

FREE RESOURCES

How to Publish Your App on Google Play & the App Store

A complete guide for individuals and companies — from zero to published.

Overview

Publishing a mobile app requires two independent processes — one for Android (Google Play) and one for iOS (Apple App Store). You can do both at the same time, but each has its own account, costs, and requirements.

Google Play

USD \$25

One-time fee, forever

Apple App Store

USD \$99

Per year, every year

Physical Requirements

What you need	Android	iOS
Computer	Windows, Mac, or Linux	Mac only — no exceptions
Software	Android Studio (free)	Xcode (free, Mac App Store, ~15 GB)
Disk space	~10 GB free	~30 GB free
App code	Provided by your developer as a zip or via GitHub	

⚠️ iOS requires a Mac. There is no workaround. If you don't have a Mac, you'll need to borrow or rent one, or ask your developer to generate the build.

Account Requirements

Google Play

You need a Google Account (any Gmail works). Register at play.google.com/console and pay the one-time **USD \$25 fee**. Account is active immediately.

Apple Developer Program

You need an Apple ID. Enroll at developer.apple.com/programs/enroll and pay **USD \$99/year**.

Individual

- \$99 USD/year
- No DUNS number needed
- App appears under your personal name
- Approved in 24–48 hours

Organization / Company

- \$99 USD/year
- **DUNS number required**
- App appears under your company name
- Approved in 5–30 business days

⚠️ What is a DUNS number?

A unique 9-digit business identifier issued by Dun & Bradstreet. Apple requires it for organizations (not for individuals).

How to get one: dnb.com/duns-number/get-a-duns.html — free.

Time: 5–30 business days. Required in: 🇨🇱 Chile, 🇦🇷 Argentina, 🇲🇽 Mexico, 🇧🇷 Brazil, 🇺🇸 USA, 🇪🇸 Spain, 🇨🇴 Colombia, and most other countries.

→ Request your DUNS as early as possible — it's often the longest step.

Android — Step by Step

- 1 Get the project files from your developer**

Your developer shares a folder (or GitHub link). Inside is **app/android** — that's what you open in Android Studio.
- 2 Install Android Studio**

Download from developer.android.com/studio. Open it once so it installs its tools, then close it.
- 3 Open the project**

Android Studio → File > Open → select app/android. Wait for Gradle sync (5–15 min the first time).
- 4 Get the keystore from your developer**

Your developer provides a .jks file + passwords. **Store it safely — if you lose it, you can never update the app again.**
- 5 Generate the signed App Bundle**

Build > Generate Signed Bundle / APK → Android App Bundle → select keystore → enter passwords → **release** → Finish. File: app-release.aab.
- 6 Register on Google Play Console**

play.google.com/console → sign in → pay USD \$25 → account active immediately.
- 7 Create the app listing**

Create app → fill in name, language, type → add description, screenshots (min. 2 per device) and icon.
- 8 Upload and submit for review**

Release > Production > Create new release → upload .aab → add release notes → Review → Start rollout. Review: 2–7 days.

iOS — Step by Step

⚠️ A Mac is required for all iOS steps. This cannot be done on Windows or Linux.

1 Get a DUNS number (organizations only)

dnb.com/duns-number/get-a-duns.html — free, takes up to 30 business days. Do this first. *Individuals can skip this step.*

2 Enroll in Apple Developer Program

developer.apple.com/programs/enroll → Individual or Organization → USD \$99/year. Apple may call to verify identity.

3 Install Xcode

Mac App Store → search "Xcode" → install (~15 GB). Open once to finish setup.

4 Open the iOS project

In the project folder, go to `app/ios/App` and open **App.xcworkspace** (not `.xcodeproj`).

5 Sign in to Xcode

Xcode > Settings... > Accounts > + > Add Apple ID.

6 Configure signing

Click App (blue icon) > Signing & Capabilities > check "Automatically manage signing" > select your Team.

7 Set "Any iOS Device"

In the device selector at the top, select "Any iOS Device (arm64)". Without this, Archive is grayed out.

8 Archive the app

Product > Archive. The Organizer opens when done.

9 Upload to App Store Connect

Organizer: Distribute App > App Store Connect > Upload > leave defaults > Upload. Takes 2–5 min.

10 Create listing and submit for review

appstoreconnect.apple.com > + > New App > fill all fields > select build > Submit to App Review. Review: 1–3 days.

Full Timeline (Realistic)

Task	Android	iOS
DUNS number	Not required	Up to 30 business days (orgs)
Account registration	Immediate after \$25	24–48h (individual) / up to 30 days (org)
Listing + build	1–4 hours	1–4 hours
App review (new)	2–7 days	1–3 days
Total (best case)	~3–10 days	~5–35 days

What to Request from Your Developer

Item	For	Notes
Project files	Both	Zip or GitHub access
Keystore (.jks) + passwords	Android	Keep it safe — cannot be recovered if lost
Bundle Identifier	iOS	e.g. com.company.appname
App icon (1024x1024 px PNG)	Both	No transparency
Screenshots	Both	Min. phone size, tablet recommended
Description (short + long)	Both	Your developer can help draft it
Privacy policy URL	Both	Apple requires it