

## App Publishing Text Assets

1. Springboard Name (*Up to 12 characters*) - This name appears underneath the app icon on the home screen of the device
2. App Name (*Up to 30 characters*) - This name is visible on the app store page
3. Short Description (*Up to 80 characters*) - This text is an abbreviated description about the app
4. Long Description (*Up to 4000 characters*) - This text is available on the app store page; has an impact on app searchability
5. Keywords (*Up to 100 characters*) - These are not visible, but influence the app searchability
6. Activation Screen Text (*Up to 240 characters*) - This text is visible upon installing and opening the app on the device
7. Left Footer (*Up to 16 characters*) - This is a redirect button leading to a URL or an email address
  - Label:
  - Link/Email:
8. Right Footer (*Up to 16 characters*) - This is a redirect button leading to a URL or an email address.
  - Label:
  - Link/Email:

