

# WhatsApp Business API + Facebook Business Manager Checklist

## ☐ 1. Prepare Your Business

Before starting, your company must be officially registered and properly documented.

<https://images.openai.com/static-rsc-4/Sk0QP6vz4fmbna4ozlldXXBKvc3E2Zj2FJTNGqFE7vd2p8XmfR>

Make sure you have:

- A registered legal entity (LLC, Ltd., etc.)
- A valid registration number (EIN, VAT, OGRN, etc.)
- A consistent official company name used across all platforms

Consistency is critical — even small mismatches can lead to verification failure.

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## ☐ 2. Create a Website

A website is a key trust signal for Meta and is strongly recommended (often required in practice).

[https://images.openai.com/static-rsc-4/xjrzVC1UI7buR9hBl8eRExCCi8v0yWCSOt8jvKfiNY-fdWTF\\_ZquI](https://images.openai.com/static-rsc-4/xjrzVC1UI7buR9hBl8eRExCCi8v0yWCSOt8jvKfiNY-fdWTF_ZquI)

<https://images.openai.com/static-rsc-4/aon20v65OeLI9mjxGMRJnlBqejz706zWQ7-hkEj8mJIYCMNU0>

At minimum, your website should include:

- A clear description of your business
- Contact details (email, phone number)
- A footer with:

- Legal company name
- Registration number
- Business address

Even a simple one-page landing page is sufficient if it looks professional and complete.

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## 3. Set Up Facebook Business Manager

Next, create and configure your Business Manager account under **Meta**.

[https://images.openai.com/static-rsc-4/MpKXcAEers7jCWDEx1V7eRMREBI0\\_04wPFZwCDTydE69Tpi6](https://images.openai.com/static-rsc-4/MpKXcAEers7jCWDEx1V7eRMREBI0_04wPFZwCDTydE69Tpi6)  
[https://images.openai.com/static-rsc-4/ioBbsE2-pzj9QW-fygO5i8B3IXxth00LQYwJ9d\\_GBN8b\\_8ZGiYEa](https://images.openai.com/static-rsc-4/ioBbsE2-pzj9QW-fygO5i8B3IXxth00LQYwJ9d_GBN8b_8ZGiYEa)  
[https://images.openai.com/static-rsc-4/ekaQlfjbuiiS7Rq\\_wfeoa-VUuWSW9U6Lnm2amoXk6oeSiD-teO](https://images.openai.com/static-rsc-4/ekaQlfjbuiiS7Rq_wfeoa-VUuWSW9U6Lnm2amoXk6oeSiD-teO)

You must fully complete:

- Legal company name
- Registered address
- Phone number
- Website

Incomplete or inaccurate information is one of the most common reasons for rejection.

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## 4. Verify Your Business

Business verification is a required step to access WhatsApp Business API.

[https://images.openai.com/static-rsc-4/pCvinr6z79Rd4Fapht33m\\_qfMAFhxeMC5ajb21UPTC6m84Trj\\_](https://images.openai.com/static-rsc-4/pCvinr6z79Rd4Fapht33m_qfMAFhxeMC5ajb21UPTC6m84Trj_)  
[https://images.openai.com/static-rsc-4/WIx9RmSh12zZLWZMGL9DgzYN4FeRD6p8TccFRp3wLw\\_vnXl](https://images.openai.com/static-rsc-4/WIx9RmSh12zZLWZMGL9DgzYN4FeRD6p8TccFRp3wLw_vnXl)  
<https://images.openai.com/static-rsc-4/JMDZSqr3F67rqaEjsXNz5JQpzXtKZ7VjKZe-oS8EauwSd13otq1l>

Prepare the following documents:

- Business registration certificate
- Tax ID (if applicable)
- Proof of address (utility bill, bank statement, or lease agreement)

Requirements:

- Documents must be clear and readable

- Information must match your Business Manager exactly
  - Some documents must be issued within the last 3-6 months
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## ☐☐ 5. Verify Your Domain (Recommended)

While not always mandatory, domain verification significantly improves your chances of approval.

[https://images.openai.com/static-rsc-4/ZxM-RMLYurI0U8RBcarACvXkzXj3wPX\\_hvcpMDCeJkLA\\_ing2w](https://images.openai.com/static-rsc-4/ZxM-RMLYurI0U8RBcarACvXkzXj3wPX_hvcpMDCeJkLA_ing2w)  
[https://images.openai.com/static-rsc-4/R9fffKM1JUUQfqXcyRxEpbq50CBUKEuVU0v0qYJ80q5\\_l3efXCF](https://images.openai.com/static-rsc-4/R9fffKM1JUUQfqXcyRxEpbq50CBUKEuVU0v0qYJ80q5_l3efXCF)  
[https://images.openai.com/static-rsc-4/G\\_w-sCvNCbjuiqRjECap1WVHbWdkX6SC-LbFbwDbwgTNvaKx](https://images.openai.com/static-rsc-4/G_w-sCvNCbjuiqRjECap1WVHbWdkX6SC-LbFbwDbwgTNvaKx)  
Steps:

- Add your domain in Business Manager
- Verify it via DNS, HTML file upload, or meta tag

This step increases trust and strengthens your business profile.

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## ☐☐ 6. Prepare a Phone Number

You'll need a dedicated phone number to connect to WhatsApp Business API.

Requirements:

- Not actively used in a regular WhatsApp account (or ready for migration)
  - Able to receive SMS or voice calls
  - Dedicated for business communication
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## ☐☐ 7. Connect WhatsApp Business API

You will:

- Connect your phone number
- Complete SMS or voice verification
- Link your number to your Business Manager account

## 8. Set Up Messaging and Automation

After connection, you can configure how you communicate with customers.

The screenshot displays the HubSpot interface. At the top, there is a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this is an 'Inbox' section with a search bar and filters for Open and Closed messages. The inbox lists several messages from 'ChatArchitect' with subject lines like 'RE: whatsapp 17377101738', 'RE: whatsapp 79500430024', and 'RE: whatsapp 79500430024'. The right-hand side shows a detailed view of a conversation with 'ChatArchitect' from 'Chatarchitect' (Open 25 days). The owner is 'Brendan Hit'. The conversation history shows a message from 'ChatArchitect' at 11:27 AM with the text 'test'. Below this, a note states 'Conversation created from email via support@26708897.eu1.r.hubspot-inbox.com'. At the bottom, there is a 'Write a message' field and a 'Send to 2 people' dropdown menu.

Set up:

- Message templates (required for outbound messages)

- CRM or messaging inbox
- Auto-replies or chatbots (optional)

This is where you unlock the full power of WhatsApp automation.

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## Final Checklist Before Submission

Before starting verification, double-check everything:

- All company data matches across documents and Business Manager
  - Website is live and complete
  - Documents are high quality and up to date
  - Business Manager profile is fully
  - Phone number is ready for connection
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## Final Result

Once everything is properly set up, you'll be able to:

- Send and receive messages via WhatsApp API
  - Automate customer communication
  - Integrate WhatsApp with your CRM (Kommo, HubSpot, etc.)
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## Conclusion

Connecting WhatsApp Business API is not complicated — but it requires attention to detail. Most issues arise from inconsistencies, missing information, or weak business presence.

By following this checklist step by step, you can complete the setup quickly and avoid unnecessary delays.

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