## Portals Management Track

### Overview

•Portals Management course allows you to know all requirements and actions to publish your mobile application on all Manufacturers app stores such as Nokia Store , Google Play , iTunes ..Etc.

•You will know all required actions starting from account creation till your app is being live on the store. In addition to some technical information you need to know while preparing your binary file. Finally you will have a great knowledge about testing phases which is run on QA team on different portals, know the most familiar fails and how to avoid it.

•Moreover some information in how to subscribe on push notification services for different platforms, how to subscribe on analytical and in adds tools

- •now how to create a publisher account on different portals.
- •Understand what the application metadata is and how to prepare it.
- •How to prepare binary file for upload.
- •How to get the Application URL before publishing
- •Know more information about testing phase on different portals
- •Brief in How to subscribe on push notification service for versus platforms
- •How to subscribe on in analytical and in adds tools.

### Audience

•Portals specialist, portals manager, E-marketing manager, junior mobile apps developers and who is looking to launch his mobile application on mobile apps store.

### Prerequisites

•There are no specific perquisites required, just software background is preferable

# Portals Management – (Continued)

**Course Outlines**

▪What is the available mobile apps store for different platforms?
▪What are the requirements to create publisher account on different portals such as Nokia Store, iTunes, Google Play, Samsung apps, Market place..etc
▪What is the meaning of the "application metadata"?
▪Metadata criteria and how to prepare the application description, keywords, icons,
▪screenshots, etc  on the following portals:
      •Nokia Store
      •App World
      •iTunes
      •Samsung apps
      •Samsung smart TV
      •Market Place
      •Google Play
▪Nokia Billing matrix , how it works
▪Binary files , Formats and maximum sizes
▪Platforms segmentation
▪Devices segmentation on different platforms
▪  How to sign Java and Symbian application
▪How to upload your application on the following portals:
      •Nokia Store
      •App World
      •iTunes
      •Samsung apps
      •Samsung smart TV
      •Market Place
      •Google Play
▪How to prepare binary file for upload
▪How to edit an uploaded application

# Portals Management – (Continued)

**Course Outlines**

• Follow app updated status and how can you know that your app has been approved
• How to remove an application from the store
• In app purchase and how to prepare it for different platforms
• Content Guide lines
• Top 10 Nokia QA issues
• Get promo Codes for your IOS apps
• How you can get the application Store URL before its publishing on the store
• Managing your applications
• Preparing financial reports for sales and downloads
• Managing users reviews
• How and when do you communicate portals support team
• Tips and Tricks to be considered over all portals
• How to subscribe on push notification service for different platforms
• Subscribe on analytical tools as per platform
• Subscribe on in ads tools.
• How to prepare portals analysis Presentation.