Create a Graticule

- While in layout view, right-click your data and select Properties → Grids. Alternatively, while in layout view you can select View → Data Frame Properties → Grids. Select New Grid.
Use the Grids and Graticules Wizard to complete your graticule. Options will include interval of meridians and parallels, orientation of labels, major and minor tick divisions, simple or calibrated borders, and many other options.