




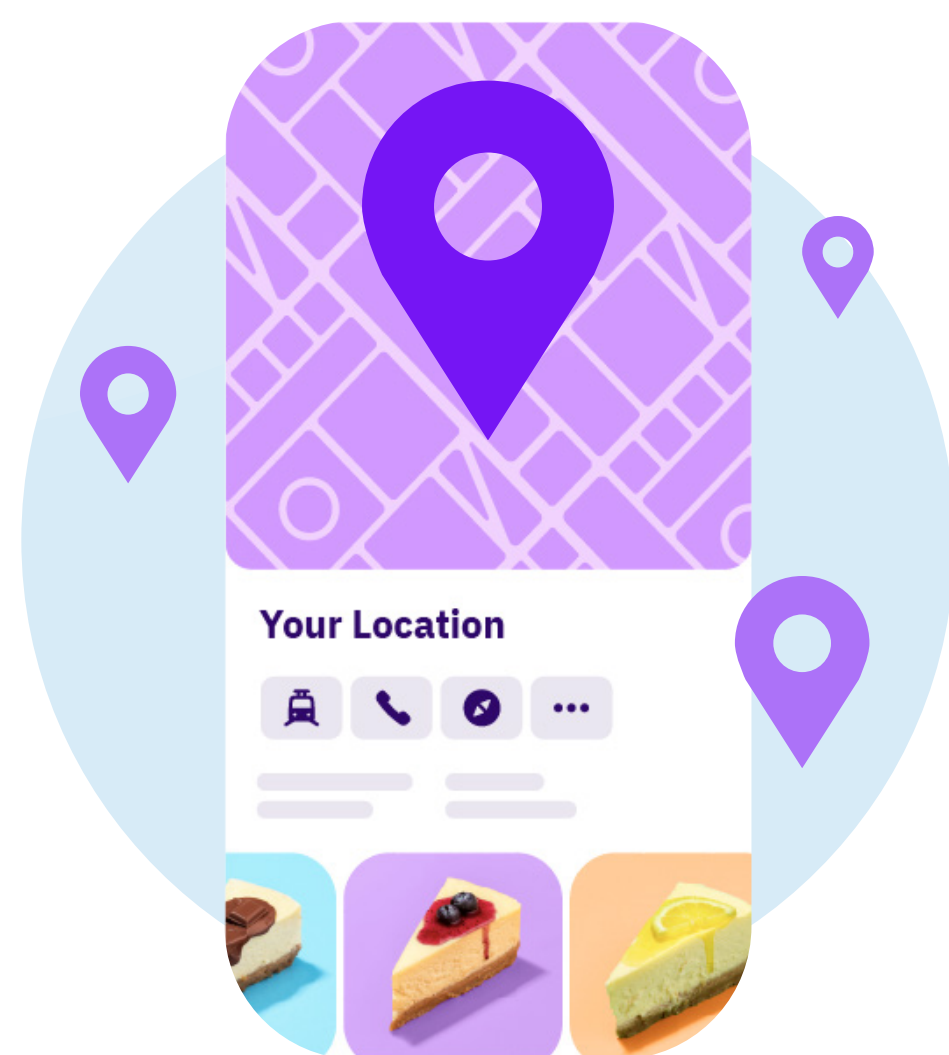


# Unlock the Power of Apple Maps & Reach Millions of iPhone Users

Apple Business Connect (ABC) is your direct line to Apple Maps, Siri, and the iPhone's native apps. With 1.65 billion Apple devices in use, optimizing your ABC profile is a must. Here's how to get started:




## Get Set Up Right

-  **Claim Your Locations**  
Don't let third parties own your listings. Take control and ensure accuracy.
-  **Sync Consistent Info**  
Match your business name, address, phone number, and hours across all platforms.
-  **Pin Your Locations Accurately**  
Ensure the map pin is in the right spot—especially in shopping centers or multi-unit buildings.






## Optimize Your Profile



-  **Add High-Quality Photos**  
Visuals help your listing stand out and build trust at a glance.
-  **Use Showcases**  
Highlight offers, events, or updates with Apple's version of Google Posts.
-  **Link Direct Actions**  
Add buttons for calls, directions, or booking to reduce friction and drive action.

## Own Your Reviews on Apple

-  **Get Native Apple Reviews**  
Don't rely on third-party sites like Yelp or Foursquare. Apple will prioritize its own reviews if you collect enough.
-  **Ask Customers to Leave a Recommendation**  
Direct customers to your Apple Maps listing and encourage them to leave a review right there.
-  **Push Down Third-Party Ratings**  
As your Apple reviews grow, Yelp and Foursquare ratings will fade from view—giving you more control over your reputation.



**Need help managing Apple Business Connect  
alongside Google and other platforms?**

**Let's talk!**

