ChatGPT said:

How to Set Up Your Business on ChatGPT

A simple step-by-step guide for business owners

ChatGPT is becoming another way customers discover businesses, compare services, and find companies to contact.

Unlike Google Business Profile, **ChatGPT does not have a universal business listing dashboard where every business can create and verify a profile.** Instead, ChatGPT can discover business information through websites, search engines, business directories, and other sources.

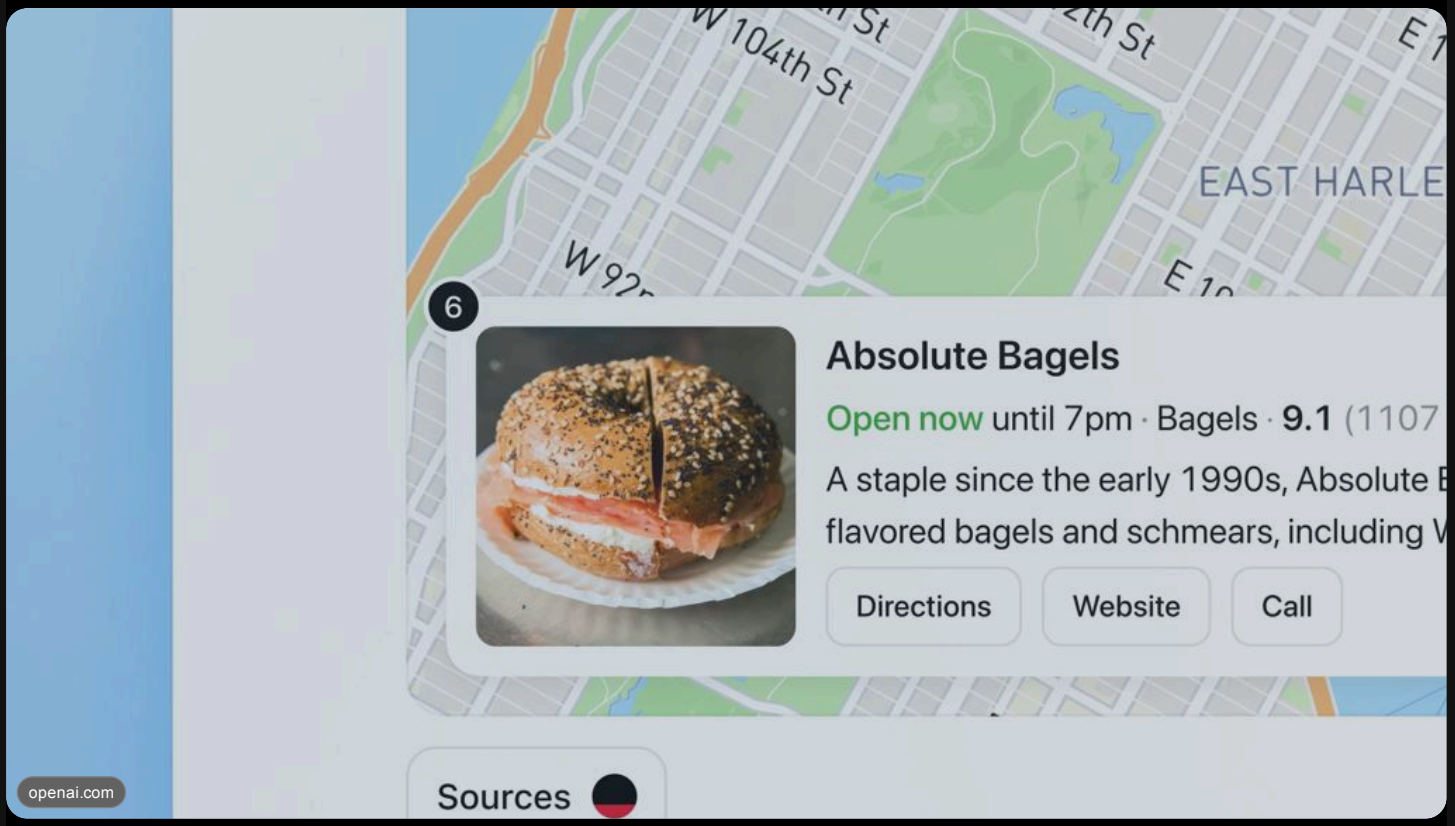
The goal is to make your business easy for ChatGPT to find, understand, and recommend.

This guide explains how to get started.

New — November 2026 Official Business Hub beta

OpenAI has now introduced **Businesses in ChatGPT**, which allows eligible businesses to claim and manage an actual business profile.

OpenAI +1



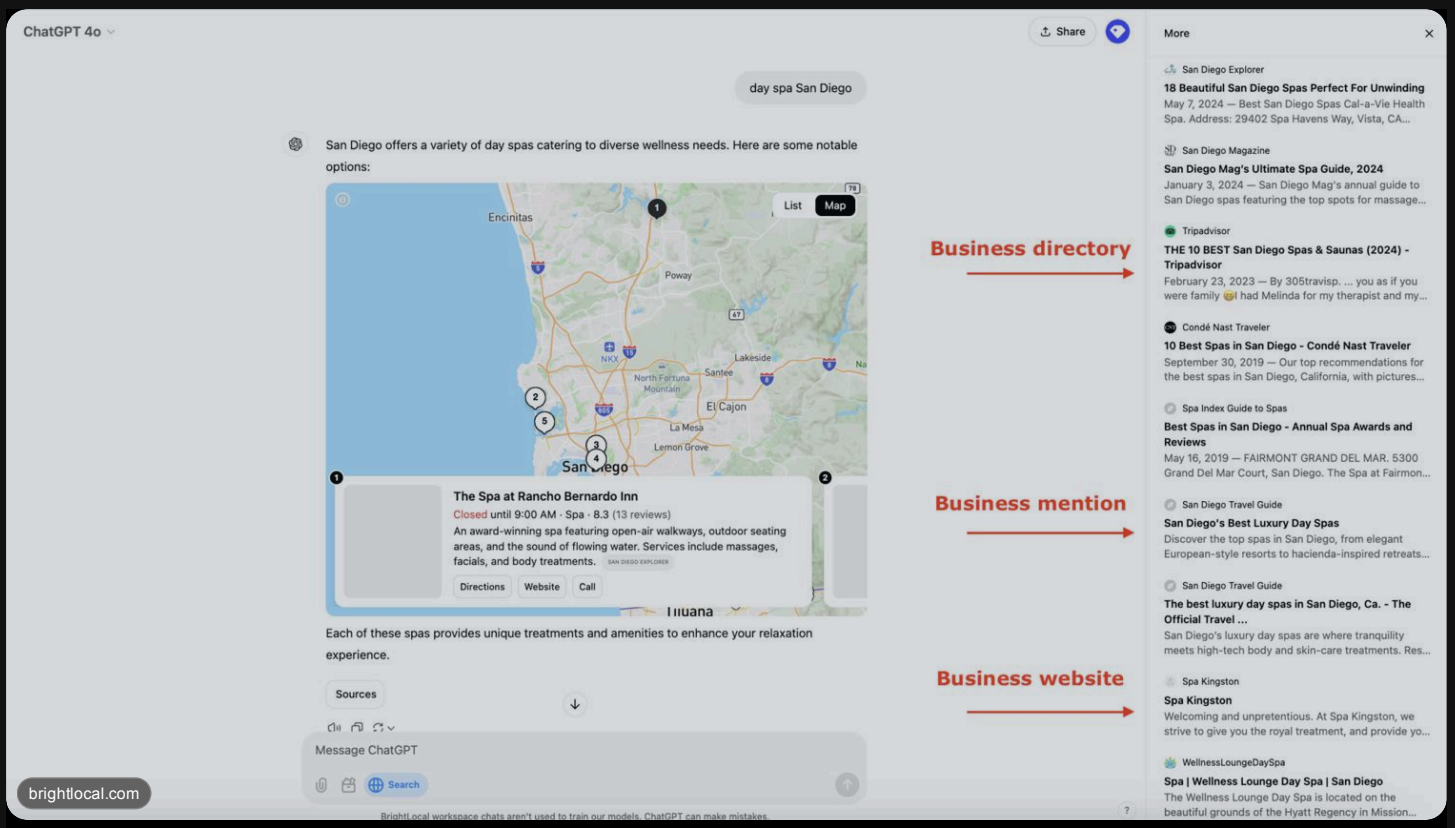
Step 1: Open ChatGPT Business Hub

Visit the official page:

Claim Your Business on ChatGPT ↗

Sign in to ChatGPT and open **Business Hub** from the sidebar.

Step 2: Find your business



1. Search for your business name.
2. Select the correct business listing.
3. Confirm which ChatGPT account will manage it.
4. Choose **Claim** or the available verification option.

If your business isn't listed, eligible online businesses may be able to add a new profile. Local stores and restaurants currently need an existing U.S. listing to claim.

OpenAI Help C…

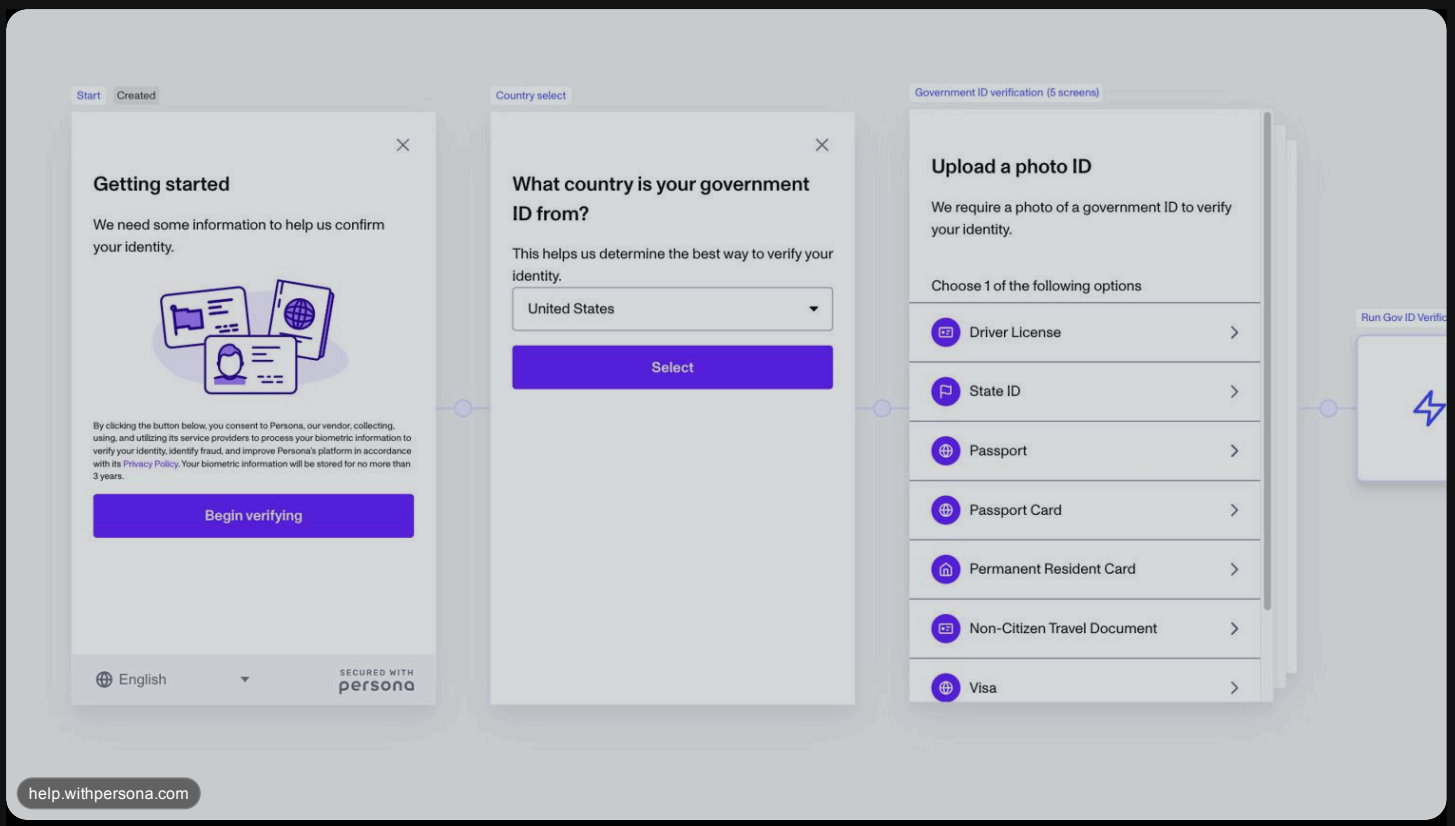
Step 3: Verify ownership

ChatGPT may offer one of these methods:

- **Business email:** Receive and enter a verification code.
- **Phone:** Verify by text or automated call.
- **Website:** Add a DNS TXT record to your domain.
- **Shopify:** Connect your Shopify store, if applicable.

Follow the instructions and wait for OpenAI to review your claim.

Step 4: Complete identity verification



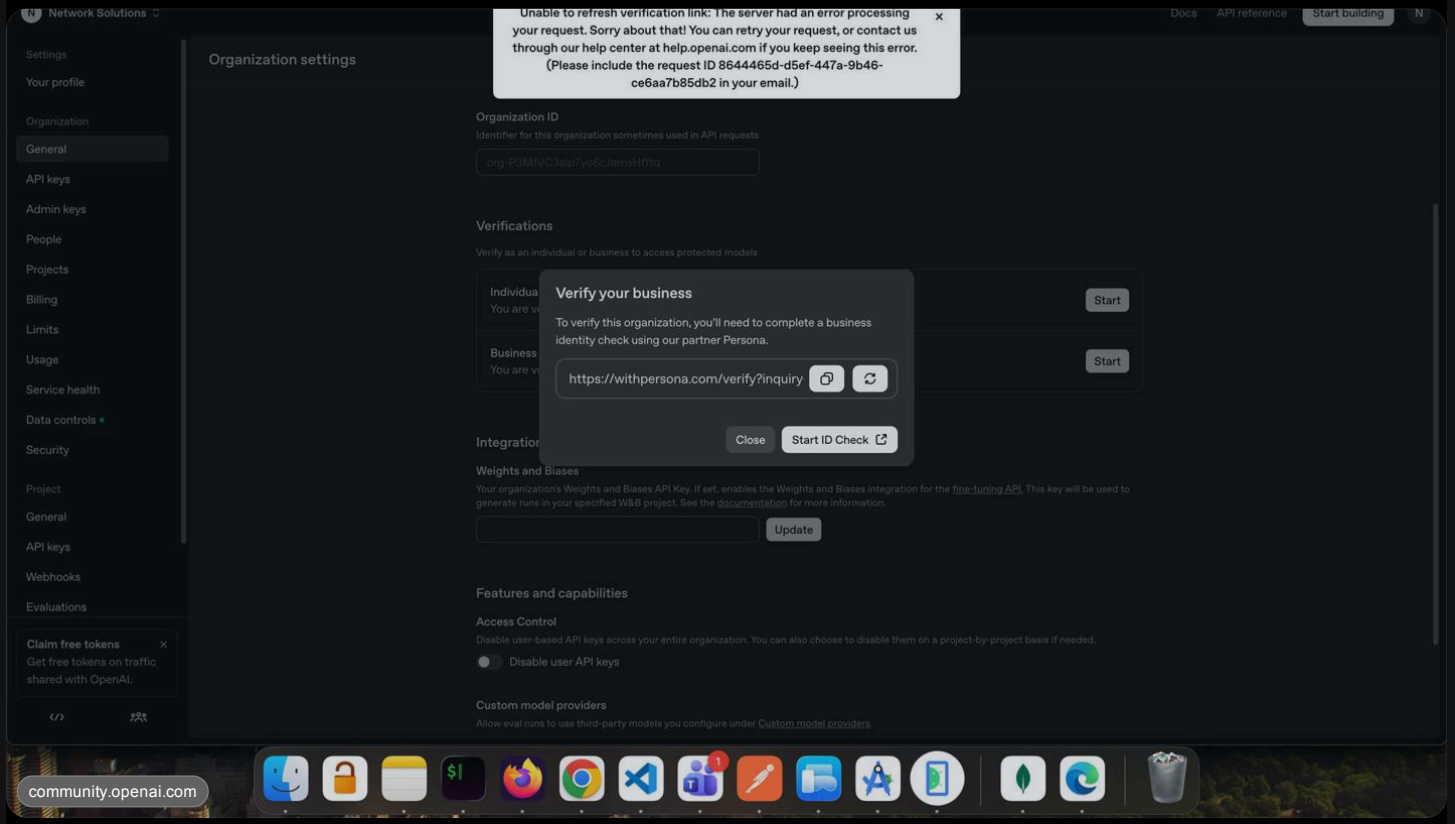
Once your claim is approved, complete the **Persona identity verification** process.

You may need a government-issued ID, business registration details, or proof that you're authorized to represent the company.

After approval, your business can receive a blue verified checkmark, and you can publish profile updates.

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Step 5: Complete your business profile



Add or review the following information:

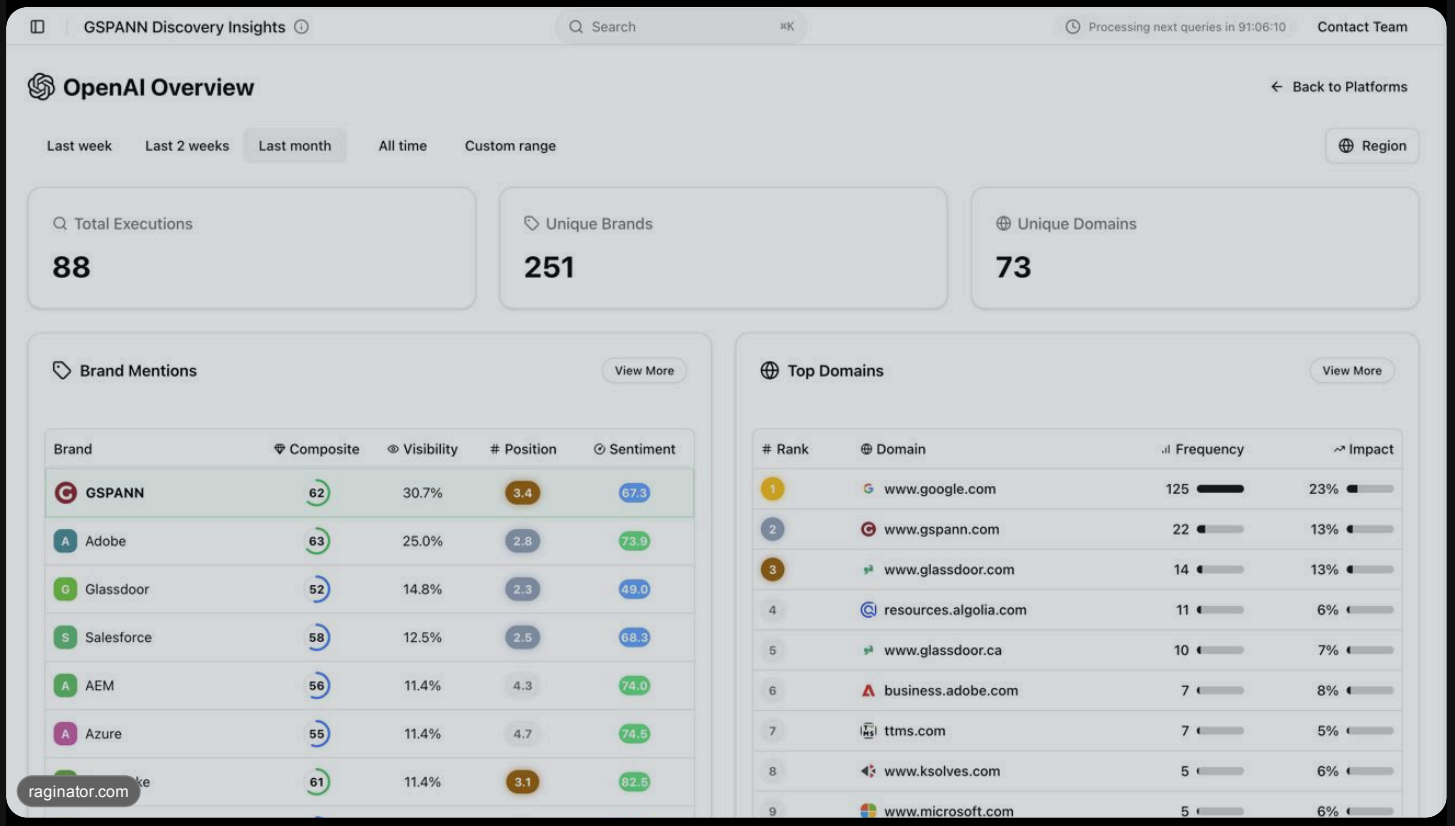
Profile checklist 0 of 6

- Business name and website
- Business description
- Primary category and services
- Business logo and cover photo
- Contact information and relevant links
- Products and policies, if applicable

Keep everything accurate and consistent with your website. OpenAI reviews submitted changes before publishing them.

Step 6: Review your insights

Once verification is complete, open the **Insights** section of Business Hub.



Depending on available data, you can see:

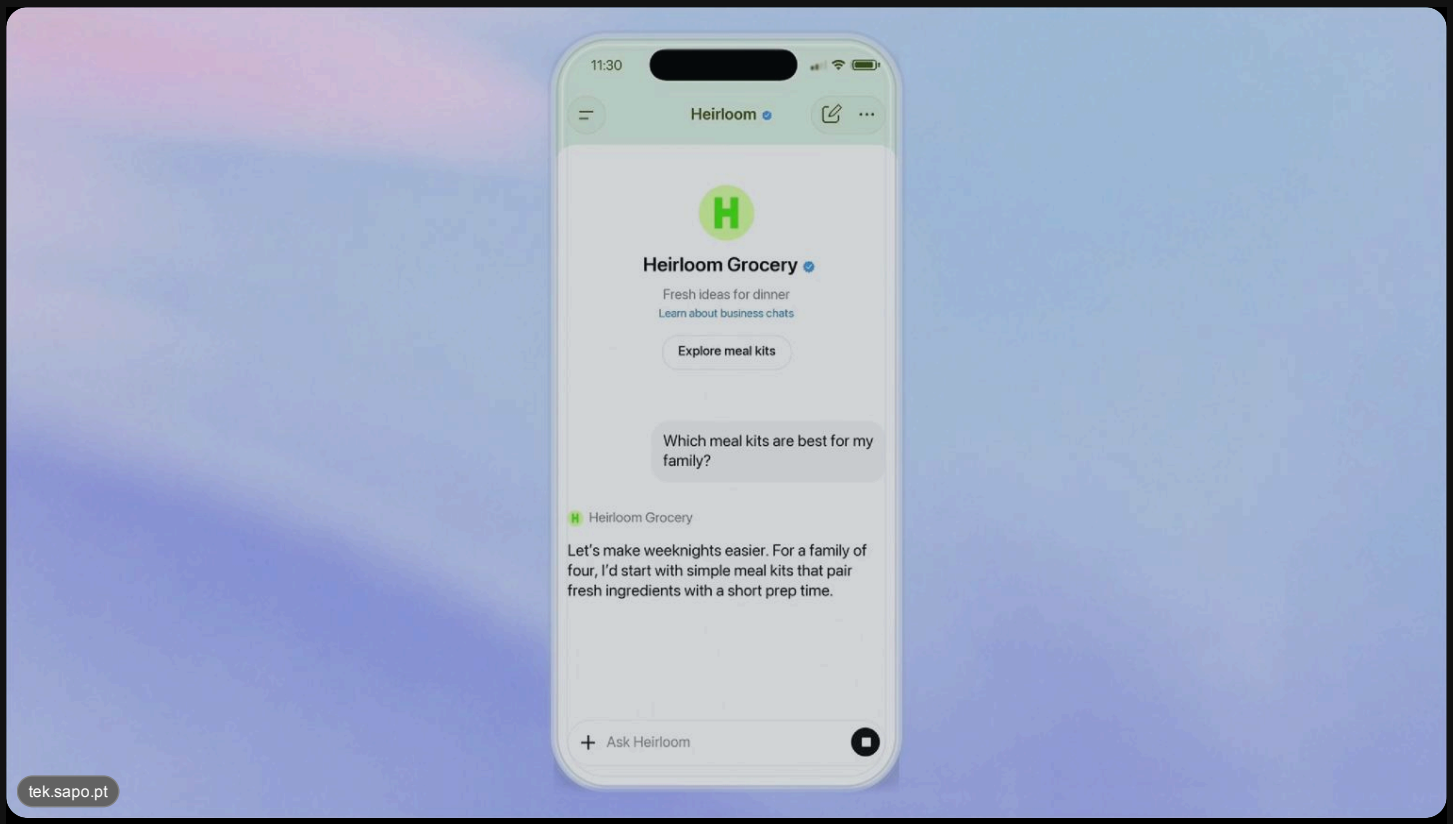
- How often your business is mentioned in ChatGPT.
- How many users click through to your website.
- Discovery topics associated with your business.

These are aggregate insights, not access to individual customer conversations.

OpenAI

Step 7: Optional — Set up a Business Agent

Eligible U.S. ecommerce and online service businesses can create an AI agent that answers customer questions using information supplied by the business.



If the option appears in Business Hub, review the agent's information, test it with customer questions, and select **Publish** when ready.

This feature is not yet available to every business category.

Additional ways to improve visibility in ChatGPT

Setting up your profile is only the beginning. These additional steps can help make your business information easier to discover.

Action	Where to start
Optimize your website with detailed service pages and FAQs	Your business website
Keep your Google listing accurate	Google Business Profile ↗
Claim your Bing listing	Bing Places ↗
Make sure ChatGPT can access your website	OpenAI crawler documentation ↗

For website visibility, make sure your site isn't unintentionally blocking **OAI-SearchBot**, which OpenAI uses for search discovery.

OpenAI Develo…

FAQs

Is creating a ChatGPT Business Profile free?

OpenAI does not require an advertising account or ChatGPT Enterprise agreement to claim an eligible business.

Will claiming my business make it rank higher in ChatGPT?

No. Claiming helps you manage accurate information, but it does not guarantee recommendations or higher placement.

Can local service businesses claim a profile?

Yes, subject to eligibility, listing availability, and verification requirements.

Do I need a Shopify store?

No. Shopify is an optional connection for eligible merchants.

How long does verification take?

OpenAI reviews claims and identity verification submissions. Approval times can vary.

Official resources

- Claim Your Business — OpenAI ↗
- Official Step-by-Step Setup Instructions ↗
- Business Profile Policies ↗

Final tip: Claiming your profile helps you control the business information you submit to ChatGPT. Maintaining an informative website, accurate business listings, and clear service descriptions remains important for earning visibility in AI-powered search.

Guide updated November 14, 2026. Screenshots are visual references; the interface may vary as the beta evolves.