

Steam Visibility

CHEAT SHEET

A quick reference guide on how games surface to players on Steam

Algorithmic

Algorithmic Visibility Is Personalized To The User

Curated

Curated Visibility Is Not (It's Shown To Everyone)



Earning Curated Spots

To earn curated features and promotions, you must earn player interest AKA revenue. Some examples:

- Daily Deals
- Mid/Weekend Deals
- Front Page Takeovers
- Content Hub Takeovers

How do you earn player interest? Think about ways to make your game appeal to a broad audience: Localization, Regional Pricing, Marketing Assets, Controller Support.

Wishlists

Wishlists are a factor pre-release, but revenue becomes the key metric post-launch. 20% or above discounts email wishlists and so do launches. Wishlists are important, but the total number does not impact visibility.

Early Access does not normally impact visibility, but there are sections like New and Trending that do not allow visibility there. Early Access is not a marketing tool. It's a development tool.



BROWSING TABS

NEW & TRENDING

- Regional list of popular games that have recently been released.
- When a new game is released and meets a certain threshold it will appear here automatically and starts at the top.
- It will get pushed down, and eventually off the list as new and trending games are released.
- Early Access games are excluded (until they go 1.0)

TOP SELLERS

Based on total revenue (in the trailing 24 hours), including all sources such as DLC and in-game transactions so we can get a more complete picture. The list is localized for your region.

POPULAR UPCOMING

- This is a list of the most wishlisted upcoming games, sorted by release date.
- Mostly looking at wishlist activity over the previous two weeks.

SPECIALS

The most popular discounted games, sorted by revenue.

Momentum

Ways to generate momentum for your game on Steam:

- Discord, forums, social media
- Press and influencers
- Paid marketing
- Local tradeshows, meetups, and groups

A review score above-mixed does not harm store page traffic. Only below-mixed does it have any potentially negative impact on store page traffic.

Localization

Localization IS a factor for visibility. Store page and in-game localization support open up visibility to those who natively speak those languages.

Steam never makes a permanent decision about your game.