



YOUR APP STORE APPROVAL Checklist

Apple's App Store guidelines are pretty vast, and for good reason. We know when you're focused on the big picture, the product, the launch, the marketing, it's easy to miss the smaller details that still get your app flagged.

This checklist zeroes in on those often-overlooked items. It's not the entire rulebook, just the parts that quietly derail an otherwise great submission.

We learned these the hard way, so you don't have to. Use it as your final sweep before hitting "Submit."

How to Use This Document

Apple updates its guidelines regularly, and this list evolves with them. Think of it as a living document, a practical shortcut to catch what usually slips through.

- Work through each phase carefully before submission.
- Revisit it before every new version or update.
- Don't assume past approvals guarantee the next one.
- If multiple people are involved, assign clear ownership for each phase.

Use it to close the gaps before Apple does.

THE “FIRST PASS APPROVAL” Checklist

App Completeness (Guideline 2.1 & 4.2)

(Your app must be finished, stable, and valuable.)

- ◆ ☐ **No Crashes:** The app has been tested on multiple physical devices (e.g., an old iPhone SE, a new Pro, an iPad), not just the Xcode simulator.
- ◆ ☐ **No Placeholders:** You've done a final search for "Lorem Ipsum," "test," and "TBD" text. All content is final.
- ◆ ☐ **No "Coming Soon":** All buttons, features, and menu items are 100% functional. No greyed-out, "coming soon" sections.
- ◆ ☐ **Not a Web Wrapper (Guideline 4.2):** If your app uses a web view, it must have native UI elements (like a tab bar) or app-specific features (like push notifications).
- ◆ ☐ **IAP Ready (If Applicable):** All In-App Purchase products are set up in App Store Connect and in the "Ready to Submit" status.
- ◆ ☐ **"Restore Purchases" Button:** If you offer subscriptions or non-consumable IAPs, a "Restore Purchases" button is present, easy to find, and works.

App Store Metadata (Guideline 2.3)

(Your "storefront" must be accurate, professional, and honest.)

- ◆ ☐ **Screenshots (The Big One):**
 - Mockups are on Apple hardware only (No Android frames!).
 - They accurately show the app's real UI and functionality.
 - All required device sizes (e.g., 6.7", 5.5") are uploaded.

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- ◆ □ **App Previews (Video):** Videos are 15-30 seconds and show only in-app footage (no animated logos or hands holding the device).
- ◆ □ **App Name & Subtitle:** Both are 30 characters or less and are compelling.
- ◆ □ **Description:** Clearly explains features and value. Does not mention "coming soon" features or include competitor names.
- ◆ □ **Keywords:** 100 characters total, comma-separated, with no spaces (e.g., [finance](#), [budget](#), [money](#)).
- ◆ □ **Support URL (Critical):** Links to a live webpage with a real contact method (e.g., a support email, a contact form, or a help desk).
- ◆ □ **Marketing URL:** Links to a live product page.
- ◆ □ **Age Rating:** Set honestly. (Be careful: "Unrestricted Web Access" will automatically rate your app 17+).
- ◆ □ **App Icon:** 1024x1024 pixels, no transparency, square corners.

Privacy & Legal (Guideline 5.1)

(This is the new "boss level" of app review. Do not skip these.)

- ◆ □ **Privacy Policy URL:** You have a live, public, and accurate privacy policy link for the App Store Connect metadata field.
- ◆ □ **In-App Policy Link:** The same privacy policy is easily accessible from within your app's settings menu.
- ◆ □ **"Sign in with Apple" (Critical):** This is implemented and offered as an equal option if any other third-party login (Google, Facebook, etc.) is present.

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- ◆ □ **Account Deletion (Critical):**
 - An in-app button to initiate account deletion is present and easy to find.
 - This is not a "deactivate" button and does not just send an email. It handles real data deletion per Guideline 5.1.1(v).
- ◆ **Purpose Strings (Info.plist):** All permission pop-ups (for Camera, Location, Notifications, etc.) have clear, human-readable explanations for why you need the permission.
- ◆ □ **App Privacy "Nutrition Label":** The questionnaire in App Store Connect is filled out 100% accurately.
 - **(Sub-check):** This includes data collected by all third-party SDKs (like Firebase, Google Analytics, or a Facebook SDK).

The Reviewer's "Package"

(Make the reviewer's job as easy as possible.)

- ◆ □ **Demo Account (Critical):** A working username and password are in the "App Review Information" notes section.
- ◆ □ **Demo Account Features:** The demo account is fully functional and has all paid/subscription features unlocked so the reviewer can test them.
- ◆ □ **Review Notes:** You've written a polite note explaining:
 - Any complex features or setup.
 - Where to find any hard-to-discover features.
 - (If resubmitting) A clear explanation of how you fixed the previous rejection.

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- ◆ ☐ **Hardware:** If your app requires specific hardware (like a Bluetooth device), you've provided a demo video of the app in use.
- ◆ ☐ **Contact Info:** Your personal contact details (name, email, phone) in App Store Connect are up-to-date in case the reviewer has a simple question.

Done Checking?

So, that's the list. It's a lot, right? The line between "Approved" and "Rejected" isn't about your big idea, it's about this mountain of small, technical details.

Honestly, it's a massive pain. It's the grunt work that drains time from what you actually want to do: build cool stuff.

We're obsessed with this stuff so you don't have to be. If you'd rather hand off the entire "Apple rulebook" headache and just focus on your product, let's talk.

