

Why Apple Maps Matters for Your Business

Most people know Google Maps, but it's not the only app customers use to find businesses. iPhones make up more than half of the U.S. smartphone market, meaning many customers may default to Apple Maps for directions—especially since it comes pre-installed and syncs across Apple devices.

If your business isn't listed, Apple Maps users may never find you. Even worse, they may find outdated information if your listing isn't managed. Follow these verification steps to begin reaching more Apple Maps users.

How to Verify Your Business on Apple Maps:



1. Sign up for Apple Business Connect

To manage your listing, you'll need an Apple account for your business.

- Go to **BusinessConnect.apple.com**
- Click "Get Started"
- You'll need a phone number that is not already used with another Apple ID

This account lets you control how your business appears on Apple Maps.



2. Check if your business is already listed

Apple will ask you to Add a Location.

- Use the search bar to type in the name of your business
- If you see your business, select it
- If not, click "Add a new location with this name"



3. Add or confirm your business information

You'll be asked to enter basic details like:

- Business name
- Address
- Phone number

You don't have to fill out everything right now. Make sure the phone number is correct, because Apple may use it to verify your business.



4. Select a verification method.

Apple offers two ways to verify:

- Phone verification (fastest option)
Apple calls the phone number on your listing with a verification code.
- Document review (takes up to 5 business days; may be required for new listings)
You'll upload a document that shows your business name and address.

TIP: Use a document meant for internal use, such as a utility bill, lease agreement, or insurance policy. Apple lists acceptable examples during this step.



5. Improve your listing

Once verified, you can make your listing more helpful and easier to find.

- Log in to Apple Business Connect
- Click "Locations"
- Update details like hours, photos, and categories



Watch the Video!

Scroll to the Learning Resources section for a short Apple Maps tips video and additional video resources.



Need Help? Get Free Support!

The specialists at Miles Partnership are available to help your business maximize its online exposure.

Book an Office Hours session with Miles - it's FREE for TN Department of Tourist Development Partners.

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