
Recommendation for Optimal Presentation of Apps

These tips are intended to help you to present your app in as user-friendly, customer-oriented, and search-engine-optimized a manner as possible.

The apps are presented both in the App Center in Univention Corporate Server (UCS) itself and in the app catalog on the Univention website.

At a glance:

- Unique content
- Content: What does the app do? Added value, examples
- What added value does running the app under UCS offer?
- At least 300 words
- Structure the text: subheadings, lists
- Emphasize and list advantages
- Bear search engines in mind: Keywords
- Furnish links with all HTML attributes
- Include supporting images/screenshots and define them in the app metadata (not within description)

App description:

Description: The description of the app is stored in “**Long Description**” in the app metadata. The **HTML** coding is used here.

The important aspect here is that the content of your app description is unique (keyword: unique content). Please do not simply copy the product description from your own page, but instead compose a new, original text.

This text should be aimed at approaching potential customers. Explain what the app can do and the added value it offers a user. Examples are also an excellent idea. In addition, you should emphasize the advantages offered by the app when run under UCS.

The length of the description depends on how much you have to say and how much explanation your app requires. Ideally the description should be at least 300 words long.

Structure the text and use paragraphs to make it easier to read. Work with subheadings (html: h2, h3) to divide your text into logical sections.

It is very helpful for the reader to be able to see the advantages of your app and its combination with UCS at a glance. For this reason, presentation of the advantages in lists (html: ol, ul, li) is particularly practical.

Revise your text in order to optimize it for search engines. Have you specified all the desired keywords (e.g., app name)? Have you integrated relevant keywords in your text? The text can be adapted for the search engines / keywords and synonyms, word combinations, etc., are an asset – but please try to avoid keyword stuffing. Good readability should be your priority. Important terms in the text can be emphasized if they aid readability (html: strong).

If you want to use links in your app description (e.g., to pages on your own website), please always use the target: blank (open in new tab) and assign the link a title attribute. Please keep the use of links to a minimum and ideally use the fields provided especially for this purpose in the app metadata.

You are also welcome to add a link on your own website with the URL of your app in the Univention app catalog. Please feel free to use the “Download via Univention App Center” logo in the Partner Download area (<https://www.univention.com/partner-download/>) for this purpose.

Images and screenshots help your reader to understand the text. Include corresponding images in your app via the metadata. Please use comprehensive visualizations which make it easier to understand the text. Give the image files sensible names including the keywords. An example of a bad file name for an image would be “app_76bz3.jpg”, whereas “app_name.jpg” would be much better.