

The App Store Submission Checklist

Roughly 22% of App Store submissions were rejected in 2025 and over 40% of first submissions bounce - almost always on one of the items below rather than on the quality of the app. Work top to bottom; each group is roughly the order you hit it.

GROUP 1

Account and agreements

- ☐ **Apple Developer Program membership is active**
99 USD/year; an expired membership blocks submission entirely.
- ☐ **Paid Applications agreement signed**
Required before a paid app or any in-app purchase can go live.
- ☐ **Tax and banking details completed**
Same trigger: no money can be collected without them.
- ☐ **App Store Connect API key (.p8) created**
Needed for automation. Use the key, never your Apple ID password.
- ☐ **App record created with the final bundle ID**
The bundle identifier cannot be changed after the first submission.

GROUP 2

The build

- ☐ **Release configuration, not debug**
No logging spam, no test menus, no staging endpoints.
- ☐ **Version and build number higher than anything uploaded before**
App Store Connect silently refuses duplicates.
- ☐ **Valid distribution certificate and provisioning profile**
And not one expiring in the next few weeks.
- ☐ **No crash on launch, on a real device, on a current iOS version**
The fastest route to a Guideline 2.1 rejection.
- ☐ **No placeholder content, lorem ipsum or dead links**
Reviewers do open the links.
- ☐ **Every advertised feature works outside your dev environment**
Including anything region-locked.

GROUP 3

Listing metadata

- ☐ **App name and subtitle within Apple's character limits**
Not stuffed with competitor names or keywords.
- ☐ **Description matches what the app actually does**
Features that do not exist are Guideline 2.3.10.
- ☐ **Keywords field used properly**
Comma-separated, no repetition of the app name, no rival brands.
- ☐ **Support URL resolves and looks maintained**
A 404 here is a rejection.
- ☐ **Privacy policy URL publicly reachable without a login**
Required for every app, no exceptions.
- ☐ **Category and age rating chosen honestly**
Misfit categories get flagged.
- ☐ **What's New filled in for updates**
'Bug fixes' is accepted but wastes a conversion surface.

GROUP 4

Screenshots and previews

- ☐ **Screenshots for every required device size**
Missing sizes block the submission form itself.
- ☐ **Taken from the build you are submitting**
Stale screenshots are Guideline 2.3.3, a very common rejection.
- ☐ **No UI that does not exist in the app**
Including concept art and mocked-up dashboards.
- ☐ **Text legible at thumbnail size**
Not a review requirement, but where most installs are won.
- ☐ **App preview video follows Apple's format rules**
Optional; only if you ship one.

GROUP 5

Privacy and compliance questionnaires

- ☐ **Privacy nutrition labels match every SDK you ship**
Analytics, ads and crash reporters collect more than teams declare (5.1.1).
- ☐ **ATT prompt implemented if you track across apps**
Declaring tracking without the prompt is an automatic rejection.
- ☐ **Account deletion available in-app if accounts can be created**
A hard requirement, not a nice-to-have.
- ☐ **Export compliance answered**
Standard HTTPS usually qualifies for the exemption; still must be answered.
- ☐ **Content rights declared**
Third-party content needs permission you can show.

- ☐ **EU trader status (DSA) declared where it applies**
Missing this blocks EU availability.
- ☐ **In-app purchases created and submitted with the version**
Purchases reviewed separately are a classic 3.1.1 miss.

GROUP 6

What the reviewer needs

- ☐ **Demo account with working credentials**
If any part of the app requires a login. Test them the day you submit.
- ☐ **Review notes explaining anything non-obvious**
Hardware requirements, region locks, how to reach a hidden flow.
- ☐ **Contact details a reviewer can actually use**
An unmonitored inbox turns a question into a rejection.
- ☐ **Backend and staging accounts alive during review**
Reviews happen at odd hours in other time zones.

GROUP 7

Submit and plan for the reply

- ☐ **Pricing and availability set**
Including manual or automatic release after approval.
- ☐ **Version moved to Waiting for Review**
Most reviews land within 24 to 48 hours.
- ☐ **Someone is watching for Apple's response**
Rejections and info requests arrive by email and stall until answered.
- ☐ **Plan is to fix and resubmit, not appeal**
Around 85% of appeals are denied; resubmission is nearly always faster.

Or let the checklist run itself

AscAuto connects to a GitHub repo and your App Store Connect API key: it builds in the cloud, pushes to TestFlight, checks your listing against every item in this checklist, drafts what is missing for your approval, and submits with one click - then handles whatever Apple sends back, including rejections. Free for your first app.

ascauto.org