

With or Without Sugar Episode 11: App Store Optimisation with Rory Mudie

In today's online world, Search Engine Optimisation (SEO) is only part of how you ensure your customers find you when they are searching for relevant keywords. A hugely growing and vital discipline is App Store Optimisation (ASO), which ensures that customers discover your app when they enter keywords. In Episode 11, Giles Shepherd chats to Rory Mudie of Redbox Mobile in Barcelona, Spain at the Mobile World Congress.

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