Devhub - Add Keywords
(supporting Search Improvements)
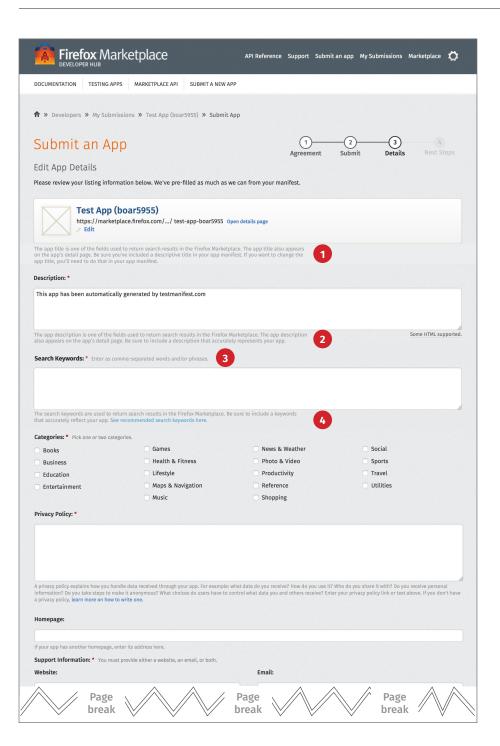
Date: February 3, 2015
Created by: Marketplace UX

Questions? Email Liz Hunt (ehunt@mozilla.com)

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Submit an App

①————②————③   ④
Agreement Submit Details   Next Steps

Edit App Details

Please review your listing information below. We've pre-filled as much as we can from your manifest.

Test App (boar5955)
https://marketplace.firefox.com/.../ test-app-boar5955   Open details page
✏ Edit

The app title is one of the fields used to return search results in the Firefox Marketplace. The app title also appears on the app's detail page. Be sure you've included a descriptive title in your app manifest. If you want to change the app title, you'll need to do that in your app manifest.   **①**

Description: *

This app has been automatically generated by testmanifest.com

The app description is one of the fields used to return search results in the Firefox Marketplace. The app description also appears on the app's detail page. Be sure to include a description that accurately represents your app.   **②**   Some HTML supported.

Search Keywords: * Enter as comma-separated words and/or phrases.   **③**

The search keywords are used to return search results in the Firefox Marketplace. Be sure to include a keywords that accurately reflect your app. See recommended search keywords here.   **④**

Categories: * Pick one or two categories.

☐ Books   ☐ Games   ☐ News & Weather   ☐ Social
☐ Business   ☐ Health & Fitness ☐ Photo & Video   ☐ Sports
☐ Education   ☐ Lifestyle   ☐ Productivity   ☐ Travel
☐ Entertainment   ☐ Maps & Navigation ☐ Reference   ☐ Utilities
                     ☐ Music   ☐ Shopping

Privacy Policy: *

A privacy policy explains how you handle data received through your app. For example: what data do you receive? How do you use it? Who do you share it with? Do you receive personal information? Do you take steps to make it anonymous? What choices do users have to control what data you and others receive? Enter your privacy policy link or text above. If you don't have a privacy policy, learn more on how to write one.

Homepage:

If your app has another homepage, enter its address here.

Support Information: * You must provide either a website, an email, or both.

Website: **Email:**

Page break   Page break   Page break

NOTES

This is the 2nd page of the submit an app flow.

① **Add hint for App Title.** Explain where "app title" is used in Marketplace. Encourage good title.
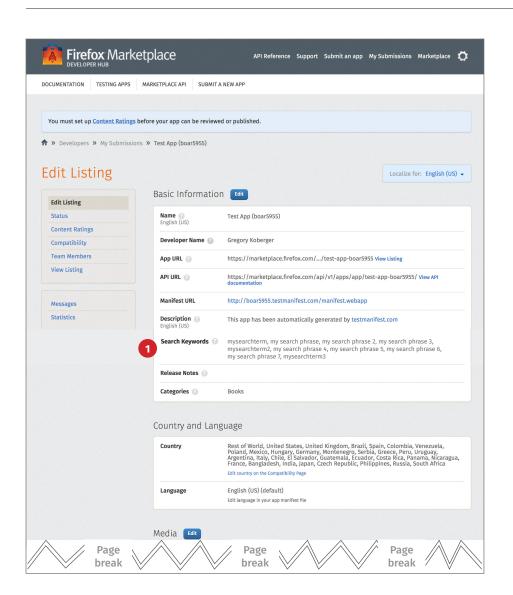
② **Add hint for App Description.** Explain where "app description" is used in Marketplace. Encourage good description.

③ **Add Search Keywords block.** Includes instruction about how to enter the search keywords. Comma-separated?

④ **Search Keywords hint.** Ideally keywords are a structured taxonomy, so that we get better search results. But seems too rigid for us and hard to maintain (and enforce).

Instead on MDN, we can suggest keywords for types of apps. We can also provide good examples of apps with good keywords. We can also suggest tips like "if there are common misspellings of your app name, include those in your search keywords."

From here we can link to the MDN page (see the blue link).

NOTES

Firefox **Marketplace**
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You must set up **Content Ratings** before your app can be reviewed or published.

🏠 » Developers » My Submissions » Test App (boar5955)

Edit Listing

| Edit Listing |
| Status |
| Content Ratings |
| Compatibility |
| Team Members |
| View Listing |

| Messages |
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Basic Information   **Edit**

Name ❓	Test App (boar5955)
English (US)	
Developer Name ❓	Gregory Koberger
App URL ❓	https://marketplace.firefox.com/.../test-app-boar5955 View Listing
API URL ❓	https://marketplace.firefox.com/api/v1/apps/app/test-app-boar5955/ View API documentation
Manifest URL	http://boar5955.testmanifest.com/manifest.webapp
Description ❓	This app has been automatically generated by testmanifest.com
English (US)	
Search Keywords ❓	mysearchterm, my search phrase, my search phrase 2, my search phrase 3, mysearchterm2, my search phrase 4, my search phrase 5, my search phrase 6, my search phrase 7, mysearchterm3
Release Notes ❓	
Categories ❓	Books

1

Country and Language

Country	Rest of World, United States, United Kingdom, Brazil, Spain, Colombia, Venezuela, Poland, Mexico, Hungary, Germany, Montenegro, Serbia, Greece, Peru, Uruguay, Argentina, Italy, Chile, El Salvador, Guatemala, Ecuador, Costa Rica, Panama, Nicaragua, France, Bangladesh, India, Japan, Czech Republic, Philippines, Russia, South Africa
	Edit country on the Compatibility Page
Language	English (US) (default)
	Edit language in your app manifest file

Media   **Edit**

Localize for: English (US) ▾

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1 **Add Search Keywords block.** User can edit search keywords in place the same as for other fields on this page.

For the ? hover state, let's try: "The search keywords used by Marketplace to return search results for your app."