



Put Your Shop on Apple Maps (Apple Business Connect)

and clubs — free, and the way iPhone users find you An Extended Guide · No.
2074

————— An Extended Guide · No. 2074 —————

Tech Made Simple. Service Made Personal.

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THE 60-SECOND VERSION

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1. The Whole Idea on One Page If you read only one page, read this. Here is the whole plan as a short checklist. When someone with an iPhone searches for a shop like yours or asks Siri for directions, they are using Apple Maps — and if your shop is not listed properly there, they may never find you. Apple Business Connect is Apple's free tool that lets you claim your shop on the map, fix your hours and address, add photos, and make sure people can find and reach you. This guide walks you through it.

- 1 Go to Apple Business Connect and sign in with a free Apple ID.
- 2 Search for your shop — claim it if it is there, or add it if it is not.
- 3 Prove the shop is yours through a short verification step.
- 4 Fill in your correct hours, address, phone, and website.
- 5 Add good photos and a short description so the listing looks inviting.
- 6 Check back now and then to keep hours and details current. Apple Business Connect is free. You need only an Apple ID and a little time. This is the official way to control how your shop appears across Apple Maps, Siri, and other Apple apps. The rest of this guide walks through claiming your shop, verifying it, filling in the details, and keeping it current — in plain language, a page at a time. It pairs with the separate Google Business Profile

guide, which does the same job on Google's side. WHY IT MATTERS 2. Why Being on Apple Maps Matters A great many people carry iPhones, and when they want to find a local shop, they often just ask their phone. The phone answers from Apple Maps. If your shop is missing, has the wrong hours, or shows an old address, you lose customers who were ready to walk in your door. Claiming your listing makes sure the phone sends them to you, correctly. iPhone users search Maps and ask Siri to find and navigate to local shops. A wrong address or wrong hours sends customers away frustrated. A claimed, complete listing looks trustworthy and inviting. It is free, so there is no cost but a little of your time.

TIP

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Think of your map listing as a second front door. Many customers meet your shop there first — through a phone search — before they ever see your actual storefront. It is worth getting right. This is the companion to being on Google. Between Apple Maps and Google, you cover nearly every phone in your town. Both are free, and both are worth the afternoon it takes to claim them. APPLE VS GOOGLE 3. How This Fits With Google You may already have claimed your shop on Google through a Google Business Profile, and that is excellent. Apple Maps is the other half of the picture. iPhone users lean on Apple Maps; Android users and web searchers lean on Google. Claiming both means whoever searches, on whatever phone, finds you correctly. Google Business Profile covers Google Search and Google Maps. Apple Business Connect covers Apple Maps and Siri on iPhones. Many customers use one or the other, not both, so you want to be on each. The information you enter is similar, so doing the second is quick once you've done the first. If you have already filled out your Google listing, keep it handy. Your hours, address, photos, and description can largely carry over to Apple, which makes the second listing much faster to complete. The library has a separate guide on Google Business Profile. Together, the two guides make sure your shop is found and shown correctly no matter which phone or search a customer reaches for. WHAT YOU NEED 4. What You'll Need to Begin Getting started asks very little of you. There is nothing to buy and nothing to install. You mainly need a free Apple ID and the basic facts about your shop gathered in one place, so you are not hunting for them halfway through.

TIP

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A free Apple ID — you may already have one; if not, it takes minutes to make.

Your shop's exact name, address, phone number, and website. Your real opening hours, including any seasonal or holiday changes. A few good photos of your shop, inside and out, ready to upload. Before you start, write down your hours exactly as they are, including the days you are closed. Getting the hours right is the single most valuable thing you will do, so it is worth a moment to get them exact. With an Apple ID and those few facts in hand, the rest is mostly filling in a form and uploading photos. You can complete the whole thing in a single sitting. APPLE ID 5. Setting Up a Business Apple ID You sign in to Business Connect with an Apple ID. If you already have one for your own iPhone, it works. But for a shop, it is often tidier to make a separate Apple ID in the business's name, so the listing belongs to the shop and not tangled with your personal account — especially helpful if someone else may manage it later. An existing personal Apple ID will work to get started. A separate Apple ID in the shop's name keeps business and personal apart. Use a business email address for it, not a personal one, where you can. Keep the login where you — and a trusted helper — can find it. Keeping the listing under a business Apple ID means that if you ever hand the shop's online presence to an employee or a family member, you are not also handing over your personal Apple account. It is a small step that saves tangles later. Whichever Apple ID you use, the important thing is to record it safely. Losing access to the account that controls your listing is a frustration worth avoiding from the start.

CLAIM OR ADD

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6. Finding Your Shop on the Map Once signed in, the first task is to find your shop. Apple may already have a listing for it, gathered from various sources, which you then claim as yours. Or your shop may not be on the map yet, in which case you add it as a new place. Business Connect walks you through either path. Search for your shop by name and address in Business Connect. If it appears, choose to claim it as the owner. If it does not appear, choose to add it as a new place. Enter the details carefully either way — this is what customers will see. Even if a listing already exists, claiming it is important. An unclaimed listing can show outdated information that you cannot control. Claiming it puts you in charge of what customers see. Whether you claim an existing listing or add a new one, the next step is the same: proving to Apple that the shop is genuinely yours. That verification is what unlocks your control over the listing. VERIFYING 7. Proving the Shop Is Yours Apple needs to confirm you really represent the business before it hands you control, so no one can hijack a shop's listing. This verification is a short step, usually done by confirming details Apple can check, and it protects you as much as anyone — it is what keeps a stranger from editing your listing. Apple will ask you to verify that you represent the business. Follow the steps it offers; they are designed to confirm you are genuine. Verification may take a little time, so start before you need the listing live. Once verified, you can edit the listing freely. Verification is a one-time hurdle that protects your listing from tampering. It may feel like a small hoop to jump through, but it is exactly what keeps your competitor — or a prankster — from changing your hours.

THE BASICS

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Once Apple confirms the shop is yours, the listing is in your hands. From here, the work is the pleasant part: filling it in so it looks inviting and sends customers your way. 8. Getting the Essentials Right The heart of your listing is a handful of facts that must be exactly right: your name, address, phone, and website. These are what a customer uses to find you, call you, and drive to you. A single wrong digit in the phone number or a typo in the address can quietly cost you business, so take care here.

- 1 Enter your shop's name exactly as it appears on your sign.
- 2 Enter the full, correct address, and check the map pin sits on your door.
- 3 Enter the phone number customers should call, digit by digit.
- 4 Enter your website, or your Google listing if you have no website yet.
- 5 Double-check every one of these against your own records. **WATCH OUT** Check that the map pin actually sits on your building, not down the street or on the wrong side of the road. A misplaced pin sends customers to the wrong spot and leaves them circling the block. These essentials are worth a careful, slow pass. Everything else on the listing is helpful, but the name, address, phone, and pin are what turn a search into a customer walking through your door. **HOURS 9.** Setting Hours That People Can Trust Of everything on your listing, your hours may matter most. Nothing frustrates a customer like driving to a shop the phone said was open, only to find the lights off. Keeping your hours accurate — including the days you are closed — is the single kindest thing you can do for the people trying to visit you. Enter your regular opening hours for each day, exactly. Mark the days you are closed clearly, rather than leaving them blank. Set special hours for holidays, so customers are not misled. Update the hours promptly whenever they change for a season or an event.

TIP

8. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech

Set your holiday hours ahead of time. A customer who sees you are closed for a holiday is grateful; one who drives over to a dark shop on a holiday is annoyed. A few minutes of foresight saves goodwill. Accurate hours are the heart of a trustworthy listing. Get them right, keep them current, and your map listing becomes a promise customers can rely on — which is exactly what brings them back. PHOTOS 10. Adding Photos That Invite People In Photos turn a bare listing into an inviting one. A clear picture of your storefront helps customers recognize the place when they arrive; photos of the inside and your products help them decide to come at all. You do not need a professional camera — a modern phone takes photos good enough, in decent light. Add a clear photo of your storefront, so people recognize it from the street. Add a few photos of the inside and of what you sell or offer. Take them in good, natural light; avoid dark or blurry shots. Keep them current — swap in fresh ones if your shop changes its look. A good storefront photo does a quiet, important job: it helps a first-time customer spot your shop from the road, especially on a busy street. That alone makes the photos worth the few minutes they take. A handful of warm, clear photos make the difference between a listing people scroll past and one that makes them want to visit. They are among the easiest improvements you can make. THE DESCRIPTION 11. Writing a Short, Honest Description Many listings let you add a short description of your shop. This is your chance to say, in a sentence or two, what you offer and what makes you worth a visit. Keep it plain and honest — no need for grand language. A clear, friendly description helps a customer know they have found the right place.

TIP

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Say plainly what your shop sells or does.

Mention anything that sets you apart, honestly and without hype. Keep it short — a couple of clear sentences beats a long paragraph. Write the way you would speak to a customer at the counter. Write your description as if answering a neighbor who asks 'what kind of shop is that?' Plain, warm, and specific beats clever. The goal is clarity, not a slogan. A good description is a small thing that quietly reassures a searching customer. It takes only a few minutes and helps your listing feel like a real, welcoming place rather than a bare pin on a map. CATEGORY 12. Choosing the Right Category Your listing asks what kind of business you are — a category, like 'bakery,' 'hardware store,' or 'repair shop.' This matters more than it seems, because it helps the map show your shop when someone searches for that kind of place. Choosing the category that best fits what you do helps the right customers find you. Pick the category that most closely matches what your shop actually is. Choose the most specific fitting category, not a vague general one. If several fit, pick the one customers would most likely search for. Review it now and then if your shop's focus shifts over time. The category is how the map decides whether to show your shop when someone searches 'bakery near me.' Getting it right means your listing surfaces for the people actually looking for what you offer. A few minutes spent choosing the best category pays off every time a customer searches by type rather than by name. It is a quiet but powerful part of being found.

ACTIONS**10. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

13. Making It Easy to Act A good listing does more than show your shop — it lets a customer act right from their phone. Depending on your business, you can let people call you, get directions, visit your website, or even book or order with a tap. The easier you make the next step, the more searches turn into customers. Make sure the 'call' and 'directions' buttons work and point to the right place. Link to your website or online booking if you have one. If you take orders or appointments online, connect that so people can act at once. Keep every link current, so none of them lead to a dead end. TIP The moment a customer finds you is the moment they are most ready to act. A working 'directions' or 'call' button right there catches them while their interest is fresh, instead of leaving them to hunt for your number. These action buttons turn your listing from a sign into a doorway. A tap to call, a tap for directions — each one is a customer you might otherwise have lost to a moment's friction. SHOWCASES 14. Highlighting Offers and News Apple's tool lets you post little highlights on your listing — a seasonal offer, a new product, a special event. These give a customer a reason to choose you now, and they keep your listing feeling fresh and active rather than static. They are optional, but a nice touch when you have something to share. Post a seasonal offer or a new arrival to catch a searcher's eye. Highlight a special event or a change customers should know about. Keep these current — remove an offer once it has ended. Treat them as occasional highlights, not a constant stream. A fresh highlight signals that your shop is active and worth a visit. Even an occasional one — a holiday special, a new line — makes your listing feel alive and gives a browsing customer a nudge to come in.

MULTIPLE SPOTS

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You do not have to use highlights, and a complete, accurate listing is the main thing. But when you have real news, posting it is an easy way to turn a passing search into a visit. 15. If You Have More Than One Location If your business has more than one location — two shops, or a shop and a market booth with a fixed address — you can manage them together in Business Connect. Each location gets its own listing, with its own hours and details, all under your one account. This keeps every spot accurate without juggling separate logins. Add each location as its own place under the same account. Give each its own correct address, hours, and photos. Keep them clearly named so customers know which is which. Update each one when its particular hours or details change. Managing all your locations under one account means one place to keep them current. For a growing business, that is far simpler than remembering a separate login for each spot. Most small shops have just one location, and that is the simple case. But if you grow to more, Business Connect scales with you, keeping every location correct from one tidy account. KEEPING CURRENT 16. Keeping Your Listing Up to Date A listing is not a set-and-forget thing. Hours change with the seasons, phone numbers change, you move or renovate. A listing that drifts out of date slowly becomes a liability, sending customers wrong information. A light, regular habit of checking keeps it a reliable asset instead.

- 1 Update your hours whenever they change, including for holidays.
- 2 Check the listing a few times a year for anything gone stale.
- 3 Refresh your photos if your shop's look changes.
- 4 Fix any detail a customer tells you is wrong, promptly.

TWO PLACES AT ONCE

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Tie a listing check to something you already do — the change of seasons, or when you update your Google listing. A few minutes a few times a year keeps it trustworthy with almost no effort. The upkeep is light, but it matters. A listing kept current is a quiet, steady source of customers; one left to drift slowly turns into a source of frustrated, misdirected visitors.

17. Updating Apple and Google Together Since you will likely keep both an Apple and a Google listing, it saves effort to update them together. When your hours change or you get a new photo, change it in both places in the same sitting. That way the two never drift apart, and a customer gets the same correct information whichever phone they use. When you update one listing, update the other the same day. Keep your hours, phone, and address identical across both. Use the same photos and description for a consistent look. A short checklist of 'update both' prevents one from going stale. WATCH OUT If Apple and Google show different hours, customers get confused and some get misled. Always change both together so they tell the same story. Mismatched listings erode the trust that makes listings useful. Treating the two listings as a pair — always updated together — keeps your whole online presence consistent. It is a small discipline that spares you the trouble of a customer acting on stale information.

REVIEWS 18. A Word About Reviews Customers often leave reviews on map listings, and these shape how new customers see you. While the details of reviews differ between Apple and Google, the habits that serve you are the same: encourage happy customers to share a word, and respond to feedback graciously. A listing with warm, genuine reviews draws people in. Invite satisfied customers to leave an honest review.

NOT JUST SHOPS

13. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech*Respond to reviews — good and bad — politely and briefly.*

Never argue in public; a calm reply to a complaint speaks well of you. Let genuine reviews accumulate naturally — never buy or fake them. The library has a separate guide on responding to online reviews across Google, Yelp, and Facebook. A few gracious replies do more for your reputation than any amount of advertising. Reviews are part of how customers judge a shop before visiting. Earn them honestly, respond with grace, and your listing becomes a quiet source of trust that brings new faces through the door. 19. For Churches, Clubs and Nonprofits Too Though we say 'shop' throughout, this applies just as much to a church, a club hall, or a nonprofit with a physical address. People search for and navigate to your building the same way, and a correct listing helps newcomers, visitors, and anyone looking for your services find you without trouble. A church can claim its building so visitors find the right address and service times. A club or hall can make sure rentals and guests reach the right place. A nonprofit with an office can help the people it serves find the door. The same accurate hours, photos, and directions matter for all of them. For a church, accurate map hours and a clear address are a genuine kindness to a first-time visitor who is already nervous about walking in. Getting the listing right removes one small worry from their morning. Any group with a place people come to benefits from a correct map listing. The steps are the same; only the details differ. If you gather people at an address, claim your spot.

WHAT THEY SEE

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20. What a Customer Sees When They Find You It helps to picture what a customer actually sees when your listing comes up on their phone — the 'place card.' At a glance they get your name, whether you are open now, your rating, a photo, and buttons to call or get directions. Knowing what they see helps you make sure each piece is doing its job of turning a searcher into a visitor. Your name and category, so they know they found the right kind of place. Whether you are open now, drawn from the hours you entered. A photo or two, and your rating from reviews. Buttons to call, get directions, or visit your website. The 'Open now' line is drawn straight from the hours you enter. If your hours are wrong, that line lies to customers — which is why accurate hours matter more than almost anything else on the card. Every piece of the place card is a chance to win or lose a customer in the few seconds they look. Fill each one well, and the card does its quiet work of bringing people to your door.

WHY HOURS DRIFT

21. Why Hours Go Wrong, and How to Stop It Wrong hours are the most common complaint customers have about any map listing, so it is worth understanding why they drift. Sometimes an old, unclaimed listing held guesses; sometimes seasonal changes were never updated; sometimes a holiday was missed. Claiming your listing and building a simple habit stops nearly all of it. Unclaimed listings often show hours guessed from old or outside sources. Seasonal changes get forgotten if no one updates them. Holidays catch everyone out unless set ahead of time. Claiming the listing and setting a reminder fixes the root of all three.

WATCH OUT The single worst customer experience is arriving at a shop the phone said was open, to find it dark. It costs you that customer and often a bad review. Accurate hours are the cheapest way to prevent both.

LINKING SITES

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Hours drift when no one owns them. Once you claim the listing and make updating hours part of your routine — especially before holidays — this most common of complaints simply stops happening to you.

22. Linking Your Website and Booking If you have a website, an online booking page, or an online store, linking them from your map listing turns a searcher into a customer with one more tap. Someone who finds you on the map can jump straight to booking an appointment or browsing your goods, while the interest is fresh. Link your website so customers can learn more in a tap. Link online booking if you take appointments, so they can book at once. Link your online store if you sell online, to catch a ready buyer. Check every link now and then to be sure none has gone stale.

TIP The moment of discovery is the moment of highest interest. A working link to book or buy, right there on the place card, catches that interest before it cools — far better than making the customer go hunting. Your listing can be more than a pin; it can be a doorway to everything else you offer online. Link your website, booking, or store, keep the links current, and each one turns a search into real business.

SIRI 23. Being Found by Voice and Siri More and more people simply ask their phone out loud — 'Hey Siri, find a hardware store near me' or 'take me to the nearest bakery.' Those answers come from the same map listings. A complete, correct, well-categorized listing is what lets Siri confidently send someone your way when they ask without even looking at the screen. Voice searches draw on the same listing information you entered. A correct category helps Siri match you to what someone asks for. Accurate hours let Siri tell a caller whether you are open at that moment. A clear name helps the phone understand and pronounce your shop.

AMENITIES

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Voice search rewards the same good habits as everything else: a clear name, the right category, and accurate hours. Fill those well, and you are found whether a customer types or simply asks out loud. Voice is a growing way people find local shops, and it costs you nothing extra to be ready for it. The same complete, accurate listing that serves typed searches serves spoken ones just as well.

24. Telling People What You Offer Beyond the basics, listings often let you note helpful details — whether you have parking, whether you take cards, whether the place is accessible, whether there is Wi-Fi. These small facts answer the quiet questions a customer has before deciding to come, and filling them in removes little reasons to hesitate. Note parking, so customers know what to expect when they arrive. Note that you take cards, which many customers now check for. Note accessibility details, a real kindness to those who need them. Fill in the helpful extras your listing offers, honestly. Accessibility information is a genuine service, not a box to tick. A customer who uses a wheelchair, or a parent with a stroller, is grateful to know before they arrive whether your door will welcome them easily. These details are small but they answer real questions and remove small hesitations. Each one you fill in honestly makes a customer a little more sure about choosing you over the shop that left them guessing.

SEASONAL 25. If Your Business Is Seasonal Many local businesses — a farm stand, a garden center, a holiday shop — run on seasons. A map listing can handle this gracefully, but it takes a little tending so that customers are not sent to a closed shop in the off-season or left thinking you are gone when you are merely resting until spring.

WATCH OUT**17. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

Update your hours as each season opens and closes.

Make clear when you are closed for the season, not closed for good. Set your reopening date if your listing allows, so customers can plan. A note in the description can explain your seasonal rhythm. A seasonal shop that simply stops updating can look permanently closed to the map, which may hide it or warn customers away. Keep the listing current through your off-season so you are ready and visible when you reopen. Seasonal businesses thrive on being found at exactly the right time. A little tending of your listing through the year means customers find you open when you are, and know when to come back when you are not. HELPERS 26. Letting an Employee Help Manage It You may want an employee or a family member to help keep the listing current. It is often possible to let someone else help without handing over your whole account, which is exactly why setting the listing up under a business account matters. Shared, bounded access keeps the listing current even when you are busy. Let a trusted helper assist with updates where the tool allows it. Keep the listing under a business account, not your personal one, to share safely. Give a helper only the access they need to do their part. Keep a record of who can edit, and remove access when someone leaves. WATCH OUT Sharing the updating duty means your hours and photos stay fresh even in your busy season. Just keep it under a business account so a helper never needs the keys to your personal Apple life. A listing kept current by a small, trusted team beats one that only you ever touch and so slowly goes stale. Share the work safely, and the listing stays a living, accurate part of your shop.

DUPLICATES**18. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

27. Cleaning Up Duplicate Listings Sometimes a shop ends up with more than one listing — perhaps an old one from a previous owner, or one created by mistake. Duplicates confuse customers and split your reviews and attention. If you find a double, it is worth the effort to have the extra one removed or merged, so there is one clear listing for your shop. Search for your shop to check whether more than one listing exists. A duplicate may carry old hours or a wrong address, confusing customers. Claim the right one and ask the tool to remove or merge the extra. Aim for exactly one accurate listing per location. Duplicate listings quietly split your presence — some customers find the good one, others the stale one. Cleaning up to a single listing means everyone sees the same correct information and your reviews all land in one place. A quick check for duplicates, and a little effort to clear any you find, keeps your shop's presence clean and undivided. One shop, one accurate listing, is the goal worth tidying toward.

MOVING OR CLOSING

28. If You Move or Close If your shop moves to a new address or closes, updating your listing promptly is important and kind. A listing left pointing to an old location sends customers to an empty storefront; one that still shows an open shop that has closed wastes people's time. Keeping the listing honest through these changes protects your customers and your name. If you move, update the address and the map pin right away. Set the new hours and check everything points to the new spot. If you close for good, mark the listing closed so no one is misled. If you sell the business, help the new owner claim and update it.

WATCH OUT A move is a dangerous time for a listing. Update the address and pin the day you move, or loyal customers will keep arriving at your old, empty location — and some will assume you have closed entirely.

FRESH PHOTOS

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Changes like moving or closing are exactly when an accurate listing matters most. A prompt update keeps faith with the customers who are trying to find you, wherever you have gone. 29. Keeping Your Photos Fresh Photos age. A storefront shot from before a remodel, a seasonal display long past, a sign you have since changed — old photos can confuse or mislead. Refreshing your photos now and then keeps the listing feeling current and makes sure customers recognize the shop they actually arrive at. Swap in a new storefront photo after any change to your look or sign. Add fresh photos of new products or a seasonal display. Remove photos that no longer reflect the shop. A few current, clear photos beat a dozen old, cluttered ones. TIP When you change anything a customer would notice from the street — a new sign, a fresh coat of paint — update the storefront photo the same week, so people still recognize you when they arrive. Fresh photos keep your listing honest and inviting. A few minutes now and then to update them ensures the shop customers see on their phone is the shop they find when they walk up. MISTAKES 30. The Mistakes to Avoid A few avoidable slips cause most of the trouble with map listings. Knowing them keeps yours accurate and working for you. Leaving the listing unclaimed, so old, wrong information stays out of your control. Getting the hours wrong, so customers arrive to a dark shop. A misplaced map pin that sends people to the wrong spot. Letting Apple and Google drift apart with different information. Tying the listing to a personal Apple ID you might lose access to.

TIP

20. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech

Run a simple test: search for your own shop on an iPhone. Are the hours right? Does the pin land on your door? Do the call and directions buttons work? If yes, your listing is doing its job. Avoid these five, and your listing quietly earns you customers. A claimed listing, right hours, a correct pin, matching listings, and a safe login cover nearly everything.

COMMON QUESTIONS 31. Answers to Common Questions A few questions come up whenever a shop owner looks into Apple Maps. Here are short, honest answers to the ones heard most. 'Does it cost anything?' No — Apple Business Connect is free. 'Do I need an iPhone?' No — you manage it on a computer or any device through a web browser. 'I already did Google — do I need Apple too?' Yes, to reach iPhone users who use Apple Maps. 'How long does verification take?' A little time — start before you need the listing live. 'Can someone else manage it for me?' Yes — which is why a business Apple ID is wise. If a question here makes you unsure where to start, that is normal. Most shop owners find the whole thing takes an afternoon, especially if their Google listing is already filled out to copy from. Most owners find claiming Apple Maps simpler than they feared, particularly as a follow-on to Google. The payoff — being found correctly by every iPhone in town — is well worth the afternoon. **GETTING STARTED 32. Getting Yours Claimed** You now know the whole shape of it: sign in to Business Connect with a business Apple ID, claim or add your shop, verify it is yours, and fill in accurate hours, photos, and details — keeping it in step with your Google listing. The best time to claim it is soon, before the next customer searches and finds the wrong information.

BILL'S HERE TO HELP

21. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech

- 1 First: sign in to Apple Business Connect with a business Apple ID.
 - 2 Find your shop and claim it, or add it as a new place.
 - 3 Complete the verification to prove the shop is yours.
 - 4 Fill in your name, address, phone, hours, photos, and description.
 - 5 Check it against your Google listing, and set a reminder to keep both current. You do not have to remember all of it. You just have to remember you can call. Friendly, in-home help, and I come to you — (330) 200-8042. Claiming your spot on Apple Maps is one of the simplest, cheapest ways to bring in customers. Take the afternoon, get it right, and let every iPhone in town send people your way.
33. You Don't Have to Do This Alone If any part of this feels like more than you want to take on — setting up a business Apple ID, claiming and verifying your shop, filling in the details so they match your Google listing — that is exactly the kind of thing I help local shops with. There is no such thing as a silly question, and I am glad to sit down with you and get it all working. I can help you claim your listing on both Apple and Google, get your hours, photos, and details right and matching, make sure the map pin lands on your door, and leave you with a simple written cheat sheet for keeping it current. Then your shop is found correctly, everywhere. Friendly, in-person tech help for shops and people around Portage County. I come to you. If you are not happy with a visit, I will make it right. (330) 200-8042. Whether you claim it yourself with this guide or give me a call, the goal is the same: your shop showing up correctly on every phone in town, so the customers searching for you actually find you.

CHEAT SHEET**22. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

Everyday Cheat Sheet Keep this page handy. It points you straight to what to do for each task. I want to... Do this Know the tool Apple Business Connect is free; it controls how you show on Apple Maps & Siri Use a business Apple ID Keep the listing in the shop's name, not your personal account Claim or add Claim an existing listing, or add your shop as a new place Verify it Complete Apple's check so only you can edit the listing Get the basics right Exact name, address, phone, and a pin that sits on your door Nail the hours Accurate daily and holiday hours — the most valuable detail Add photos & details A clear storefront photo, a short honest description, the right category Match Google & keep current Update Apple and Google together; check a few times a year Get help Call Bill: (330) 200-8042

HOW I CAN HELP**23. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

Your Visit — and My Promise In-home visit — \$99 flat for your first visit. No contracts and no surprise charges, and a 30-day follow-up is included. Remote Support — \$49 for a screen-share session. I only connect with your permission, you watch the whole time, and you can end anytime. If I can't fix it over the screen-share, I refund the \$49 — and if it turns out you need me in person, that \$49 goes toward your visit. It's included free for Support Plan members (\$39/mo). My promise — If you're not 100% satisfied with your visit, I'll come back at no charge, or refund the full \$99. No questions, no awkwardness. That's how I'd want to be treated. Call or text (330) 200-8042 · Book a visit: billshometech.com/book · bill@billshometech.com This free guide is for general information only — not professional advice, and no substitute for your device's own manual. Any prices or outside products mentioned can change; please confirm current details before you buy. Please use your own good judgment and follow it at your own risk — for anything involving electricity, gas, water, or heights, stop and call a licensed professional. Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results. © 2026 Bill's Home Tech, LLC.

AT A GLANCE

A Picture to Follow Along

One Place Card, Many Apple Apps

Claim it once, and your shop shows up right across Apple.

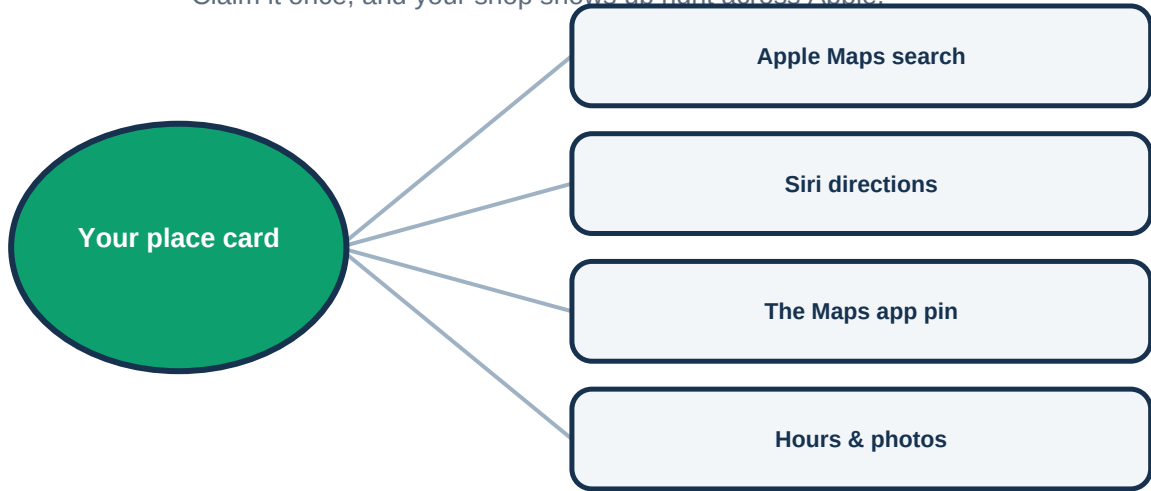


Illustration — a schematic. Set-up screens differ; each takes only a few minutes.

AT A GLANCE

A Second Look

Claiming Your Spot on Apple Maps

Free, and a few calm steps from start to finish.

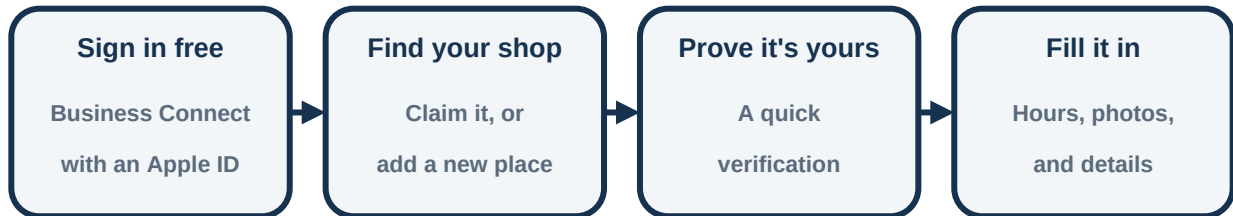


Illustration — a schematic. The order is a suggestion; do one box at a time.

A schematic of the plan — company steps vary; the order does not have to.

BEFORE YOU GO

A Note From Bill

A quick note from Bill. I write these guides to make home tech a little less frustrating, and I do my best to keep every step accurate and up to date. Still, every home, device, and setup is a bit different, so I can't promise a guide will match yours exactly or fix your particular problem. These guides are for general information only — they're not professional, legal, or financial advice, and they don't replace your device's own manual or the manufacturer's instructions. Please go slow, use your own good judgment, and use everything here at your own risk. If a step involves electrical wiring, a gas appliance, a water heater, plumbing, or climbing a ladder — or if anything just doesn't feel safe — please stop and call a licensed professional (or give me a call at 330-200-8042). Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results.



HOW I CAN HELP

Your Visit — and My Promise

In-home visit — \$99 flat for your first visit. No contracts and no surprise charges, and a 30-day follow-up is included.

Remote Support — \$49 for a screen-share session. I only connect with your permission, you watch the whole time, and you can end anytime. If I can't fix it over the screen-share, I refund the \$49 — and if it turns out you need me in person, that \$49 goes toward your visit. It's included free for Support Plan members (\$39/mo).

GOOD TO KNOW

My promise — If you're not 100% satisfied with your visit, I'll come back at no charge, or refund the full \$99. No questions, no awkwardness. That's how I'd want to be treated.

Call or text **(330) 200-8042** · Book a visit: **billshometech.com/book** · **bill@billshometech.com**

This free guide is for general information only — not professional advice, and no substitute for your device's own manual. Any prices or outside products mentioned can change; please confirm current details before you buy. Please use your own good judgment and follow it at your own risk — for anything involving electricity, gas, water, or heights, stop and call a licensed professional. Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results. © 2026 Bill's Home Tech, LLC.