

-- [Instructor] Once you've successfully submitted an app to Apple, the next step is easy. You sit tight and wait for Apple to review and hopefully approve your app. Here's what you can expect. After submitting an app, you should receive an email from App Store Connect that says that the status of your app has changed to Waiting For Review.

As of this recording, the average wait time is about a day, though it has sometimes been longer in the past. Then the next communication to receive, is an email that says the status of your app has changed to In Review. Shortly thereafter, you should receive a final email that indicates if the app has been approved or rejected. If it's approved, it will automatically appear in the app store within 24 hours. If it's rejected, you're prompted to visit the Resolution Center on App Store Connect. There you will see the issue that Apple found with your app and an explanation of how to solve it.

In this case I submitted the Channel Islands app, which has Lorem Ipsum text in it, so of course; Apple rejected it. Once you fix the problems, you would then create a new IPA file with PhoneGap Build, use Application Loader to upload the new IPA file and resubmit the app in App Store Connect.

My experience with the app approval process has generally been good. Apple usually clearly explains the reason for rejecting an app and often suggests how to fix it. I wish you the very best of luck in navigating Apple app approval process.