



App Store ASO Sample

ASO Analysis Report

Gym Life / en-US / App Store Optimization refinement

Executive take

Gym Life currently ranks #1 for its brand query and #10 for 'workout planner' - two strong title signals worth protecting. The main gap is tracker/log queries (workout tracker #38, gym tracker #23), and the subtitle is spending characters on broad 'fitness training' wording.

The strongest path is to keep the title, replace the subtitle with 'Workout Log & Gym Tracker', and rebuild the keyword field around routine/program/superset support tokens while removing Crossfit (trademark-adjacent).

App	Gym Life	App ID	1039370458
Country	en-US / US App Store	Category	Health & Fitness
Developer	Nicola Eusebi	Rating	4.57 / 2.6K
Sources	Apple App Store + Astro MCP	Report Brand	AppAsoAI.com

App summary

Gym Life is a simple workout planner and tracker used by 2M+ people. It supports starter plans, custom routines, 400+ exercises, set logging, notes, progress charts, Apple Watch logging, running/cycling tracking, bodyweight tracking and an AI Workout Generator.

AppAsoAI positioning used for this report

The analysis applies App Store ASO priority rules: name first, subtitle second, keywords third, while avoiding unrelated traffic terms and competitor/trademark-adjacent targeting.

1. Current Metadata

Field	Current value	Length	Assessment
Name	Workout Planner - Gym Life	26/30	Contains two top-10 ranking phrases - protect this asset.
Subtitle	Fitness training & tracker	26/30	Generic 'fitness' wording wastes the gap in tracker/log queries.
Keywords	Crossfit,train,pump,body,building,calendar,diary,muscles,watch,lift,smart,lifting,personal,schedule	99/100	Contains Crossfit (trademark-adjacent) and broad single tokens (pump, body, smart) that are not ranking.

2. Screenshot Analysis

Gym Life is a simple workout planner and tracker used by 2M+ people. It supports starter plans, custom routines, 400+ exercises, set logging, notes, progress charts, Apple Watch logging, running/cycling tracking, bodyweight tracking and an AI Workout Generator.

- Screenshots focus on managing workout routines, checking progress week by week, creating a training program, checking the workout log and tracking workouts without friction.
- The listing description reinforces planning, routine creation, workout logging, sets, notes, progress charts, Apple Watch, running/cycling and bodyweight tracking.
- This supports planner/tracker/log/routine/program keywords. It does not support unrelated diet, calorie, meditation or generic wellness keywords.



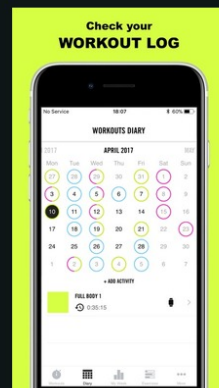
Screenshot 1



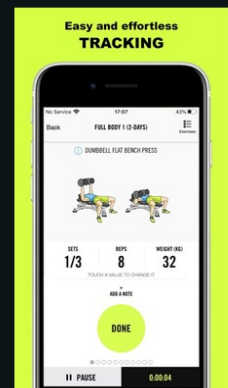
Screenshot 2



Screenshot 3



Screenshot 4



Screenshot 5

3. Keyword Landscape

Positive keywords are positions 1-10. The recommendation protects top-10 wins and improves relevant gaps without adding unrelated traffic terms.

Keyword	Rank	Pop	Diff	Interpretation
workout planner	10	60	80	Positive top-10 keyword already supported by the name prefix. Keep this asset stable.
gym life	1	17	56	Brand term is working strongly. This is why the recommended option keeps the current name.
workout tracker	38	62	74	High-volume gap. Subtitle can improve relevance without sacrificing the current title win.
gym tracker	23	44	72	Relevant to the core product; a good subtitle target.
workout log	37	8	65	Relevant gap: screenshots and description explicitly show workout log / diary behavior.
gym log	21	9	65	Relevant but competitive. Better as subtitle support than as the whole app name.
simple workout log	22	17	49	Best difficulty/fit opportunity. Use 'simple' in keywords plus workout/log in higher fields.
workout routine	17	28	78	Core feature. Add routine as a support token.
workout schedule	5	18	78	Already positive. Preserve schedule/calendar support tokens.
gym schedule	4	16	77	Already positive. Do not remove schedule coverage.
workout builder	4	20	70	Positive ranking tied to the routine/program builder functionality.
workout maker	3	12	72	Positive ranking; keep routine/program language rather than chasing unrelated fitness terms.
superset	7	22	35	Strong positive and highly relevant gym-workout term; keep in keyword field.
training program	10	8	65	Positive. If subtitle removes 'training', add it back in keywords.
crossfit	1000	47	54	Current keyword, but brand/trademark-adjacent and not the app's specific promise. Remove.
ai workout planner	64	21	70	Relevant because the app has AI Workout Generator, but too competitive for this iteration.

4. Name Risk Check

Checks are used to avoid exact-name collisions, trademark-adjacent choices and competitor-specific keywords.

Candidate	Decision	Evidence
Workout Planner	Keep as current title prefix	Top results are Fitbod, Workout for Women, Gymverse and Strong. Gym Life already ranks #10; do not disturb lightly.
Gym Life	Preserve	Gym Life is #1 for the brand query. Another exact-ish 'GYM LIFE' exists but has no visible rating signal.
Workout Tracker	Too competitive for name-first	Top results include Strong, Hevy and Fitbod, all with very high review counts.
Workout Log	Use in subtitle	Strong and Hevy dominate the top positions; Gym Life currently ranks outside top 30.
Gym Log	Use in subtitle / option B	Strong, Hevy and Gym log - Strive occupy top 3. Relevant, but not a clean exact-name opening.
Simple Workout Log	Avoid as app name	Exact-ish competitor 'Simple Workout Log - IRONOTES' is #1. Use 'simple' only as a keyword support token.
AI Workout Planner	Defer	Fitbod, Fitness AI, Gymverse, Planfit and Zing dominate. Keep AI as product proof, not title strategy.

ASO Problems Found

- Subtitle 'Fitness training & tracker' is broad and does not cover the tracker/log gap where the app is currently outside top 20.
- Keyword field includes Crossfit (rank 1000), which is trademark-adjacent and unrelated to the app's actual positioning.
- Keyword field wastes characters on broad single tokens (pump, body, smart, personal) that have no ranking signal.
- Several positive ranking terms (superset, schedule, calendar, diary) are diluted by competing irrelevant terms in the keyword field.
- The 'workout planner' top-10 win risks being lost if the title changes without strong justification.

Option A - Recommended - preserve the title win

Strategy

Name: Workout Planner - Gym Life (26/30)

Subtitle: Workout Log & Gym Tracker (25/30)

Keywords: simple, routine, calendar, diary, schedule, exercise, training, program, sets, reps, superset, strength, lift (97/100)

Risk: Low: keeps the current name, improves weaker tracker/log coverage.

Field	Removed	Added	Why / keyword opportunity
name	No change	No change	No change. The current name already has the highest-value working keyword cluster.
subtitle	Fitness training & tracker	Workout Log & Gym Tracker	Replaces broad fitness wording with exact product behavior and gaps where the app is not yet top 10.
keywords	Crossfit, train, pump, body, building, muscles, watch, smart, lifting, personal	simple, routine, exercise, training, program, sets, reps, superset, strength	Keeps calendar, diary, schedule and lift coverage, removes weak or risky generic terms, and adds gym-workout feature tokens.

Keyword Opportunities Targeted

- workout planner
- gym life
- workout tracker
- gym tracker
- workout log
- gym log
- simple workout log
- training program
- superset

Rationale

- Keeps 'workout planner' in the name, where the app is already #10 with popularity 60.
- Keeps 'gym life' in the name, where the app is already #1.
- Moves the subtitle away from broad 'fitness training' into exact functional gaps: workout log, gym tracker, workout tracker and gym log.
- Uses the keyword field for unique support tokens rather than repeating name/subtitle words.
- Removes Crossfit because it is trademark-adjacent and the app is not a CrossFit-specific product.

Ready-to-paste JSON

```
{"changes": [{"locale": "en-US", "subtitle": "Workout Log & Gym Tracker", "keywords": "simple, routine, calendar, diary, schedule, exercise, training, program, sets, reps, superset, strength, lift"}]}
```

Option B - Aggressive - push log into the name

Strategy

Name: Workout Planner - Gym Log (25/30)

Subtitle: Fitness Tracker & Routine (25/30)

Keywords: life, simple, calendar, diary, schedule, exercise, training, program, sets, reps, superset, strength, lift, gains (100/100)

Risk: Medium: better log emphasis, but loses the visible Gym Life brand in the name.

Field	Removed	Added	Why / keyword opportunity
name	Gym Life	Gym Log	Adds a relevant log keyword into the highest-priority field, but this is less brand-safe than option A.
subtitle	Fitness training & tracker	Fitness Tracker & Routine	Keeps tracker in subtitle and adds routine to match the routine-building screens.
keywords	Crossfit, train, pump, body, building, muscles, watch, smart, lifting, personal	life, simple, exercise, training, program, sets, reps, superset, strength, gains	Keeps lift coverage, adds brand support plus functional gym-workout tokens, and removes unrelated or trademark-adjacent terms.

Keyword Opportunities Targeted

- workout planner
- gym log
- fitness tracker
- workout routine
- gym routine
- simple workout log
- superset

Rationale

- Keeps 'workout planner' as the first title phrase but adds 'gym log' to the name for more ASO weight.
- Moves 'life' into the keyword field to keep some brand-token coverage after dropping it from the title.
- Useful only if you are willing to trade some brand continuity for a stronger log/tracker push.

Ready-to-paste JSON

```
{"changes": [{"locale": "en-US", "name": "Workout Planner - Gym Log", "subtitle": "Fitness Tracker & Routine", "keywords": "life, simple, calendar, diary, schedule, exercise, training, program, sets, reps, superset, strength, lift, gains"}]}
```

Option C - Tracker-led - test the bigger tracker query

Strategy

Name: Workout Tracker - Gym Life (26/30)

Subtitle: Planner, Log & Routines (23/30)

Keywords: simple, calendar, diary, schedule, exercise, training, program, sets, reps, superset, strength, lift, gains (95/100)

Risk: Medium-high: targets a larger query, but may weaken current workout-planner ranking.

Field	Removed	Added	Why / keyword opportunity
name	Planner	Tracker	Targets 'workout tracker' directly, but moves 'planner' out of the strongest field.
subtitle	Fitness training & tracker	Planner, Log & Routines	Keeps planner/log/routine coverage after changing the name.
keywords	Crossfit, train, pump, body, building, muscles, watch, smart, lifting, personal	simple, exercise, training, program, sets, reps, superset, strength, gains	Keeps lift coverage and uses unique support tokens to combine with workout/gym/name/subtitle terms.

Keyword Opportunities Targeted

- workout tracker
- gym tracker
- workout planner
- workout log
- workout routine
- simple workout log
- superset

Rationale

- Moves 'workout tracker' into the name to attack a high-volume gap where the app is currently #38.
- Preserves the Gym Life brand in the title, unlike option B.
- Use only if the business goal is to test a tracker-first positioning against very strong competitors.

Ready-to-paste JSON

```
{"changes": [{"locale": "en-US", "name": "Workout Tracker - Gym Life", "subtitle": "Planner, Log & Routines", "keywords": "simple, calendar, diary, schedule, exercise, training, program, sets, reps, superset, strength, lift, gains"}]}
```

Recommendation

Recommended: Option A

Option A is the recommended first test because it preserves the two strongest existing title signals (workout planner #10, Gym Life #1) and spends subtitle/keyword changes on the clearest measurable gaps.

It is the lowest-risk way to gain coverage on tracker/log queries without disturbing the current brand recognition.

Aspect	Option A	Option B	Option C
Primary goal	Protect title win	Push log into name	Test tracker query
Name risk	Low	Medium	Medium-high
Best target	workout tracker, gym tracker	gym log	workout tracker
Brand preserved	Yes	No	Yes
My pick	Ship first	Fallback	Use only for tracker pivot test

Why this is the safest first test

- It protects the two best existing title signals: workout planner and Gym Life.
- It turns the subtitle into direct functional coverage for workout log, gym tracker, workout tracker and gym log.
- It removes Crossfit and other weaker generic tokens from the keyword field.
- It keeps calendar, diary and schedule coverage because those terms already support positive or near-positive rankings.
- It adds routine, exercise, training, program, sets, reps and superset because they match the actual product and screenshots.

Sources

- Apple App Store listing: <https://apps.apple.com/us/app/gym-life-workout-planner/id1039370458>
- AppAsoAI brand/site: <https://appasoai.com/>
- Astro MCP for keyword popularity, difficulty and ranking signals