

Registering your Business on TikTok

TikTok Business registration lets Business Accounts signal that their account is run by an authentic business. This exclusive feature grants priority access to new and existing products designed to help businesses find commercial success on TikTok.

Once an account completes the registration process, their business category and website link can be displayed on their profile. This is a separate process from [blue checkmark verification](#) which is for high profile accounts such as celebrities, major brands, and governments while Business registration is for any registered business!

Here's what you need to know about getting started:

Who is Eligible

Only TikTok Business Accounts are eligible to apply for Business registration

What Documents are Needed

Valid documentation is outlined by country when uploading qualifications

How to Register

On the TikTok app, go to Settings > select Business suite > click Business registration

Setting Up Your Business Category & Website Link

Displaying your category and website link allows users to easily understand what your business is all about and helps them find brands they want to engage with on TikTok.

Changing Your Category

Head to the profile page and click on the Edit Profile button. Click on Category to view the selection list and save the one that's most relevant to you.

Displaying Your Category

If your business category isn't showing up on your profile after you register, go to Settings > select Business suite > click Business registration and toggle on Display Category on Profile.

Adding Your Website Link

Head to the profile page and click on the Edit Profile button. Click on Website to add your link and hit Save to enable your link to be visible on your profile page.

FAQs

Can I register my business through the Web Business suite?

Yes, you can also complete this process via Web Business suite. Head over to TikTok.com on a web browser and click on the profile button to enter TikTok Web Business suite. From there, go to Settings to access Business registration.

Why can't I find Business registration page in my TikTok settings?

Your TikTok app must be updated to v.21.0.0 or a later version to access Business registration.

How will I know if my application is approved?

You'll receive an in-app notification and a confirmation email sent to the address tied to your TikTok Business Account. This typically takes 1-5 business days.

Can I update my registration information?

Yes, you can change three months after completing registration. Once you submit new information, you'll re-start the review process.

TikTok Business registration is currently only available in the US, UK, ID, CA, RU, VN, FR, MY, AE, TR, TH, JP, DE, KH, SG, BR, and KR.

This external guide is designed for alpha and beta testers. **Do not circulate this document.**

Got Questions? Reach out to your TikTok PoC to learn more about Business registration.

