aibrevo

FREE CHECKLIST · 2026 EDITION

The App Launch Checklist

What to have in place before you submit an app to the App Store and Google Play, and what to watch in the first 30 days. 41 checks, from the accounts your app should live in to the store rules reviewers check most.

How to use it. Start with Part 1 as soon as you decide to build, because some accounts take time to set up. Tick each check that is already true for your app.

Anything you cannot tick is either work to finish before you submit or a question for whoever is building your app. Store rules in this checklist were checked on Nov 11, 2026 on Apple's and Google's own pages.

PART 1 OF 4

Accounts in your name

Whoever owns these accounts controls the app. Set them up in your company's name before the build starts, and invite your developer as a user.

- [ ] **Apple Developer Program enrolled as an organization, not an individual.**
  The app is then listed under your company's name and stays yours if a developer leaves. The fee is $99 a year and covers every app you publish.
- [ ] **Your company is a legal entity Apple accepts.**
  Apple does not accept DBAs, fictitious businesses, trade names or branches for organization enrollment.
- [ ] **D-U-N-S Number found or requested for your legal entity.**
  Apple uses this nine-digit Dun & Bradstreet number to verify your organization. It is free in most jurisdictions. Government organizations do not need one.
- [ ] **The person enrolling can legally bind the company.**
  Owner, founder, executive, senior project lead, or an employee granted that authority. They become the Account Holder.
- [ ] **A work email and a public website on your own domain.**
  Apple asks for both when you enroll as an organization.
- [ ] **Google Play developer account registered as an organization.**
  A one-time $25 fee, paid by credit or debit card (no prepaid cards). Organization accounts skip the 14-day closed test that new personal accounts must run.
- [ ] **Apple membership renewal date in your calendar.**
  If the membership expires, Apple says your apps are no longer available for download and you cannot submit updates.
- [ ] **A domain you own, not a free subdomain on someone else's platform.**
  It hosts your privacy policy, support and account deletion pages, and the files that let web links open your app.
- [ ] **Code repository in your company's GitHub, GitLab or Bitbucket organization.**
  Your developer pushes to it from day one. Keep at least two owners on the organization.
- [ ] **Developer added as a user, not as Account Holder or account owner.**
  Only Apple's Account Holder can sign agreements and start an app transfer. On Google Play, the account owner is the only one who can manage the payments profile.

PART 2 OF 4

Store requirements

The forms in App Store Connect and Play Console ask for these near the end. Have them ready before launch week.

- [ ] **Privacy policy on a public web page, linked in the store and inside the app.**
  Both stores require it. Google Play says no PDFs, even for apps that collect no personal data.
- [ ] **Support URL that leads to real contact information.**
  Required in App Store Connect. Google Play requires a contact email. One support page covers both.
- [ ] **Account deletion that users can start inside the app.**
  Apple guideline 5.1.1(v), if users can sign up. Deactivating or freezing an account does not count.
- [ ] **A web page where users can request deletion without reinstalling.**
  Google Play wants this link in the Data safety form, naming the app exactly as on your listing.
- [ ] **App Privacy details completed in App Store Connect.**
  Required for new apps and updates. Answer for the analytics and ad tools in the app too.
- [ ] **Data safety form completed in Play Console.**
  Required for every published app, even one that collects no data. It needs the privacy policy URL.
- [ ] **Demo login for reviewers in App Review Information.**
  If the app needs an account, give working credentials. Without them, review can take longer or fail.
- [ ] **Screenshots for each required device size.**
  Apple: at least one per required size, up to 10. Google Play: at least two, plus an icon and feature graphic.
- [ ] **Age rating questionnaire answered on both stores.**
  Apple will not publish an unrated app. Google removes apps without a content rating.
- [ ] **If you use a personal Google Play account created after Nov 13, 2023: 12 testers lined up for the closed test (skip this on an organization account).**
  Personal accounts created after Nov 13, 2023 need 12 testers opted in for 14 days in a row first.
- [ ] **Link verification files on your domain, if web links should open the app.**
  apple-app-site-association and assetlinks.json in the .well-known folder, over HTTPS.

Checked Nov 11, 2026. Store rules change; check Apple and Google before you submit. Sources: App Store Connect Help, App Review Guidelines, Google Play Console Help.

PART 3 OF 4

Review prep

Apple says incomplete submissions may be delayed or may not pass. Most rejections are avoidable with a final pass through this list.

- [ ] **No crashes, placeholder content or broken links (guideline 2.1, App Completeness).**
  Apple says over 40% of unresolved review issues relate to 2.1. Every reachable screen must work.
- [ ] **The submitted build tested on real devices, signed in and signed out.**
  Every path a first-time user takes, including sign-up, password reset and account deletion.
- [ ] **Digital features and content sold through in-app purchase (guideline 3.1.1).**
  Subscriptions, premium content or a full version unlocked in the app use Apple's in-app purchase.
- [ ] **Physical goods and services paid outside in-app purchase (guideline 3.1.3(e)).**
  A food order, a ride or a booked appointment goes through Apple Pay or card entry instead.
- [ ] **The app does more than a website could (guideline 4.2, Minimum Functionality).**
  Apple rejects apps that offer little beyond a repackaged website.
- [ ] **iOS build made with Xcode 26 or later.**
  Since Apr 28, 2026, uploads to App Store Connect must use Xcode 26 and the iOS 26 SDK or later.
- [ ] **Android build targets Android 16 (API level 36) or higher.**
  Required for new apps and app updates on Google Play since Aug 31, 2026.
- [ ] **Review time planned into the launch date.**
  Apple typically reviews 90% of submissions in under 48 hours. Google Play says allow at least a week.
- [ ] **No new Google Play submission while one is in review.**
  Google says a change during review can push the app to the back of the queue.
- [ ] **Managed publishing set up on Google Play for a timed launch.**
  Submit early, get approval, then choose exactly when the release goes live.
- [ ] **The first TestFlight build for external testers sent for review early.**
  Apple reviews the first build for external testing. Internal testers do not need review.

Checked Nov 11, 2026. Store rules change; check Apple and Google before you submit. Sources: Apple App Review, App Review Guidelines, Apple upcoming requirements, Google Play Console Help.

PART 4 OF 4

Launch week and the first 30 days

Approval is the start, not the finish. These checks decide whether you learn from real users or from one-star reviews.

- [ ] **Crash reporting live in the release build.**
  You should hear about a crash from your dashboard the same day, not from a user a week later.
- [ ] **Analytics events set for the one job version one must do.**
  Measure whether people come back to it for a few weeks before you add features.
- [ ] **Support inbox watched by a named person every business day.**
  The address behind your Support URL and store contact email is where problems arrive first.
- [ ] **Store reviews read and answered each week.**
  Reviews often show the bug or missing feature before your analytics do.
- [ ] **A written update plan.**
  Security patches and critical fixes as soon as they are tested, then a monthly or quarterly release rhythm for fixes and small improvements.
- [ ] **Apple and Google platform deadlines on a calendar.**
  On Google Play, an existing app that misses the target API level requirement stops being available to new users on newer Android versions.
- [ ] **Backend backups checked with a test restore.**
  A backup that has never been restored is a guess.
- [ ] **Release notes and a change log kept for every update.**
  Who changed what and when. It saves hours the first time an update breaks something.
- [ ] **A day-30 review against the goal you set before the build.**
  Repeat use, crash rate and support requests, compared with what version one was meant to prove.

WANT A SECOND PAIR OF EYES?

Get your launch checked against this list, free

On a free 30-minute call, we go through your app and store setup against this checklist and tell you what is missing, whether or not you hire us.

If you are still planning the build, project builds get a fixed-price quote in writing; we also work hourly. App and web app builds run from $7,000 to around $25,000-$30,000, and larger builds are quoted on their scope. You own the code, and the app is published under your own Apple and Google accounts.

Book the free 30-minute call

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