

Mapping Matters

Not Marked,
Not Known

Visibility Counts!

Being on online mapping platforms is essential in today's tech world. Without it, customers can't find you! Mapping closes the rural information gap and connects your business to more opportunities.

Imagine how much more customers, foot traffic, and revenue you can gain, just by being mapped!

Most consumers, around 98% in the US, use the internet to find local business information, many of them via their phone. - Google, 2025

56% of consumers search for local businesses on their phones, and 76% of local searches result in a store visit within 24 hours.

-Google Maps SEO, 2025

By not being mapped online, you are invisible to 70% of customers actively looking to visit a business like yours! -Google, 2025

Wisconsin: Setting Records!

In 2024, Wisconsin tourism generated a historic \$25.8 billion, making it a third consecutive record-breaking year. Wisconsin welcomed 114.4 million visits, eclipsing the pre-pandemic record formerly set in 2019 by more than a million

What Being Mapped Does for You:

- Improves Discoverability: Customers use Apple and Google Maps to find nearby services. If your business isn't there, they won't know you exist.
- Drives Traffic and Sales: Being mapped increases physical foot traffic and online searches, directly influencing sales.
- Support Local Growth: Strong Digital presence helps rural communities stay competitive in a tech-driven economy



PIERCE COUNTY
— MEANS BUSINESS —

DREAM. GROW. THRIVE.

HERE'S HOW WE CAN HELP

We are here to assist you with getting your business accurately placed on major mapping platforms. Our focus is on helping rural industries claim and update their online presence where it matters most:

- Apple Business Connect: Ensuring your location and details appear properly on Apple Maps.
- Google Business Profile: Helping you get listed and verified on Google Maps

Want to be a Mapping Champion?

Once your business is mapped, you can play a key role in strengthening your community.

The more local businesses, organizations, and points of interest that are visible online, the greater the economic impact for everyone.

By sharing your experience and helping others get mapped, you become a local resource and champion for growth.



HOW TO ADD YOUR BUSINESS TO APPLE MAPS

STEP-BY-STEP INSTRUCTIONS:

- Go to businessconnect.apple.com and click "Get Started"
- Sign in with your Apple ID
 - If you do not have an account associated with your business, click "Create Your Apple Account" and follow the directions provided.
- Enter your Business name and location
 - If Apple already has a listing for your business, you can claim it
 - if not, choose "Add a new location"
- Fill in your Business details
 - Priority: Address, Phone Number, Hours, Website.
 - You can also upload a logo and photos to improve visibility
- Verify your Business
 - Apple will send you a verification email to your business email to confirm you own or manage the business
- Submit and Wait
 - Once verified, Apple will review your submission (usually 1-5 days), and once verified, you will be given confirmation
- If you are struggling to add your business to Apple Maps, here is a QR code that is linked to a video that can walk you through this process

Scan me with your phone!



How to Add Your Business to Google Maps

STEP-BY-STEP INSTRUCTIONS:

- Go to google.com/business and click "Start Now"
- Enter your Business Name
- Select your Business Type
- Enter the Location/Business Address
- Add your contact information
 - Add your Business Website if you have one
- Verify your Business
 - Google will send you an email for verification
 - Once verified, return to your Business Profile and enter the Verification Code to finalize
- If you are struggling to add your business to Google Maps, here is a YouTube video that will walk you through this process

Scan me with your phone!



Visit our Webpage:

