



AVENZA MAPS

---

# Maximize Downloads.

# Table of Contents

<b>Keep Maps Current</b>	<b>2</b>
<b>Map Ratings</b>	<b>2</b>
<b>Sharing your Publisher Page</b>	<b>4</b>
<b>Download Links</b>	<b>5</b>
<b>QR Codes</b>	<b>6</b>
<b>Visible Branding</b>	<b>7</b>
<b>Promoting Paper Maps</b>	<b>7</b>
<b>Social Media Promotions</b>	<b>8</b>
<b>SEO Opportunities</b>	<b>8</b>
<b>Success Blogs</b>	<b>9</b>

# Maximize Map Store Downloads

There are a number of things you can do to set yourself up for success in the Map Store. There are a number of tools and processes that we recommend to help maximize your map downloads.

## Keep Maps Current

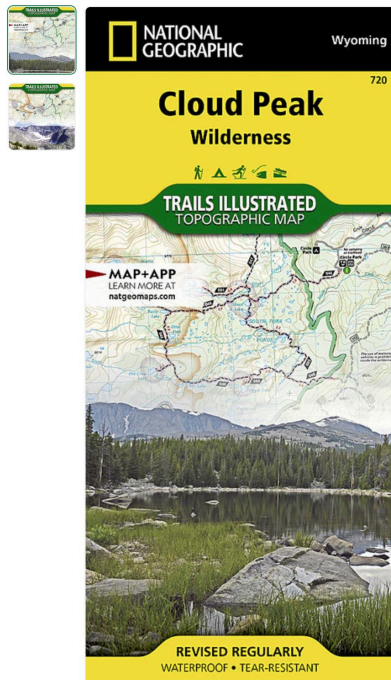
Most users want the most current and up to date information they can get their hands on. We recommend regularly updating your maps. Update frequency depends on how frequently the map coverage area changes. For example, an offroading map may be updated seasonally in the summer and winter while a hiking trail map may only need an annual update. We recommend updating your map if it is over 2 years old.

Your [Publisher Site](#) displays the number of times each of your maps have been downloaded. If you notice that the downloads or purchases have begun to slow down, it may be time to update your maps.

## Map Ratings

Users can post public reviews on maps they have purchased. This feature allows publishers to receive feedback and better understand how users use their maps. Reviews are currently on [store.avenza.com](https://store.avenza.com) only.

Reviews are in a 5-star format, from 1 star being poor to 5 stars being excellent. When reviewing, users are required to leave a rating but commenting is optional.



**Bundle** 2 ★★★★★ 1 Review

## 720 :: Cloud Peak Wilderness

National Geographic

Camping · Fishing · Hiking · Skiing

**\$14.99 USD**

 Add to cart

"With nearly 200,000 acres, the Cloud Peak Wilderness in north-central Wyoming is the wildest section of the Bighorn Mountain Range. Expertly researched and created in partnership with the U.S. Forest Service and others, National Geographic's Trails Illustrated map of Cloud Peak Wilderness provid...

[Read more](#) ▼

### Geographic area:


Maps of Big Horn (County), Wyoming, Maps of Cloud Peak Wilderness, Maps of the United States, Maps of Wyoming, United States

**Category:** Parks & Forests

**Size:** 113.04MB

**Publication:** 2020

**Language:** English

 This product is available exclusively in digital format, for use only in the Avenza Maps app (iOS and Android)

Share this product:

*Example of how the review is displayed on a map listing.*

**Customer** Verified Buyer

06/27/2024

★★★★★ **Must have**

The ability to see and track your location offline is priceless! This map was excellent on my backpacking trip.

Was this helpful?  1  0

*Example of a review with a rating and comment.*


Comments on reviews are vetted and approved by our team before being posted.




Updating your maps to include the feedback from reviews is an excellent way to show users that your maps are reliable and accurate and will increase the appeal of your maps.

## Sharing your Publisher Page


Once your maps are for sale on the Map Store, you will be given access to your own Publisher Page. The default page displays only your maps but you can customize it with your own branded banner image.

Here are a couple examples of custom Publisher pages:

 **AVENZA MAPS**


Home / Butler Maps






**Butler Maps**

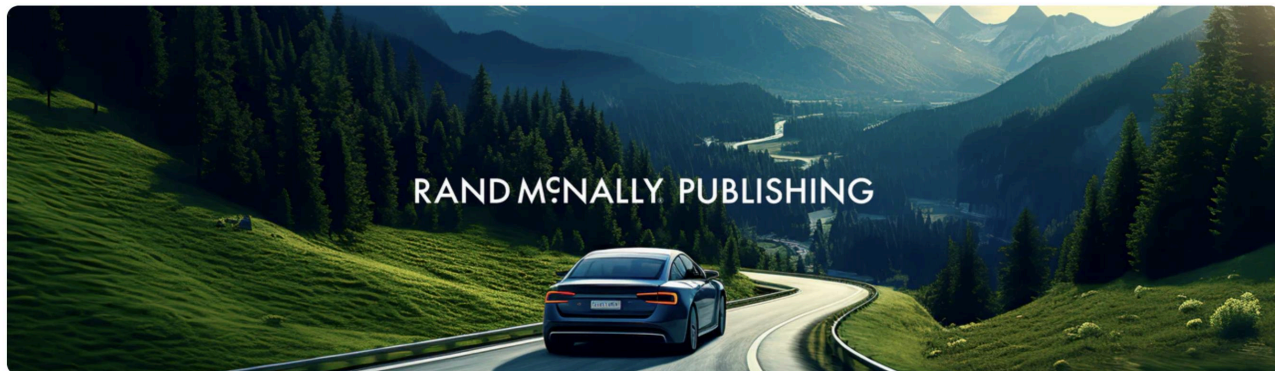
Butler Maps was created by motorcyclists who run the gamut of enthusiasm. From young to old, our unique team has had the pleasure of combining our varied backgrounds to create map products designed to get you on the best experiences on planet earth, no matter what vehicle you use t...

[Read more](#)

 **AVENZA MAPS**

Home / Rand McNally Publishing



**Rand McNally Publishing**

With 168 years of mapmaking experience under their belts, you can trust Rand McNally state maps to give you the quality and reliability to plan every leg of your road trip. Whether it's plotting a cross-country road trip or exploring a new city, Rand McNally State Maps, both in print and digital, will be indispensable companions.

If you'd like a custom header image and description to show off your brand, please contact [publishers@avenza.com](mailto:publishers@avenza.com) and we can set it up for you. We recommend the description be around 100 words. Custom header images are a great opportunity to welcome users to your publisher page. Here are the requirements for the header image:

- **JPEG, PNG, or GIF**
- **1670 × 500 pixels**
- **Up to 5MB**

We suggest including your logo and/or company name in your custom header image.

## Download Links

Accessible under the **Promote your maps** section are some additional tools to help guide users to your maps. The first is a URL designed for Search Engine Optimization (SEO) that will increase the likelihood of this link appearing in Google searches or other search engines. The **SEO Opportunities** section goes into more detail.

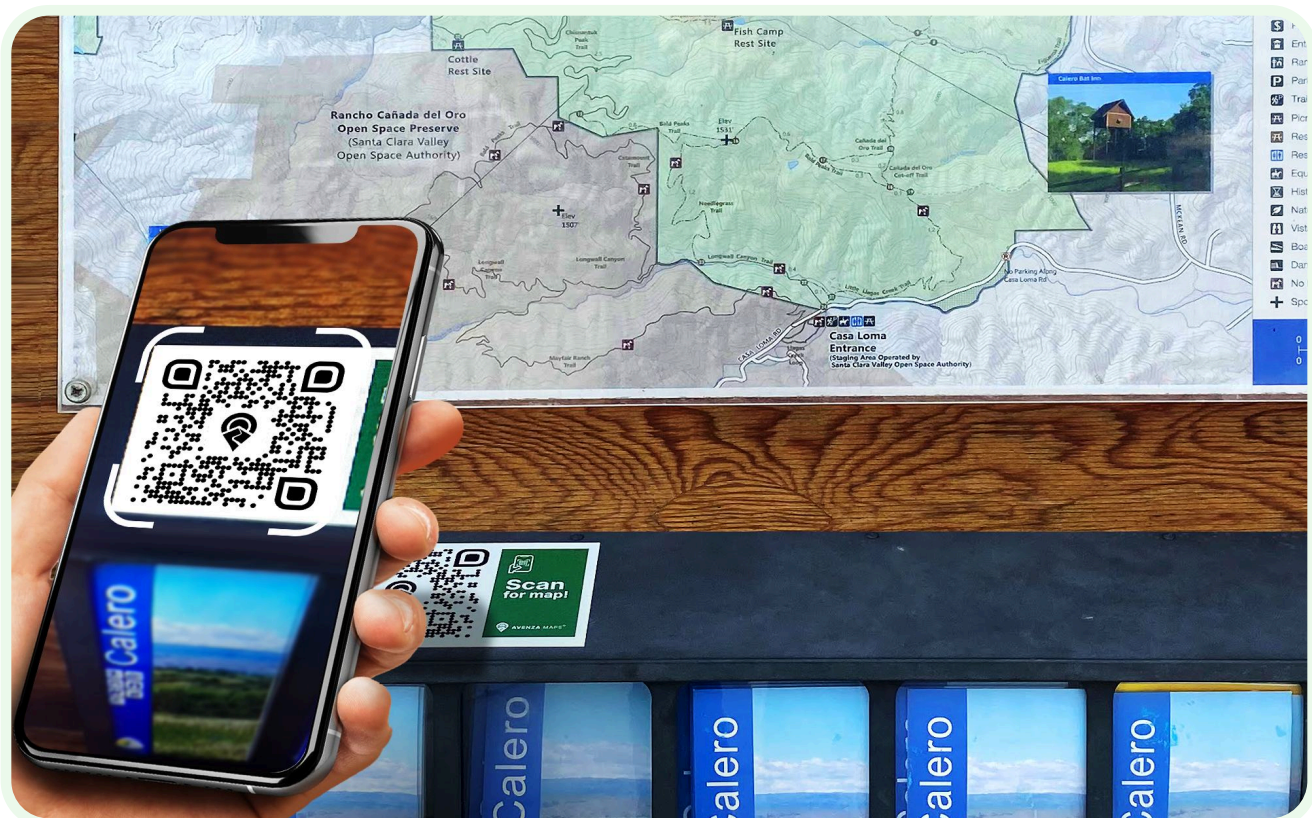
This link can be added to your website on relevant pages so users can tap or click to be taken directly to the linked map. Embedding these links in buttons or images using HTML tags further increases the visibility of your digital map offerings.



## QR Codes

In addition to the URL, a QR code is generated linking to the map. It is found under the **Promote your maps** section on the Edit Product page of a map. These QR codes can be downloaded in multiple formats and placed on your website, social media posts, print content, and anywhere else you want users to be able to scan to download your maps.

The QR codes use deeplinks that direct new users to download the app if they do not have it yet, and then take them directly to where they can tap to download your map. They can simply scan and tap to get your map on their phone!



Our QR Code Program takes this concept a step further. This Avenza initiative helps publishers promote their maps using signage that highlights their Avenza Maps QR Code. The QR Code Program also helps prepare QR codes for your maps if you'd like to print them physically onto paper maps you're selling.

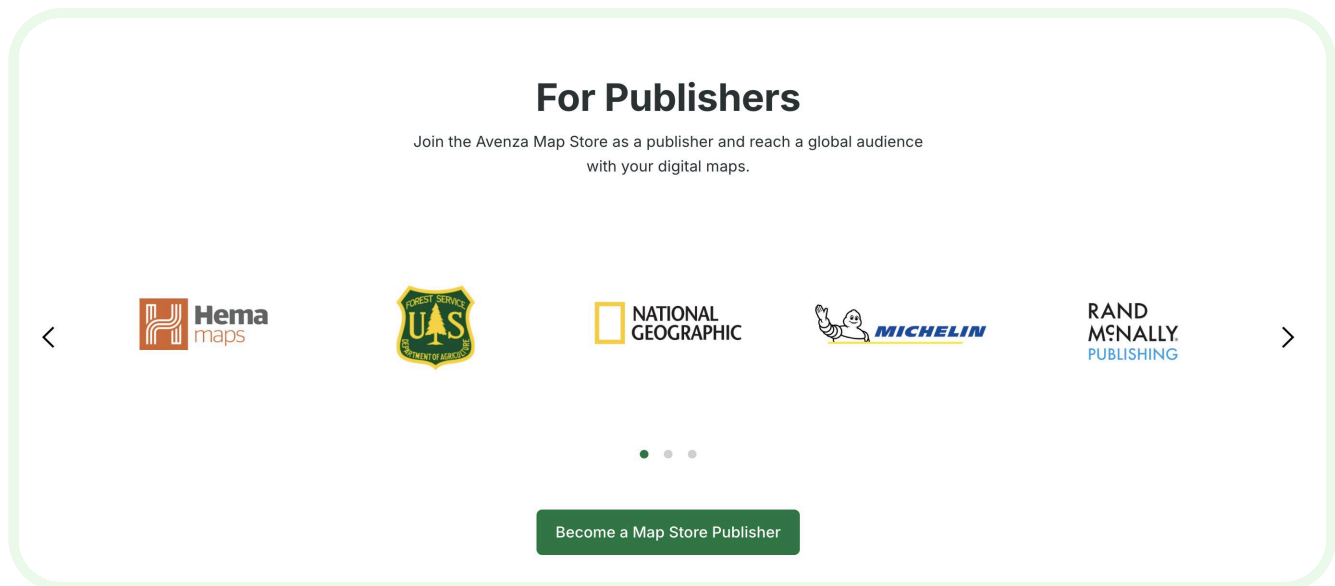
### [QR Code Program](#)

## Visible Branding

Adding the Avenza Maps logos to the map listings on your website will help show your visitors that you offer a mobile version of your maps for them to download. We have all the Avenza Maps logos and official branding available here:

### [Avenza Maps Logos and Official Branding](#)

We will also share your branding on our site. Send us your logo as a PNG under 1MB and we can add it to our pages that showcase all of our publishers.



## Promoting Paper Maps

If you are selling digital maps within the Avenza Map Store and paper versions of your maps on your website, it is possible to offer a cross promotion to users who purchase the paper version. You can choose to offer the digital map for a discounted price or for free if the user purchases a paper map. This is done by making the digital map hidden in the Map Store and only accessible through a QR Code. The QR Code can then be shared with the user and they will be able to purchase the discounted digital version. You may also have a public non-hidden full price version of the digital map within the Map Store.



## Social Media Promotions

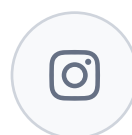
We strongly recommend promoting your maps through social media. Sharing pictures of your maps in use, locations that they highlight, stories surrounding your maps, etc. are great things to post. Don't forget to include a link to where users can go to buy your maps! Tag any of our social media accounts and we will repost it:



[@Avenza Maps](#)



[@AvenzaMaps](#)



[@avenzamaps](#)

## SEO Opportunities

There are many opportunities to enhance your map listings and custom landing pages to have them rank higher in external search results like Google or Bing.

When writing the description for your maps, be sure to include some keywords that represent your brand and what the map is about. Some examples include:

- **Places of interest/trails**
- **Sightseeing locations**
- **Activities you can do with your map**
- **Symbology/topographic information**

For example, if you have a map of a national park that features hiking trails and campsites, include sentences in your map description that mention those words, and mention them more than once.

You can also write a custom publisher landing page description. Contact [publishers@avenza.com](mailto:publishers@avenza.com) with your description so that we can set it up. Be sure to include words that you already use in your own branding and highlight the different features your maps cover (trails, campsites, off-road trails, etc). It's also beneficial to mention how these maps can be used in Avenza Maps, as tying that into your description adds the power of the Avenza Maps keywords and your own keywords.

## Success Blogs

We love to feature our publishers in our Success Blogs as frequently as we can. There is always the opportunity to collaborate and share your story with us, and with all of the Avenza Maps users!

If you're interested in participating in a Success Blog, please reach out to us via [publishers@avenza.com](mailto:publishers@avenza.com), and we can get the process started.

First, we will conduct an interview, either via email/document exchange or a meeting. Once the interview is completed, the Map Store Team will draft the blog and send it to the publisher for review. After the publisher reviews the blog, we ask them for images to use within the blog, and then it gets loaded into the Avenza Maps website:

### Map Store Publisher Blog

Success Blogs are promoted on all Avenza Maps social media platforms including X, Facebook, LinkedIn and Instagram.