

## **Apple Maps – Claiming Locations**

January 2020

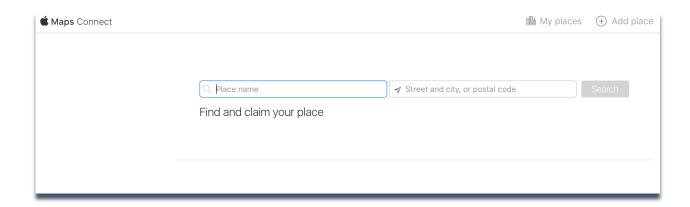
While most dealers are starting to pay attention to Google Maps and Google My Business, many are ignoring the importance of Apple Maps. While not as rich of a tool as Google Maps, Apple Maps is the default mapping app for iOS, macOS, and watchOS, and can have a large impact on a dealers local marketing efforts. Dealers need to claim and verify their listings on Apple Maps, and make sure the content is complete for their listings.

The first step in this process is to claim an existing listing, or to create a new one from scratch, by visiting this website:

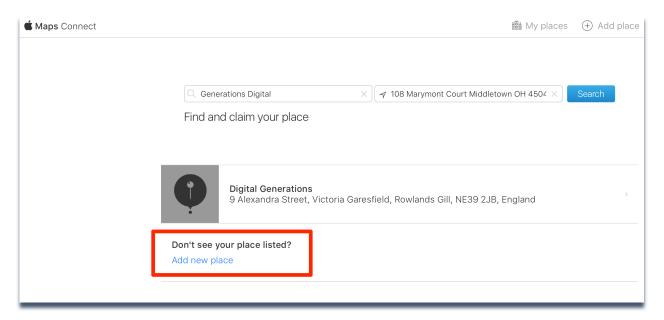
## https://mapsconnect.apple.com



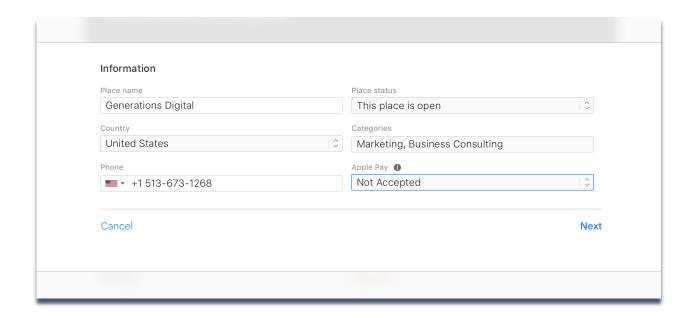
Dealers should sign into this site with their Apple ID, and if they don't have one, they should create one. Once signed in with an Apple ID, they will be taken to this page:



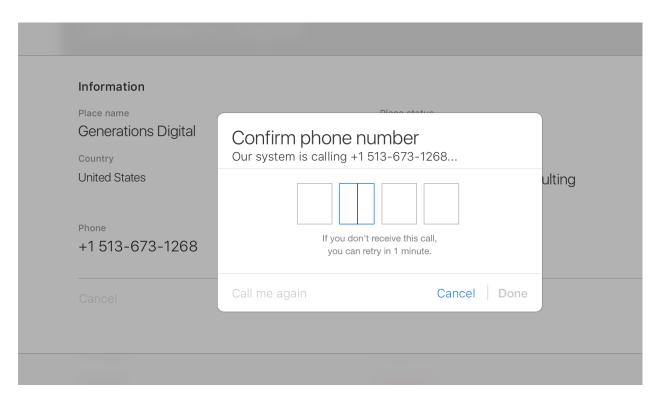
From this page, the dealer needs to first attempt to find their existing business page. Simply enter the dealership name, along with the street address. For our example, we will set up the Apple Maps listing for our Generations Digital business.



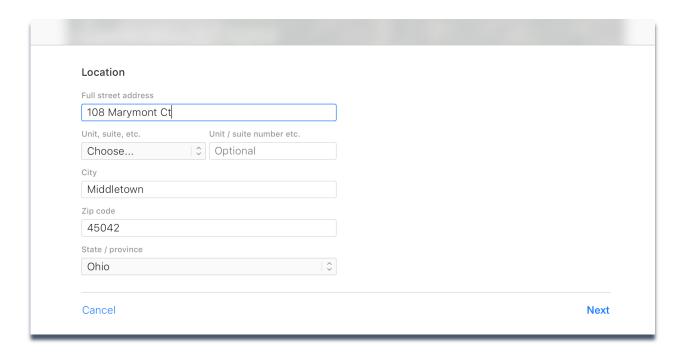
On the screen above, we've entered our business name, "Generations Digital". If the dealer cannot find their business listing, they can click on the bottom where it indicates, "Don't see your place listed? Add new place".



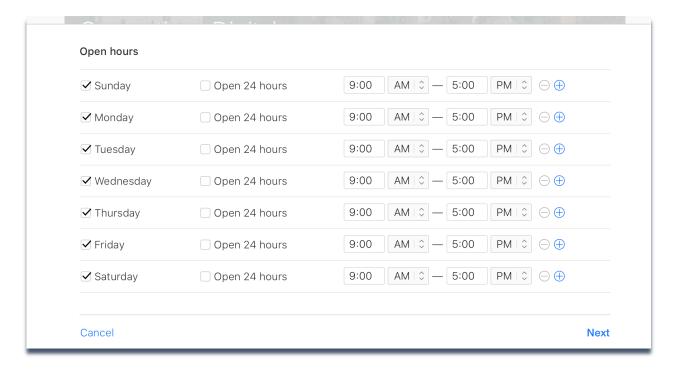
For new listings, simply enter the information requested above. For existing listings, verify that the information is correct.



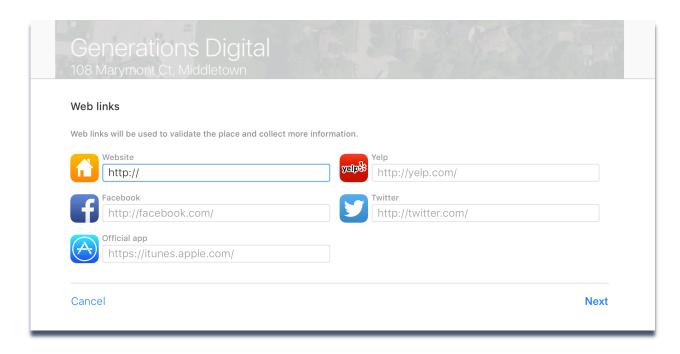
The system will then require phone verification before continuing.



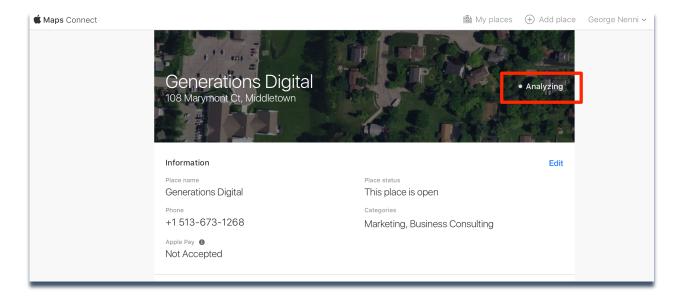
After phone verification, the system will request street address location information, or ask for verification of existing data.



Next Apple Maps will display open operating hours. Dealers should enter a combination of their sales and service business hours.



Finally, Apple Maps will request links to website and social media connections. Unfortunately, the website address will not accept UTM tags, or shortened URLs for tracking (i.e. bit.ly and others). There are workarounds for tracking, including dedicated domain names that would redirect the visitor to the actual dealer website, while counting the number of visits from Apple Maps.



Once all information is entered for the listing, Apple will need to verify the data before posting live on the Apple Maps app. An email will be sent to the address associated with the verifying Apple ID. The Apple system may or may not email again with final verification that data has

been approved, so we recommend simply checking the Apple Maps listing in a few days to make sure the information is accurate.	
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