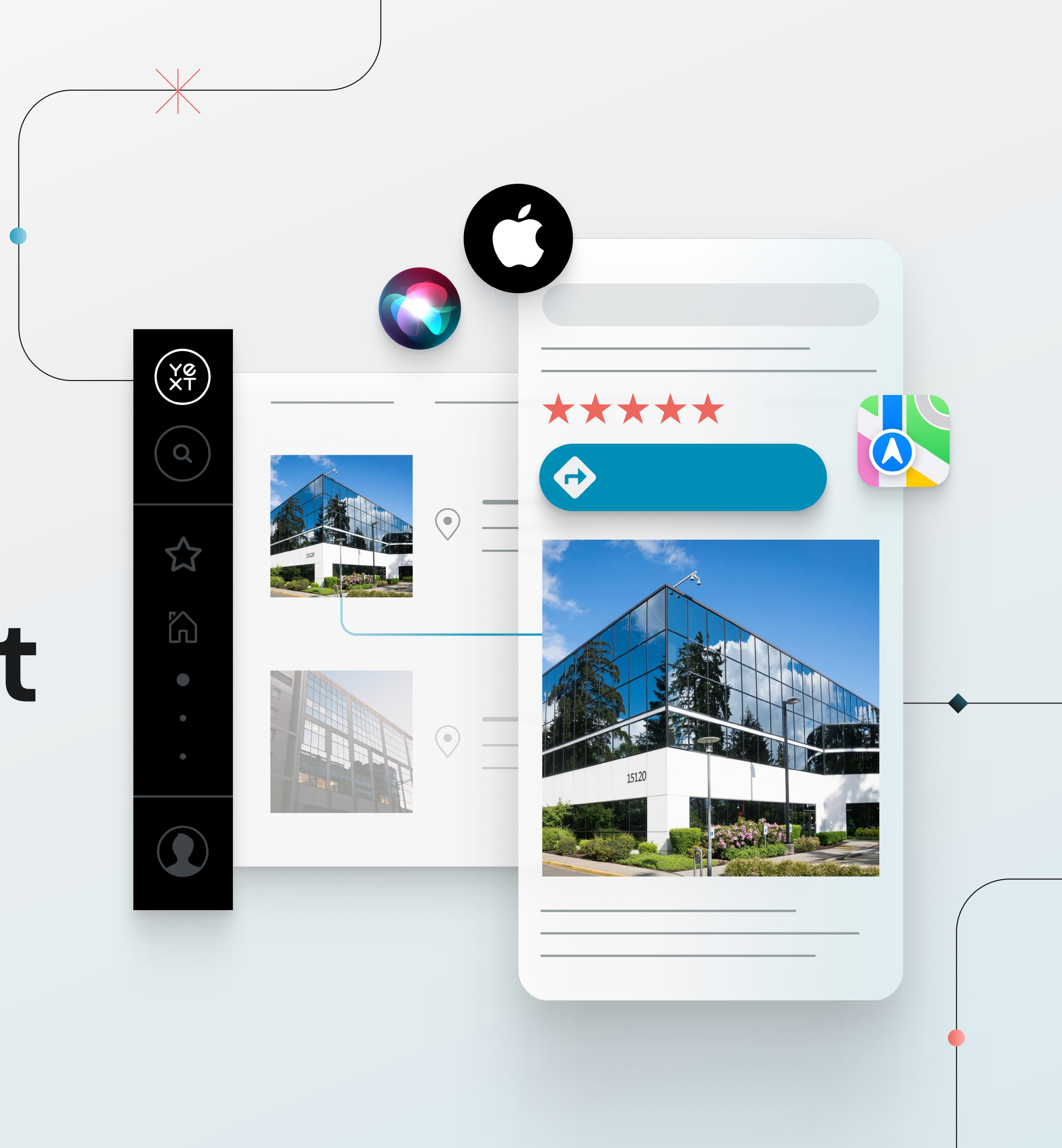# The Yext Guide to Apple Business Connect

Marketers, here's why you need this guide:

With over 2 billion iPhones in use, Apple Maps is a major player in search and navigation that lets users discover brands, get directions, and much more. But helping customers find your brand on Apple Maps isn't just about being *present* on the platform; it's about keeping your information fresh and accurate. That's where **Apple Business Connect** comes in.

With Apple Business Connect, you can manage your brand data across Apple Maps and the entire Apple ecosystem — consistently updating hours, attributes, and even adding promotions. These best practices have an impact beyond Apple, too: AI platforms gaining search share, like ChatGPT, look at data from many publishers (including Apple Maps) to find trustworthy brands worth surfacing. Being discoverable on Apple can help you position your brand to win in search today *and* in the future.

Whether you're setting up an account for the first time or optimizing to improve visibility, this guide will walk you through how to make Apple Business Connect work for you.

In this guide:

We're here to help with insights and best practices to help brands stand out.

How to Register your Apple Business Connect Account

Getting started with Apple Business Connect is the first step to helping your brand appear accurately across the Apple ecosystem. From creating your account to verifying your business details, setting up your profile correctly allows customers to find and engage with your locations more easily. Follow these steps to register your Apple Business Connect account and take control of your brand's presence on Apple Maps and beyond.
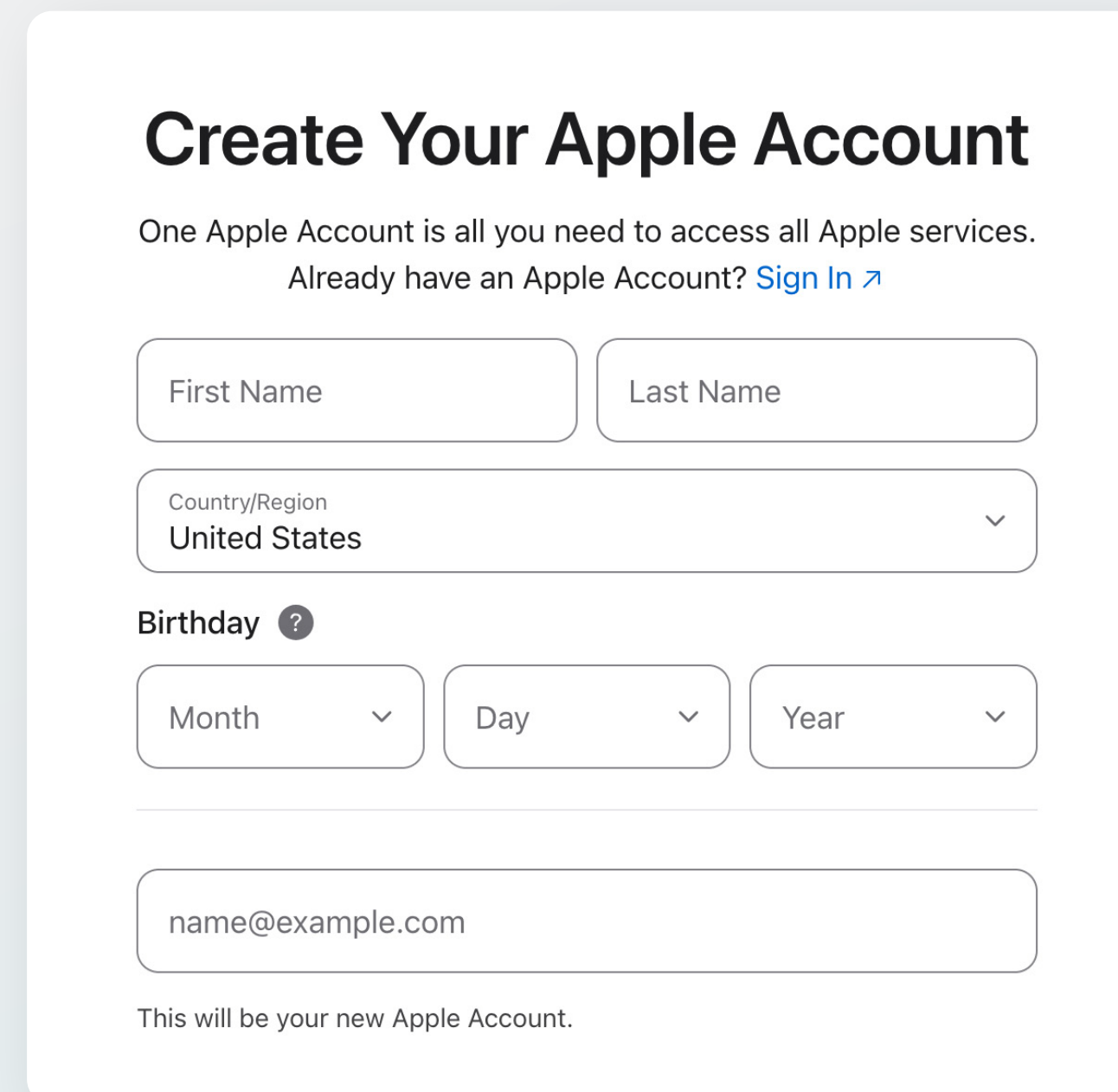
Registration Step-by-Step

1. Sign in with your Apple ID

[Sign into](#) Business Connect with the Apple ID that is associated with your brand. If your brand does not have an Apple ID, [you will need to create one.](#)
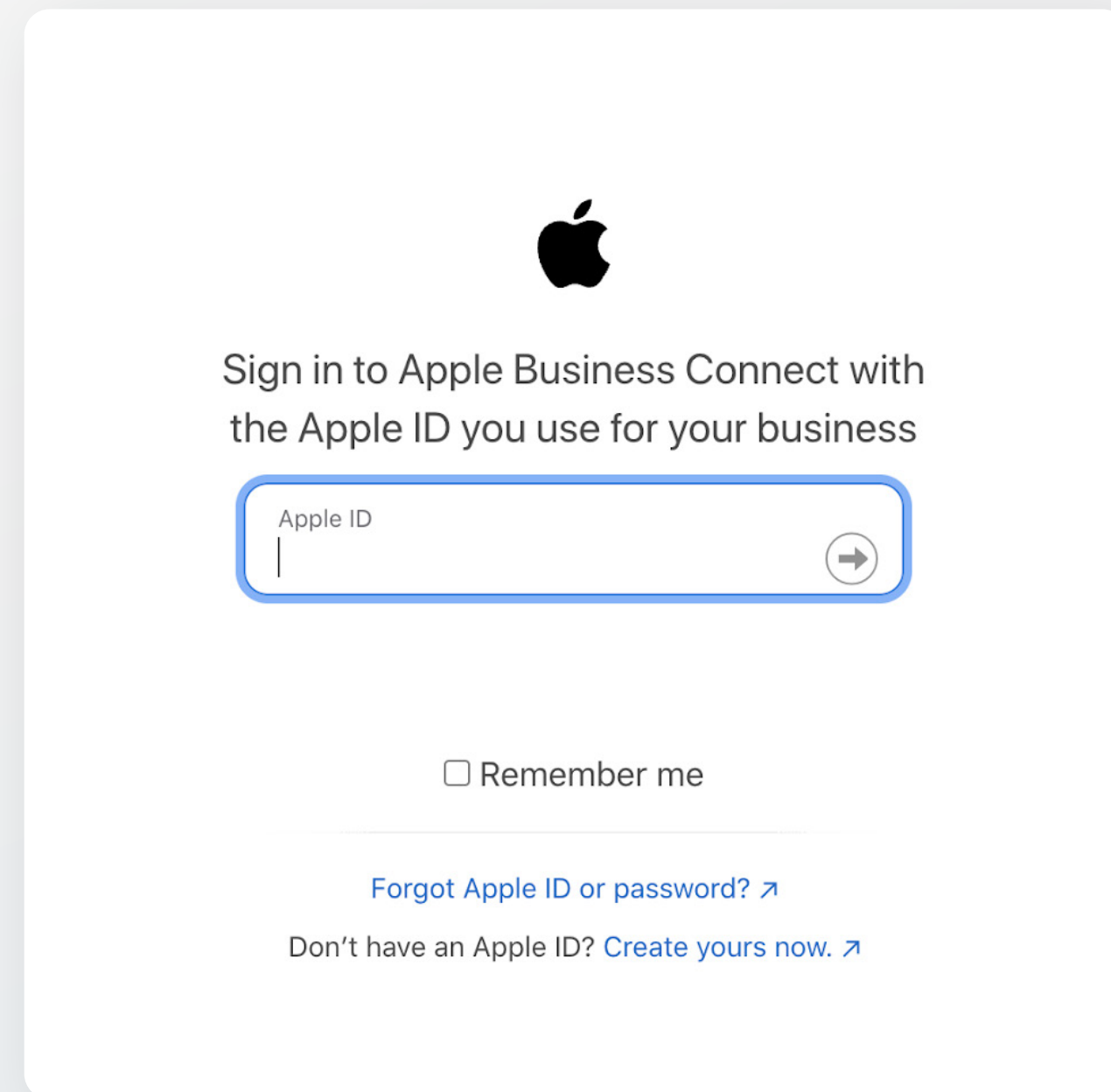
## 2. Create your Account

Once you create your brand account and agree to Apples' terms, Apple will require you to fill in additional information. This information will be used to verify your company and won't be shown to customers.

3. Build your profile

Next, you'll be greeted with a welcome page that invites you to create a brand and add services that help with your presence across Apple.
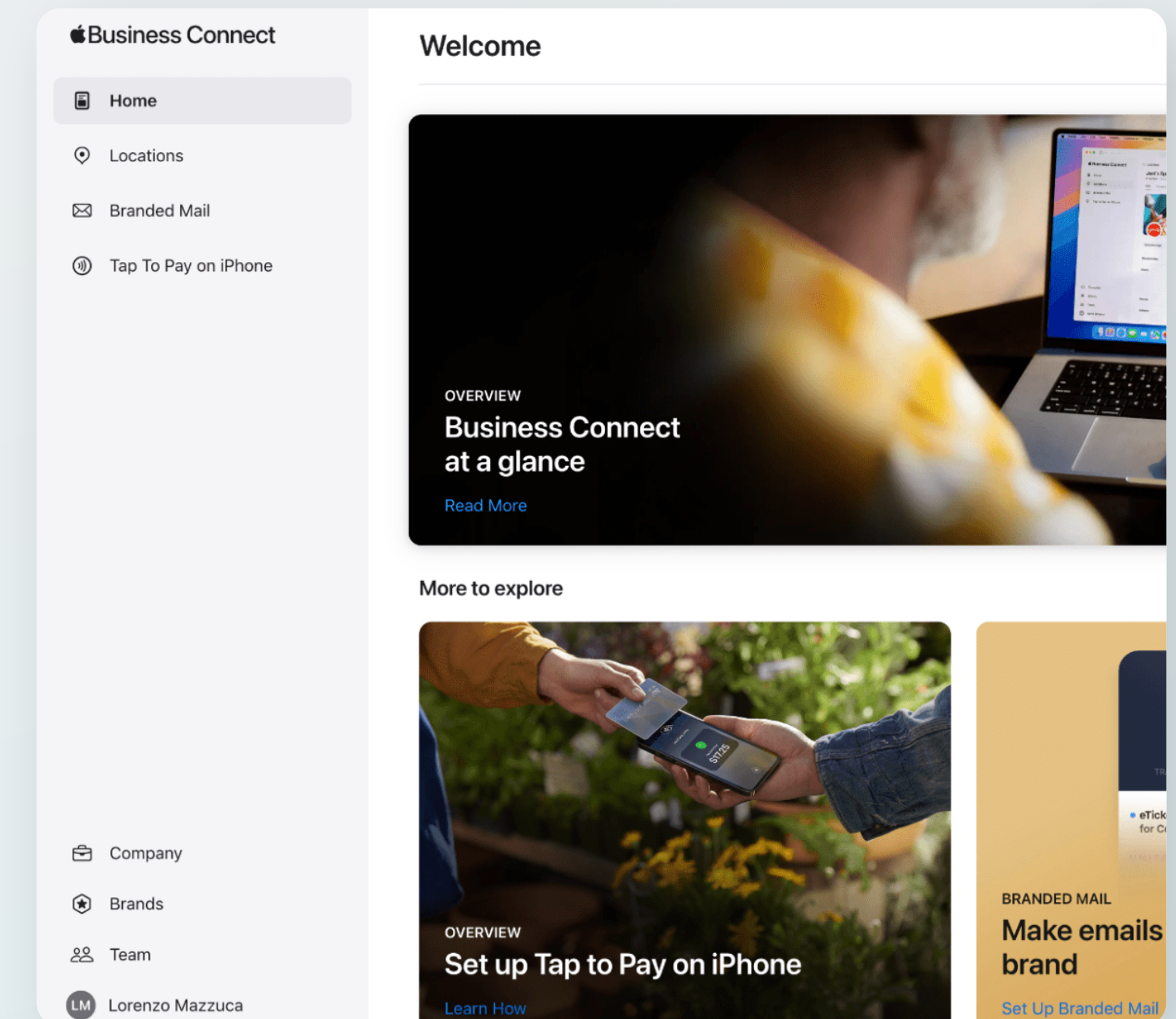
Registration Step-by-Step

4. Verify your company

Once you add your brand details, Apple will ask you to verify your company by providing your company's Government ID. Please check out this page to see Government ID types accepted in Apple Business Connect.

Small business owners who may not have a tax payer number can still verify their brand by submitting the rest of the required information.

Verify your company

Government ID	⌄
Number	

Apple initiates a one-time match but doesn't store government IDs. Learn More

Choose one option

📄 **Document Review**
Upload an official document for your company

🔗 **Domain Validation**
Add a TXT record to your DNS server to validate your company's website domain

5. Manage your account

Once your company is verified you can start managing it on Business Connect and delegate access to a third-party, like Yext, to take full advantage of Showcases and help further optimize your brand's listings.

Share access to your brand

✕

Invite a third-party partner to view or manage your brand. You can remove access at any time. Invitations expire in 30 days.

Partner's Company ID

Ask the third-party partner for their Apple Business Connect company ID. It's on their company details page.

Brand

When you share access to a brand, a third-party partner can manage all current and future features associated with the brand. Learn More

Role	⌄

Brand	⌄

⊕

Cancel   Invite

Delegating your Apple Business Connect

Now, let's talk about delegation. How should you give a trusted partner access to a Business Connect account — and why should you do it?

Registering an Apple Business Connect account and delegating access to a trusted Apple partner, like Yext, is **not** required to manage listings on Apple via API: by default, Yext will sync your listings using Yext's Business Connect account. **However, it is still highly recommended that you create your own Business Connect account and delegate access to Yext.**

Why Delegate?

Highest Data Precedence

Data in a delegated Business Connect account will likely take precedence over data in a partner Business Connect account. This means that if Apple received data for a given entity from two sources, Apple would give preference to the brands' data over the partner data (even if the data is the same). By creating your own Business Connect account and delegating access to Yext, your data has a better chance of appearing on Apple exactly how you want it.

Create Showcases

Brands can engage directly with users with Showcases, a feature that allows users to highlight offers or promotions for specific locations in the Apple place card.

To create Apple Showcases within the Yext platform via Apple's API, brands **must** delegate account access to Yext (or any third-party listings provider that's integrated with the Apple Business Connect API).

For more information on Showcase Posting, please visit our Apple Showcase Posting reference page.

Sync Cover Photos

To sync Cover Photos from the Yext platform via the Apple Business Connect API, brands **must** delegate account access to Yext.

Note: Apple Showcase Social Posting is currently only supported for locations in the United States.

Account Management

Most brands prefer to create their own account because it's cleaner and easier for account management purposes.

Headline

Photo

Content

Call-to-Action
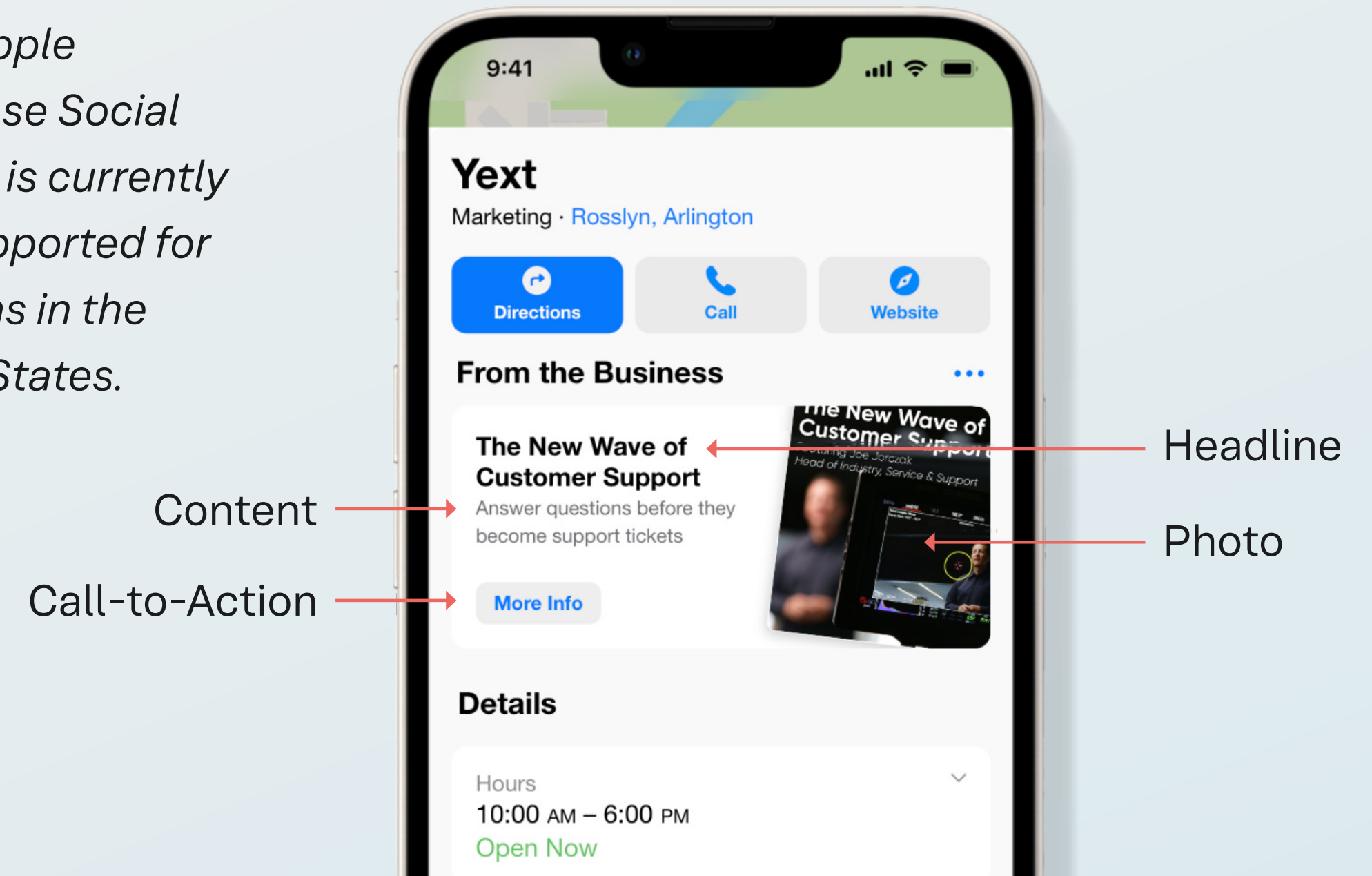
How to Delegate your Business Connect Account

If you are using a service like Yext and would like to use your own Business Connect account, you must delegate Yext as an agency to manage your account on your behalf.

Please reference this guide for detailed steps on how to delegate Yext as an agency in your Apple Business Connect account.

Delegating account access to Yext unlocks functionality (as detailed above) that can help brands further **optimize** their listings.

Further, when you consider profile completeness and the impact that has on search, syndicating the most amount of structured data to third-party publishers can give your brand a leg up over the competition.
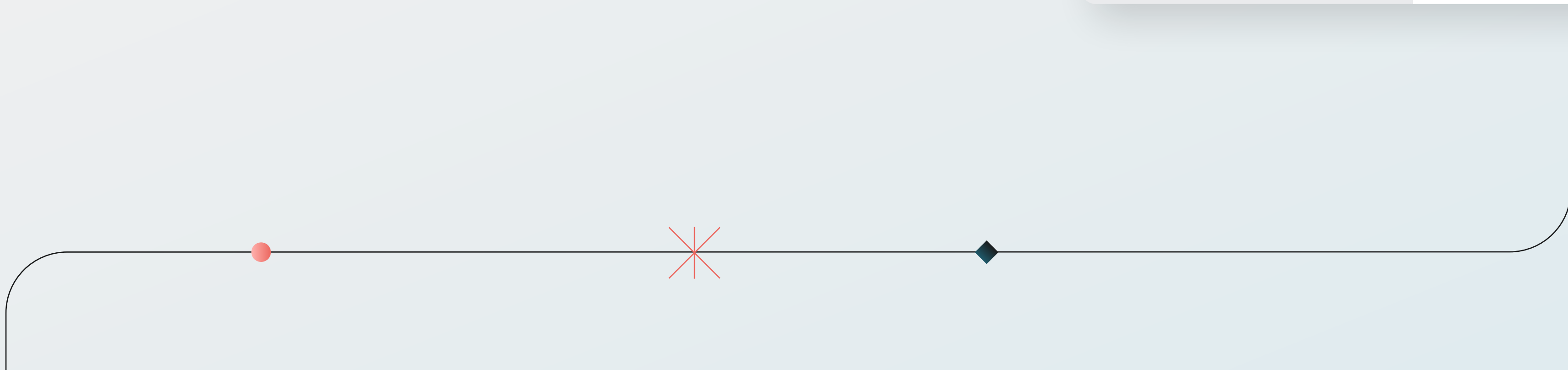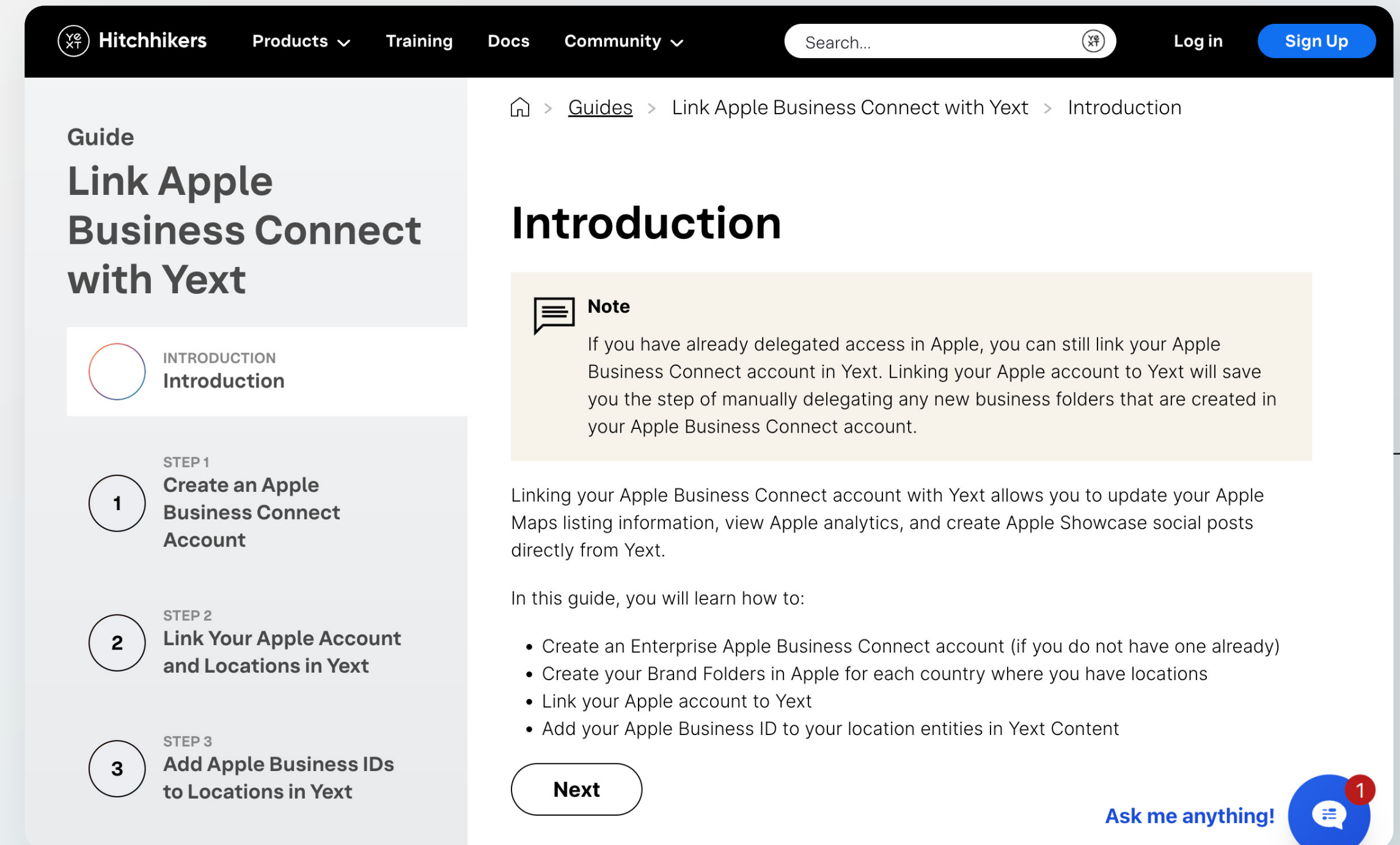
How to Optimize your Apple Listings

Once your Apple Business Connect account is set up, optimizing your listings is key to maximizing visibility and engagement. By keeping your business information accurate, adding high-quality photos, and leveraging key features, you can create a compelling presence that attracts and informs customers. Follow these best practices to optimize your Apple listings and stand out in search results.

Optimization Step-by-Step

1. Complete your Account

If your place cards (a.k.a. your homepage throughout the entire Apple ecosystem) are not complete, it may be harder for customers, search filters, and search engines to find and engage with your business. That's why it's important to fill out your place cards as completely and accurately as possible.

In addition to the standard Name, Address, and Phone Number, Apple Business Connect allows businesses to highlight Payment Methods, Action Links, Gallery Photos, a Cover Photo, and more.

2. Get Discovered

Details about your brand and your locations change frequently. Just think about how often your hours vary during the holidays alone. Maintaining accurate and up-to-date information not only helps make sure customers have positive experiences when interacting with your brand, but it can also help your brand rank higher in search. Consistent updates send positive trust signals that your information is fresh and the most up-to-date, which could make Apple more likely to promote your place cards in search results.

Leveraging a partner like Yext – that integrates with the Apple Business Connect API – helps brands scale their listings updates with changes that reflect in real time.

Businesses with the most complete listing profiles receive, on average

62%

more clicks from local search*

* Yext Customer Data, 2022

Optimization Step-by-Step

3. Deliver Engaging Opportunities

With the launch of Apple Business Connect, Apple released a new social posting feature called **Showcases**. Showcases allow businesses to highlight offers or promotions for specific locations in the Apple place card.

For more information on Showcase Posting, please visit our [Apple Showcase Posting](#) *reference page.*

Headline

Content

Photo
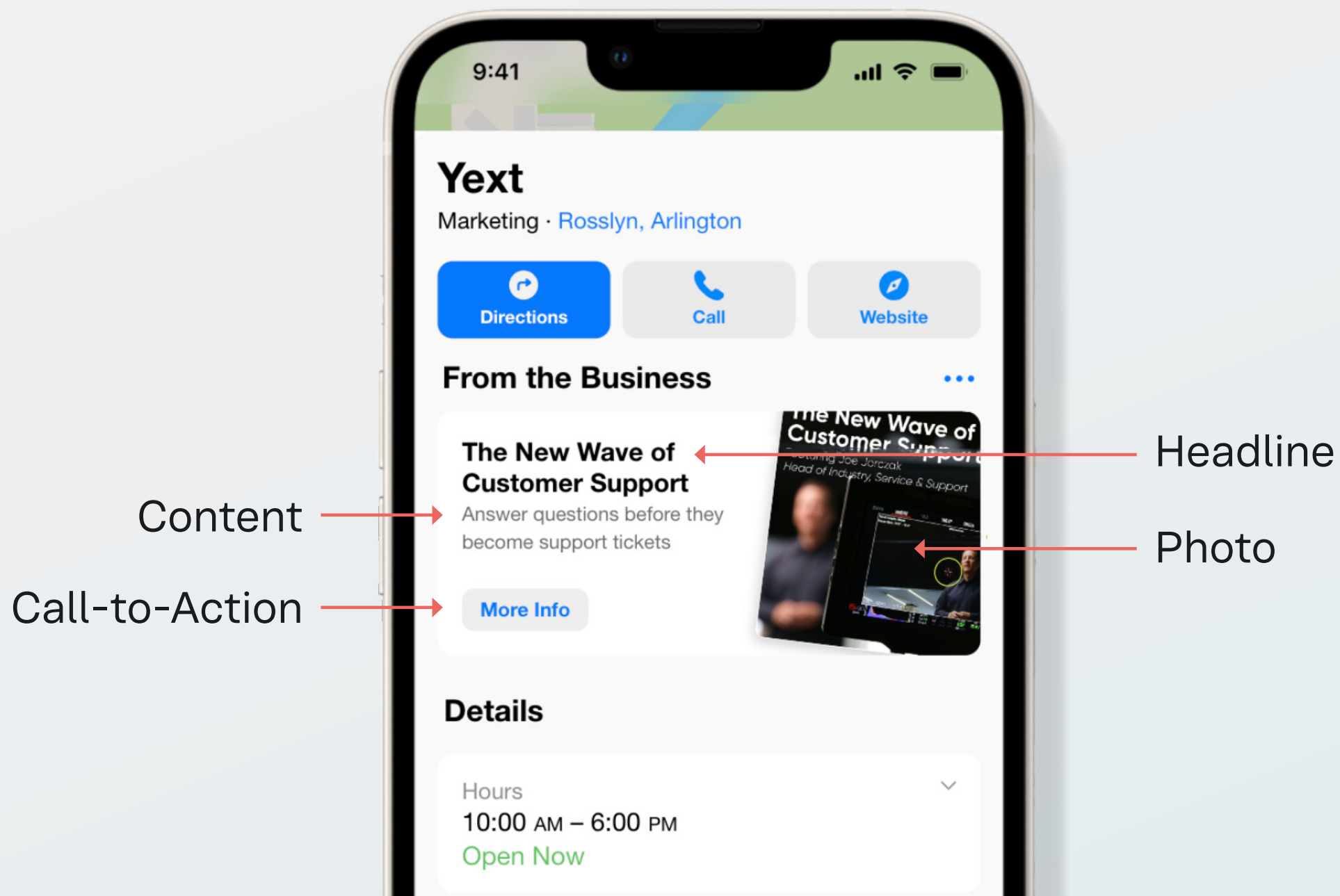
Call-to-Action

4. Add Action Links

The Action Row is the **call-to-action** button row at the top of an Apple Maps listing within the "Action Row." Some action links are available on listings by default, while others can be managed by Yext and other third-party providers.

Action Links are an important element of an Apple listing because they empower customers to take key next steps, like scheduling an appointment, placing a takeout order, or checking prices. Providing Apple users with these Action Links at the moment of their high-intent searches encourages clicks — and ultimately helps to drive conversions.

For more information, and to see which types of Action Links are supported via Apple Business Connect, please visit our [Apple Action Links](#) reference page.
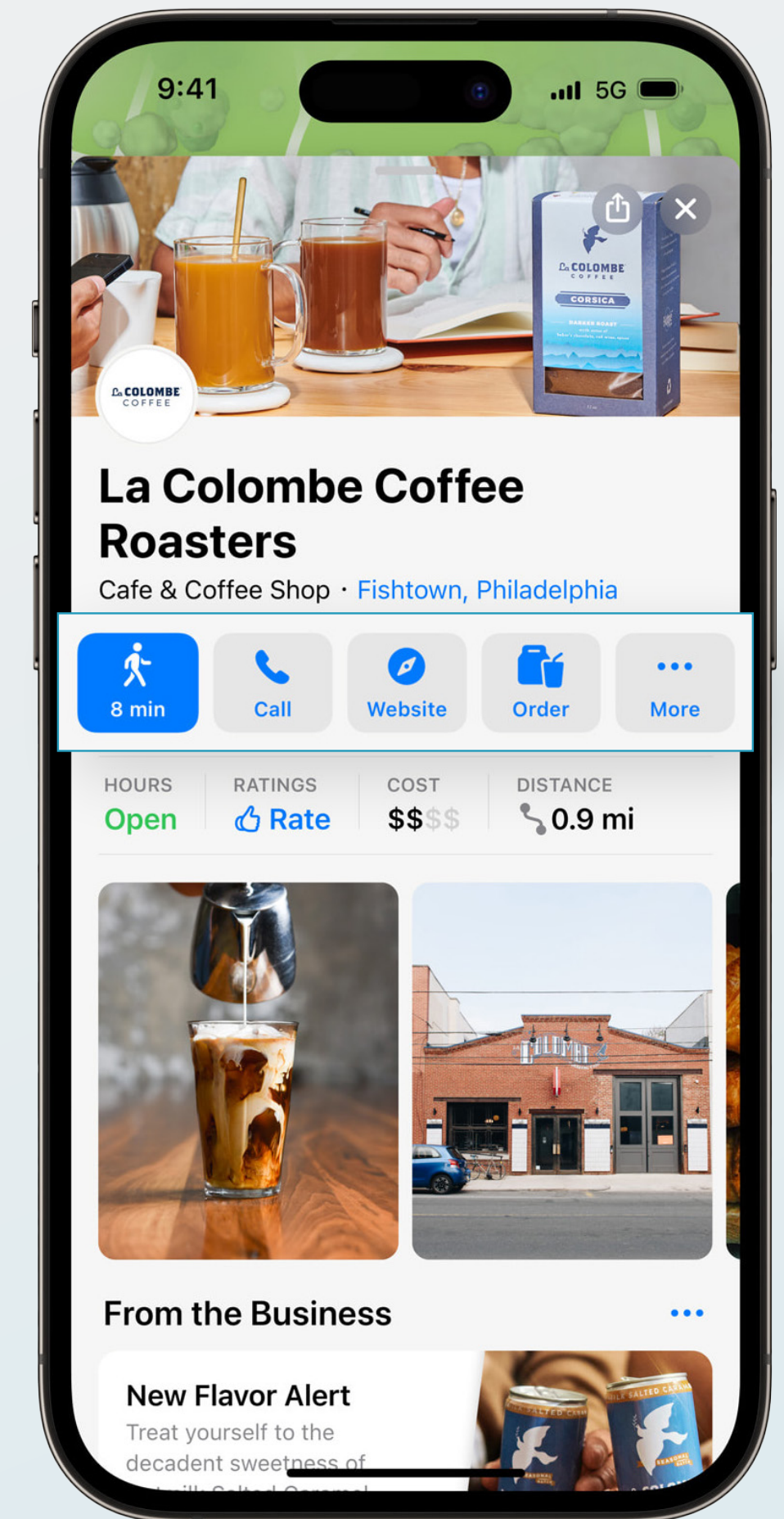
Finally, other best practices:

Relocations & Marking Your Location(s) as Closed

Considering relocating? Moving to a new address or changing a name both provide exciting opportunities to reintroduce yourself to your customers. But before you can do just that, you need to make sure your customers can still find you.

Updating your listings is a critical piece of relocating or rebranding your business. You might think it is as simple as marking your old location as "closed" on Apple and creating a new place card, but the reality is that there are several factors to consider. There are two options to consider depending on the specifics of your move and your location's online reputation.

Option 1:
Create a new place card and mark the old one as "closed," leaving it live for 6 months.

(This allows enough time for Apple to make the necessary updates, and for the place card to fall out of the SERP. Simply deleting a location in the Apple UI is NOT recommended.)
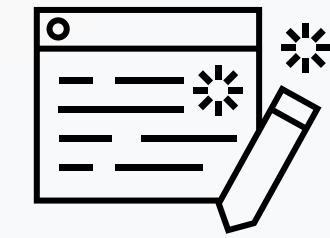
Option 2:
Update your existing place card to reflect the new address.

Please reference this blog post for insights on when to choose each option. Regardless of which option you choose, make sure you work with Yext support or your Yext representative to follow the correct process.

Finally, other best practices:

Don't Include Geo-Modifiers in Your Business Name

Brands should refrain from using geo-modifiers in their name(s) unless it is part of the core name (e.g. Hilton Garden Inn New York Times Square South). Adding geo-modifiers can be harmful to your name, address, phone number (NAP) consistency, potentially causing a negative impact on your performance in search.

Service Area Businesses

Apple currently does **not** support service area businesses. Service area businesses are companies that visit and/or deliver a customer's location. (Think of handymen like a plumber who comes to your home to fix its plumbing.)

Since Apple currently does not support service area businesses, those that want to list and manage their business on Apple Maps must include a physical address on the place card.
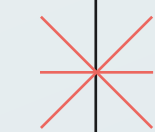
Managing Your Business Information on Apple With Yext

The Apple Business Connect API replaces the manual work normally required to update Apple listings with an automated feed — making it easier for brands of all types to manage their information. That said, there is still the need to collect, store, and manage information — potentially across multiple locations — and so many businesses will choose to leverage the API through a trusted Apple partner, like Yext.

A winning partnership

Yext helps organizations of all sizes to easily collect information about their brand through our data connector framework. We then organize your data in a Knowledge Graph so it's structured to provide direct answers to questions and search queries. From there, we publish your data across our expansive network of **200+** third-party publishers. Our network includes not only Apple, but also Google, Amazon Alexa, Facebook, Bing, Yelp, Waze, UberEats WebMD, Tripadvisor, and many more services consumers use to search every day.

Yext has the most direct API integrations, which allows businesses to sync the largest amount of structured data while achieving the highest level of data consistency across third-party sites. This can not only help customers have a positive experience when interacting with your brand, but it can also help your brand appear more in search — including AI-powered search. To learn more about direct API integrations and the benefits those can provide to your business, check out this blog post.

Next Steps:
For more information, and to set up a demo, please visit yext.com/demo.

"As a leader in the hotel industry, we want to do everything we can to make it easy for guests to connect with our hotels. Yext's integration with the Apple Business Connect API allows us to optimize IHG Hotels & Resorts' 6,000+ global hotel listings, providing our guests with a more seamless and personalized hotel booking experience. We're also taking advantage of Showcases to highlight the great benefits of the new IHG One Rewards program and mobile app, which just launched earlier this year."
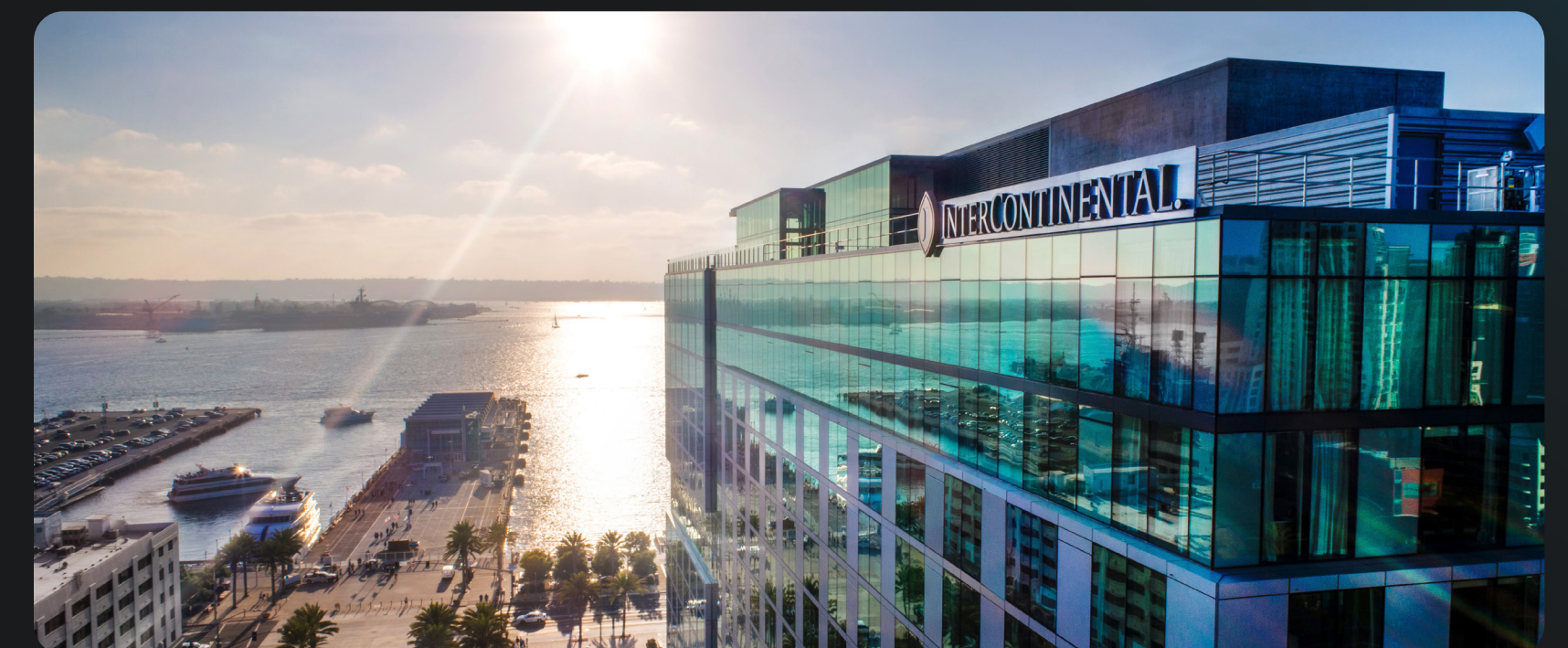
Jolie Fleming
Senior Vice President
Guest Products and Platforms

IHG®
HOTELS & RESORTS