LiveChat

App review copy guidelines

This document is a guide for all developers who are currently writing a text copy for their application. Here, you will find details and tips on how to approach each of the app's sections to make the most out of it. The app descirption is like a first impression for a customer — doing your best will pay off.

App areas • Best practices • Common mistakes • Glossary

App areas

First, we'll dive into the basic areas of the application's copy. Refer to this part of the document to learn tips and examples for each of the app's copy areas.

App name

The application's name is something your customers see first when they're browsing our Marketplace. Make it descriptive but short enough to communicate the idea.

If you want to include **LiveChat** in your app name, use:

- 👍 "App Name **for** LiveChat"

And **don't** use:

- 👎 "LiveChat App Name"

Make it:

- ✓ Easy to remember
- ✓ Below 30 characters
- ✓ Properly capitalized
- ✓ Only English characters

Don't make it:

- ✗ Combined with the description

Short description

A short description should capture the very essence of your application. Use it to attract customer's attention.

Proper length, highlights app's main functionality and benefits:

- 👍 Shorten your response time and improve customer satisfaction.

Make it:

- ✓ One sentence long
- ✓ Ended with a full stop
- ✓ Concise yet informative

Don't make it:

- ✗ Too long

Too long:

Integrate your LiveChat with Facebook Messenger and have your Facebook and website communication in one place, for free.

- Too vague
- Too detailed

Long description

The long description is where a customer decides whether your application fits their needs. Highlight your application features. It's also nice to note functionalities that are still in development.

Good to know:

The long description section, as well as the Key Features and Benefits sections, support **Markdown formatting**.

Make it:

- Up-to-date
- Informative
- Mention popular use-cases
- Describe app functionalities
- At least 4 sentences long

Don't make it:

- Too short
- Longer than 10 sentences

Key Features

Key Features should be like a pill capturing what your application functionalities are. It's best to keep them informative, yet snappy.

Concise, straightforward, easy to scan:

Seamless installation
You heard that right. No need to configure anything or dabble in advanced configuration.

Hard to scan, like a part of the description:

Store LiveChat-related data in Google Analytics
Our Google Analytics integration allows you to collect LiveChat related data like the number of chats, displayed greetings or created tickets. We'll not only collect the data automatically but also store them in your Google Analytics account.

Make it:

- At least 1, but it's best to have between **3-5**
- Short and easy to remember
- Easy to scan
- Like a description's summary
- Finish the Key Feature's **Description** with a full stop

Don't make it:

- Too long
- A copy of the app's description

Benefits

Similar to Key Features, the Benefits should also be kept concise yet informative. Here, you can list all of your app's benefits for one's business based on your experience and predictions.

The main rule:

- When writing, refer to the same text examples as for Key Features. Make sure to be transparent with your app's Benefits and don't make them too far-fetched.

Make it:

- At least 1, but it's best to have between **3-5**
- Short and easy to remember
- Easy to scan
- Like a description's summary
- Finish the Benefits' **Description** with a full stop

Don't make it:

- Too long
- A copy of the app's description

Best practices

Sometimes, you may feel like you lack an idea to come up with a great description for your application. We'll share with you a couple pieces of advice and good practices to follow whenever you don't feel inspired.

Note: All of the questions listed below are **optional** to answer and designed to help you to get into the writing flow. You should answer **only** those questions that you feel apply to your application.

Impact

How would your application impact the daily work of it's customers is something you should strongly express.

Ask yourself these questions:

- How do you feel the app will **affect** the Agents day-to-day workflow?
- How **easy** is this integration for Agents to use?
- Does the Agent need to take any **action** in order to use the application?
- What are the **long-term benefits** you predict for your app?

Technicalities

Don't dive too much into the technical details. Still, it's worth to mention a couple of things that increase the app's reliability in customer's eyes. Take this opportunity to showcase something that customers are likely to understand and remember.

Ask yourself these questions:

- Is the integration process **simple**?
- Are there any **prerequisites** the customer should have?
- For integrations with services: what **engine** does the application work on?
- How can you express the **reliability** of the integration?
- Any worth to mention information about the **tool** you built an integration with?

End users

Integrations that positively impact the end user are very valuable to customers. Think for a bit whether your integration will affect this aspect.

Ask yourself these questions:

- Will the end users **benefit** from this integration?
- Does the integration influence the **communication process**?
- Does the integration **enhance** the customer experience?

Common mistakes

This section covers repeatable mistakes within the applications' copy that are easily fixable with the right knowledge. Read on and see how we debunk them.

Feature naming

Sometimes a feature you refer to might not be named as you remember it to be. Before adding them to your app's description be sure to check out the **Feature list >**

Sections capitalization

It is a common mistake to write LiveChat Agent App's sections in lowercase. All section names should be **capitalized**. When in doubt, you can refer to the **Glossary**, or to the following examples:

✓ the Chats section	✗ the chats section
✓ Reports, the Reports section	✗ reports
✓ the Details section, Chat Details	✗ the details section

✓ Archives, the Archives section ✗ archives

LiveChat name

From time to time, we can notice LiveChat's company name being misspelled. The **correct** way to spell our company name is:

✓ **LiveChat**

whilst it's **incorrect** to use:

✗ **Livechat** ✗ **livechat** ✗ **Live Chat**

Note: You can use the term **live chat** when you mean the functionality in general, not the company or the product.

Would? Could?

When constructing a sentence, writers sometimes use words like *would* and *could*. Usually, you should try to be more definitive. Most of the time, readers don't want to know that something *could* or *would* benefit them. They want to be ensured that something **can** or **will** benefit them.

Bullet points

If you want to include a bulleted list in your application's description, it's good to know how to punctucate it correctly. There are some basic rules when it comes to this topic.

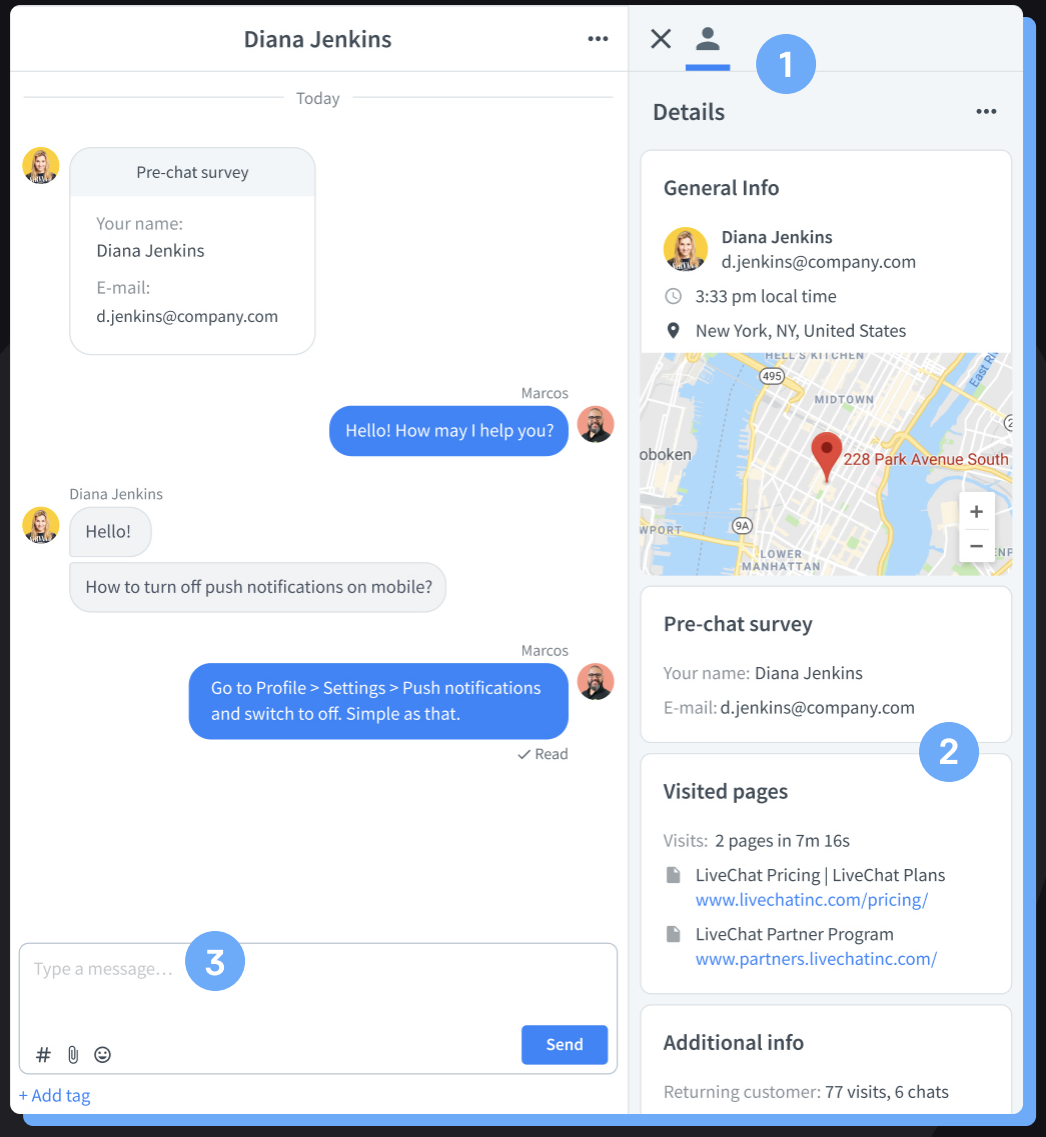
Use a **period** after every bullet point that:
- ✓ is a sentence.
- ✓ completes the introductory sentence.

Use **no punctuation** afer bullet points that:
- ✗ are not sentences.
- ✗ don't complete the introductory sentence.

If you're interested to dig into bulleted lists a little more and check some examples, we recommend reading **this article >**

Glossary

In this section, we cover the most useful terms of the LiveChat's Agent App that you're likely to use as a developer describing your application.



the Chats section

1. **the Customer Details section, the Details section**

   As a developer, you can add a new tab with your web content or a new widget in the default **Customer Details** view, among other widgets.

2. **the Customer Details widgets**

3. **Message Box**

   Message Box is the name of the text area in the Chats section.

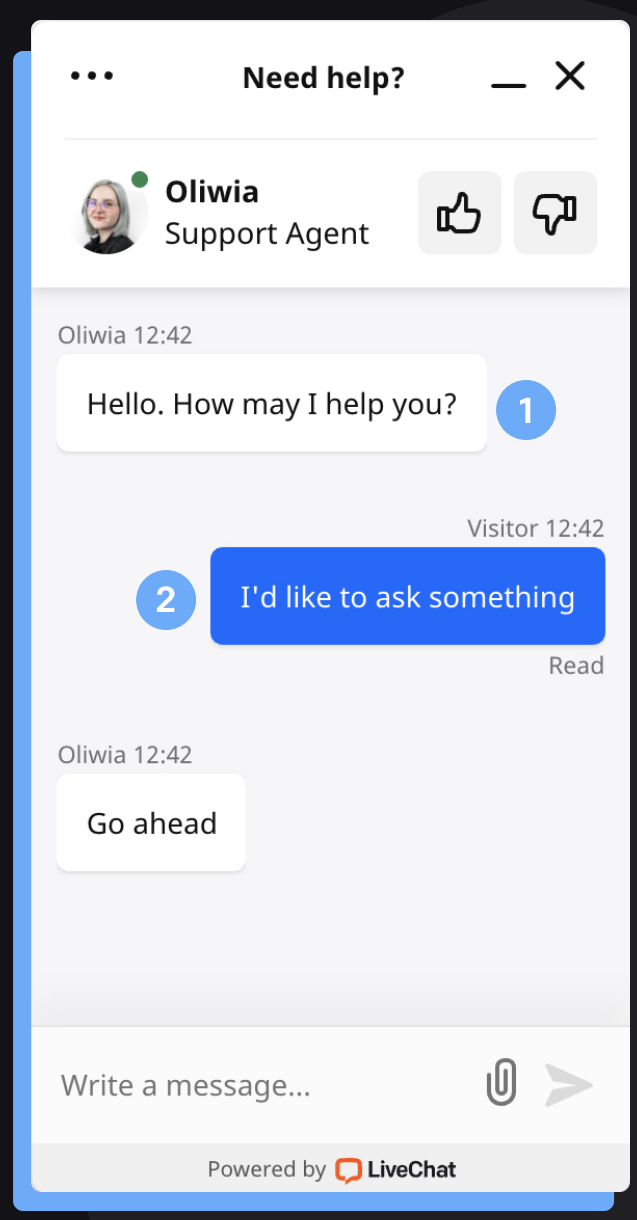
the Chat Widget

1. **an agent**

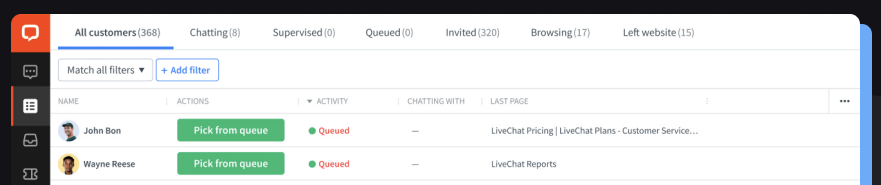
   The person who's operating on chats is called an **agent**.

2. **the customer**

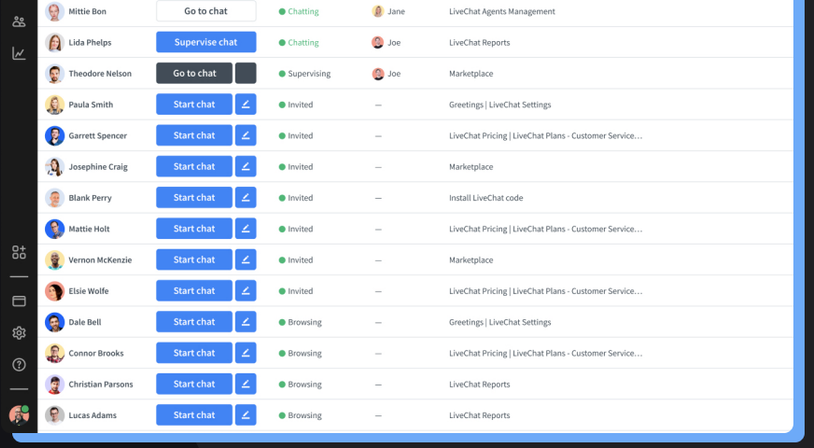
   The end user is called a **customer**. Remember that when writing an app's description, you speak to the person who installs the app. **Customers** are someone *they* chat and interact with.

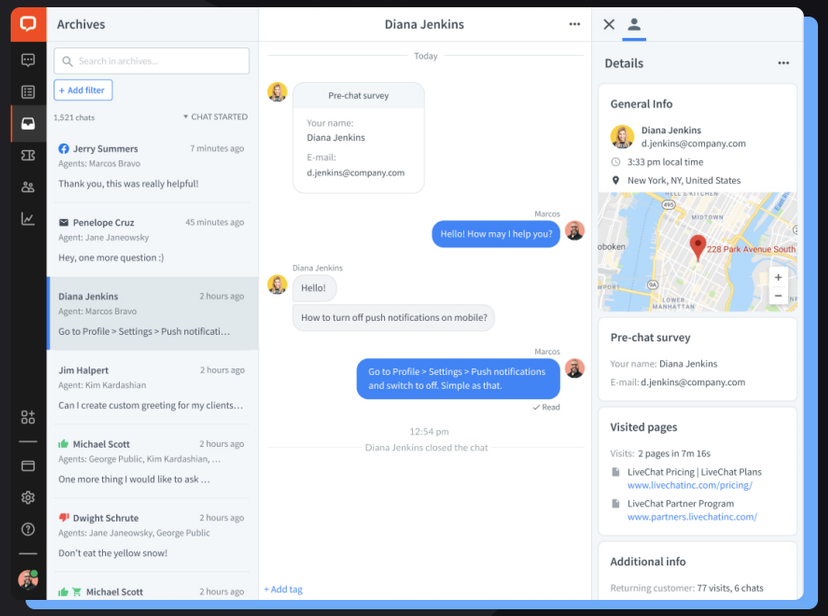


the Traffic section



the Archives





If you've read everything up to this point, **congratulations**! Now you have a brilliant base to write a great copy for your app. Don't feel pressured for it to be perfect or without any grammar mistakes. During the app review process, we'll also give you some tips on how to improve the copy. Of course, if there will be anything to add :)

LiveChat for Developers