

APPLE BUSINESS LISTING **BLUEPRINT**

**STEP-BY-STEP GUIDE TO GETTING
YOUR BUSINESS PROMOTED IN
APPLE MAPS, SIRI & MORE!**



Business Owners:

Over 1 Billion+ users are currently choosing
Apple Maps every single day...

Can your business afford to NOT be listed there?

**4 STEPS TO GET YOUR BUSINESS
DISCOVERED
THROUGH APPLE
BUSINESS CONNECT**

A Short, 'No Nonsense Guide' For Business Owners

"If you're not on the internet, do you really exist?"

A couple of decades ago, we would've laughed at this question.

But these days, our bottom line will suffer if we can't answer it.

If you're reading this guide, chances are...

You've already realized the ABSOLUTE importance of having your business discovered through the internet.

But it turns out "the internet as a whole" is no longer what it used to be,

Why?

Because Google Maps is no longer the only 'sheriff in town' when it comes to finding business locations.

And with Apple Maps boasting over 1 billion+ users...

You need to ensure people using iPhones are able to find YOUR BUSINESS too!

Luckily for you...

You no longer need to watch endless tutorials to get your business listed & shown through **Apple's Business Connect** service.

Here's what you can expect after reading (and applying) this guide's steps:

- Your business will now appear for Apple Maps users
- You'll be able to display limited-time offers and announcements to them
- Users will be able to look for your business' info through Siri
- You'll benefit from the ever-growing IOS user base
- You'll see performance & engagement of your business on Apple Maps.

This Guide Is The Easiest And Fastest Way to Get Started (Even If You've Never Listed Your Business In The Past)

Let's get started...

STEP #1

Claim Your Apple Business ID

Luckily, the 1st step is also the easiest one for any business owner:

- Go to <https://appleid.apple.com>
- Click on the 'Create Your Apple ID' option
- Make sure you're using your most trusted email address
(This will ensure you won't miss any relevant notifications in the future)
- Create a good, easy to remember password
- Set your device region
- Important: Enter a phone number you'll ALWAYS be able to access.
- Finally, click on 'Continue' to finish the process.

Voilà!

See how easy it was to get started?

Let's keep up this momentum & go
straight to the next step:

STEP #2

Choose Your Type Of Business

Now that you have an ID, it's time to give Apple your business' info for it to be listed.

First off, go straight to <https://businessconnect.apple.com>.

Here you'll be asked to choose your type of business:

- **Small:** Choose this one if you have at least 1 location & less than 25.
- **Enterprise:** Choose this one if you have more than 25 locations under this same brand. However, it doesn't apply if those locations are franchises.
- **Third Party:** Too much work handling different brands & locations? Choose this option if you'll have an administrator handling this info for you in the future.

Don't Worry!

Regardless of your type of business, I've also explained how to register each one below.

Registering

A Small Business

After choosing this option, you'll need to search for your location straight into Apple Maps.

From here, you have 2 possible scenarios in front of you:

1. Your business is still unlisted:

This means your business is still not showing on Apple Maps search results. You'll need to choose the option '**Create New Location**' and for each of your different business locations & address details.

2. Your business has already been listed:

Your business has been listed and showing in Apple Maps already... but now's your moment to claim it as YOURS!

You'll be able to verify & edit info if needed in **step 3**.

After clicking on 'Next' you'll need to provide the essential GPS info regarding your business:

- **Full address**
- **Suite number,**
- **City,**
- **State**
- **Zip code**

Important: Always ensure the map pin is over the ENTRANCE of your business. This will avoid future GPS headaches for your customers in the future. (Add coordinates if needed)

The Devil's In The Details

For A Small Business...

To ensure the best customer experience, you want to be as specific as possible with EACH location.

This means adding essential details:

- **What's it called?** - Add your location's name.
- **Multilingual?** - Default language for each location
- **Got a website?** - Good, because you can list it here too.
- **When?** - Add the hours of operation for this specific location
- **Not a 24/7 operation?** - Make sure to list your working days, as well as open & close times (You can always add different hours for different days)

You're Doing Great!

Jump straight to Step #3 if you're only registering a small business this time.

Registering

An Enterprise

This one might sound a little more intimidating than a small business...

But fortunately, I've broken it down to be as simple as possible.

Just make sure you have all the info requested below at hand:

- Legal Name
- Corporate Address
- Corporate Office Phone Number
- 9-digit D-U-N-S number (Make sure you ask for this to your finance department previously if you don't already have it)
- Website link

It Wasn't So Hard, Right?

Jump straight to Step #3 if you're only registering an enterprise with no third parties at this time.

Registering

A Third Party Administrator

There are just so many hours in a day, so many days in a week...

Which means you'll probably want someone else in charge of handling your many locations through Apple Business Connect.

In order to make this happen, future 3rd party admins will require:

- An Apple Business Connect account

- Have this account already verified by Apple.

Here's how to invite somebody to become your admin for your location after clicking on the "share access" option in your account:

1. Enter the Third-Party Partner's ID (more info on this below)
2. Select the role (administrator is usually the default one)
3. Select their level of access to your organization (you can still restrict certain locations or functions if you wish)
4. Click on send invite for them to be notified about this.

Important: Even with 3rd party admins, you can still have final approval before content is posted.

Below I explain the process to become a 3rd party admin in detail:

What if I'm the 3rd Party and not the business owner?

Whether you're an agency or a freelancer, you'll still be required to fill out this information previously like an enterprise:

- Legal name of the organization
- Phone number
- Website
- Your 9-digit D-U-N-S number
- Country or region
- Address

After getting verified as a 3rd party (more info in step #3 about this) you'll need to share your Company ID with the business owner.

See How Easy It Was?

**Now it's time to learn how to get properly verified by
Apple Business Connect.**

STEP #3

Getting Finally Verified

The moment of truth is finally here (Cue the drum roll sound, please).

Now that most of the heavy lifting has been done...

It's time for Apple to finally verify your info!

(This is a CRUCIAL step, since your business won't show until it's 100% verified)

Luckily, the process is quite straightforward too.

For Small Businesses:

- Get verified by phone: Choose the 'Phone Call' option to be verified via this method. This is the fastest option available.

But what if you're unable to get verified this way?

- You can still get verified by uploading a copy of your lease, insurance policy or utility bill showing your location's name and address.

For Enterprises & Third parties:

The process is the same for both - You can choose to use the method above of uploading a document such as a business license or utility bill.

... Or go through the '**Verify Domain**' route (which is great for an online operation).

Getting Verified Through Your Domain

Don't let the 'mumbo-jumbo' terms intimidate you...

Since this is still quite a straightforward process:

1. Look up for your domain's TXT records
2. If you don't have it at hand, you can use sites such as <https://mxtoolbox.com/txtlookup.aspx> to look it up.
3. Be aware that you'll only have 14 days to submit this info.

Important: Your 14 days will start as soon as you click on 'Verify'.

You're Almost There!

After getting verified, we still have one more step we can take advantage of...

STEP #4

Add Additional Info To Your Place Card

Great work!

If you're already at this step, all the heavy lifting has been done.

Which means now you can start adding even more info regarding your business location, such as:

- A better, more unique description for your business.
- Features such as payments, parking, your business model, the type of atmosphere, safety specs, etc.
- Links to apps for scheduling a reservation, bookings, etc.
- Photos that best reflect what your business is all about.
- Showcases: These are 30 day time updates where you can show off new products, features & promos for your business. You can also include different call to actions for each showcase.

‘Apple Business Connect’? Great Choice!

STEP #5

**Your Future Clients & Customers Are Trying To Find You
& Apple ISN'T The Only Spot They Are Looking**

You're Smart For Caring About Apple Business Connect. But, Let's Talk About Google For One Second...

Let's talk about Google for one second...

Here's something that's surprising to a lot of people...

The search results YOU see in Google ARE NOT what other people see.

Depending on where you are when you do your search, the results will be different.

It begs the question...

How can people find your business if they are not physically near it?

Take a look at this example “geo grid”...

This graphic shows what position a business shows up in Google search results depending on where the search happened.

Can you take a wild guess as to where this business is physically located??



It's in the center where the green is! What's crazy is most business owners wrongly think they are ranking well BECAUSE THEY ARE SEARCHING FROM THEIR OFFICE!

The reality is they aren't showing up anywhere else!

There are lots of potential customers in the "red" that will never find this business.

It doesn't have to be this way. You can fix this.

So, what about your business?

Would you like me to run this exact "geo grid" for your business?

It'll show you how your business is showing up in different parts of town compared to your competitors. This information is so valuable.

[Get Your FREE Geo Grid Report Here](#)

No strings attached. Why would we do this? I believe in providing value in advance. We've found that the more free value we provide to people the more likely it is that they refer us to others as well as consider hiring us. So, that's why I want to do this. you. Seriously, I love this stuff and can't wait to share it with you.

Sure, you could drive all around town and check, but why don't you just let me run your business through my software right now?

[Get your free geo grid report and I'll get you the results.](#)