. Create the App on the Google Console

Now you have the file that is ready to upload. Now, you create a new app in your developer account. For this, follow the below-mentioned points:

- Click on the all apps tab in the menu
- Then choose to create an application
- Not it turns to select the app's default language from the drop-down menu
- Add a brief app description
- Tap on create

After doing this, you will be taken to the store entry page, where you need to add the complete data about the application. Then you will be taken to the store entry page, where we will add the complete data about the app.

7. Store Listing

Another important step to publishing android app in Google play store is store listing. It contains the essential information that is useful for app store optimization and gives the users more details about your application before downloading.

For this process, you can also seek the help of an android app development company. They did this task easily with years of expertise, knowledge, and skills. So, find out a reliable name for this job.

8. Pricing the App

Now, it is turn to fill in all the information in the pricing and distribution section. By following this procedure, you will easily publish android app in Google play store. So, don't forget to fill in all the information, such as whether your app is free or paid,

where it will be available, whether your application will be available on specific devices, and many more.

9. Upload APK and Send for Review

Now, you are ready to upload your application. This is the most exciting moment ever. So, now you should go to the App Releases section that is located on the left panel. Here, you will see 3 options for publishing the application, beta and alpha tracks, and production.

It is recommended to start with the alpha or beta version. In this case, your application will not be available to everyone on play store after passing the review procedure. Once you choose a type of release, you need to select manage, click on edit release and upload an APK or app bundle.

If you forget to add any other information, Google will show you all the instructions and tips to publish android app in google play store.

Wrap it Up

We hope the above information will help you publish the app in the Google play store. Once you publish android app in Google play store, you require an active marketing strategy to attract the customer.

Once your application is published, it requires continuous efforts to make it a success, or competition will overshadow it. However, it is not an easy task on your own. In such a situation, you need to seek the help of an app development company that can turn your application idea into a success story.