FREE CHECKLIST

Before you hit Publish

12 checks before Apple sees your app. Checks 1–6 you can fix tonight in your app builder: each has a sentence to paste into its chat. Checks 7–12 happen in App Store Connect, Apple's website for your app. For those, this page says what must be true. The full guide shows every click, with real screenshots.

Did your builder's "Publish" send it to Apple? Not necessarily. Apple has your app only when App Store Connect shows **Waiting for Review** (check 12). That is the test, whatever your builder says.

Tonight, in your app builder (Claude, Lovable, Base44...)

1. □ **More than a website.** Apple wants more than "a repackaged website". Is your app mostly your web page, links or an ad?

   ```
   Which screens only show my website, and what does my app do that a website can't?
   ```

2. □ **Works on an iPad too.** Apple says "iPhone apps should run on iPad whenever possible." A white screen on iPad was our top rejection. Open every screen on an iPad via Apple's TestFlight app. No iPad? Ask a friend, or paste this:

   ```
   Check every screen at iPad sizes and fix blank screens, cut-off text and covered buttons.
   ```

3. □ **Ask before sending data to AI.** Does your app send what people type or photograph to an AI service? Apple wants "explicit permission" first. No AI? Skip this.

   ```
   Before sending anything to the AI service, show a screen that names it, says what is sent, and offers "Agree" or "Not now".
   ```

4. □ **Google login needs an equal option.** Only email and password? Skip this. Google, Facebook or X sign-in? Add an equal option that collects only

name and email, lets people hide their email, and doesn't track them for ads without consent.

```
Add a second sign-in option, equal to
Google, that meets App Store guideline 4.8.
```

5. □ **Delete account inside the app.** Only if people can sign up. Signing out or pausing isn't enough. Apple also asks you to tell subscribers that billing continues until they cancel.

```
Add a "Delete account" button in Settings
that deletes the account and all its data,
and first tells subscribers to cancel with
Apple.
```

6. □ **Paywall shows the price.** Show the plan's name, length and full price, and any trial length. Add restore purchases, plus Terms of Use and Privacy Policy links that open. No Terms of your own? The paste uses Apple's standard one.

```
On the paywall, show the plan name, length
and full price, a "Restore purchases"
button, and links to my Privacy Policy ([my
privacy policy link]) and Terms of Use
(https://www.apple.com/legal/internet-
services/itunes/dev/stdeula/).
```

Then, in App Store Connect (Apple's website)

These are the steps where first apps get stuck. Here is what must be true.

7. □ **Privacy link opens for anyone.** Open your privacy policy link in a private tab on your phone. Does the policy show, with no login or error? A login wall cost us four rejections. It must open inside your app too. *Guide: where Apple keeps this link, with a screenshot.*
8. □ **Screenshots and description.** More than half of the pictures on your App Store page must show the app in use, not a logo or a login screen. No prices, "free" or "50% off" in these pictures, so leave your paywall out of them. Selling a subscription? Your App Store description needs the Terms of Use link.

9. □ **Subscription sent with the app.** Your first subscription must go to Apple together with your app, in the same submission. Apple also needs a screenshot of your purchase screen. Only the reviewer sees that one; it isn't shown on your App Store page. We missed this 4 times across 3 apps. *Guide: every click in 6 stages, from bank details to the last status, with real screenshots ("Your first purchase or subscription, step by step").*
10. □ **Your login works for Apple.** If any feature needs signing in, Apple needs a test login that won't expire. Does sign-in send a code by email? Apple needs that code before review starts, or may have to call you first, which can add days. *Guide: where to enter it, with a screenshot.*
11. □ **A note to the reviewer.** Copy this into the note for Apple's reviewer and fill it in. If your app needs an online service to work, keep it running while Apple reviews.

    ```
    What it does, for whom: [sentence]
    Test login: [email] / [password]
    Paywall: [where]. [name, price, length]
    AI/online services: [names, or none]
    Tested on: [your devices]
    ```

12. □ **Make sure Apple really has it.** Your app reaches Apple only when its status says **Waiting for Review**. "Ready for Review" means Apple doesn't have it yet. *Guide: every status and the last click, with screenshots ("How Apple's review works").*

Your score

Ticked all 12? You're ready to send it.

Unsure about 9, 10 or 12? That's where first apps get stuck. The guide walks each one tap by tap with real screenshots, with no code or terminal in the main steps, and has the reply to send Apple if it still says no: **submitpreflight.com**

Checked against Apple's rules on 9 November 2026.