Notarization of Apps

App

Code sign App

prepare for upload

Zip it

Create DMG

Code sign DMG

Upload/Notarization

upload zip file to Apple for Notarization

upload DMG to Apple for Notarization

After confirmation of successful Notarization delete the Zip (you cannot staple the app inside of the zip)

Stapling

After confirmation of successful Notarization
staple the DMG (which technically means, the DMG and the app inside of the DMG are stapled, not the DMG)

Staple the app

Distribution

Distribute the App in Zip or whatever container. Even as DMG.

If DMG, then you would have to code sign and notarize the newly created DMG.

But in this case it would be better to run the notarize process described on the right right away, as you only have to run the notarize process once then.

Distribute the App using the DMG