

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 dealer's 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:


Apple Maps Connect My places + Add place

Find and claim your place

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.

Apple Maps Connect My places + Add place

Find and claim your place



Digital Generations
9 Alexandra Street, Victoria Garesfield, Rowlands Gill, NE39 2JB, England

Don't see your place listed?

[Add new place](#)

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".

The screenshot shows a form titled "Information" with the following fields:

- Place name:** Generations Digital
- Place status:** This place is open
- Country:** United States
- Categories:** Marketing, Business Consulting
- Phone:** +1 513-673-1268
- Apple Pay:** Not Accepted

At the bottom of the form are two buttons: "Cancel" on the left and "Next" on the right.

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

The screenshot shows a "Confirm phone number" dialog box overlaid on a blurred background of the "Information" form. The dialog box contains the following text and elements:

- Title:** Confirm phone number
- Message:** Our system is calling +1 513-673-1268...
- Visuals:** Four square boxes representing a phone number. The second box from the left is highlighted with a blue border.
- Instructions:** If you don't receive this call, you can retry in 1 minute.
- Buttons:** "Call me again" (disabled), "Cancel", and "Done".

The system will then require phone verification before continuing.

Location

Full street address

108 Marymont Ct

Unit, suite, etc.

Choose...

Unit / suite number etc.

Optional

City

Middletown

Zip code

45042

State / province

Ohio

Cancel

Next

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

Open hours

☒ Sunday
☐ Open 24 hours
9:00 AM — 5:00 PM

☒ Monday
☐ Open 24 hours
9:00 AM — 5:00 PM

☒ Tuesday
☐ Open 24 hours
9:00 AM — 5:00 PM

☒ Wednesday
☐ Open 24 hours
9:00 AM — 5:00 PM

☒ Thursday
☐ Open 24 hours
9:00 AM — 5:00 PM

☒ Friday
☐ Open 24 hours
9:00 AM — 5:00 PM

☒ Saturday
☐ Open 24 hours
9:00 AM — 5:00 PM

Cancel

Next

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

Generations Digital
108 Marymont Ct, Middletown

Web links

Web links will be used to validate the place and collect more information.

Website

http://

Yelp

http://yelp.com/

Facebook

http://facebook.com/

Twitter

http://twitter.com/

Official app

https://itunes.apple.com/

Cancel

Next

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.

Apple Maps Connect

My places Add place George Nenni

Generations Digital
108 Marymont Ct, Middletown

Analyzing

Information

Place name
Generations Digital

Phone
+1 513-673-1268

Apple Pay
Not Accepted

Place status
This place is open

Categories
Marketing, Business Consulting

Edit

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

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