Tech Latte

FREE GUIDE

Claim your business in ChatGPT

People now ask ChatGPT where to buy things and who to hire. This guide walks you through claiming your business there, step by step, so the information ChatGPT has about you is yours.

TIME	About 15 minutes to submit. Then OpenAI reviews it and emails you.
YOU NEED	A ChatGPT account, a business website, and a way to prove the business is yours.
COST	Claiming is free. You don't need to buy ads or a business plan.
FROM	Tech Latte · techlatte.ai

Checked against OpenAI's help pages on 15 November 2026

1 What this is

On November 10, 2026, OpenAI launched **Businesses in ChatGPT**. It is in beta, which means it is new and still changing.

It gives a business three things:

- **A profile you control.** You claim your business, prove it's yours, and keep its details current.
- **Numbers.** You see how often ChatGPT mentions you and how many people click through to your website.
- **A business agent, for some.** Certain businesses can turn on an assistant that answers customer questions with their own information.

We claimed Tech Latte ourselves, so this guide follows the same steps we took.

> **One honest note before you start.** OpenAI says plainly that claiming your business does not guarantee ChatGPT will recommend it more often. ChatGPT still makes its own recommendations. What claiming gives you is control over the facts: the right website, the right description, the right policies. If ChatGPT is going to talk about your business, it should be working from your information.

2 What you need

A ChatGPT account	Use the account you want to manage the business from. Each person on your team uses their own.
A website	For now, claiming is open to eligible businesses that have a website.
The right to claim it	You must own the business or be authorized to represent it.
A way to verify	Your business phone, your business email, your website's domain settings, or your Shopify store. ChatGPT shows you which of these it offers for your business.

ID and paperwork	A government-issued ID, your business registration details, and proof you're allowed to represent the business. This is for the identity check in step 5.

Who can't do this yet. Whether you're eligible depends on your industry and where you are. Local stores and restaurants can currently claim a listing only if one already exists for a U.S. location. If you run an online business and can't find it, you may see an option to add it.

---

3 The steps

Start here: **chatgpt.com/business-hub**

1 Open Business Hub

Sign in to ChatGPT. Open **Business Hub** from the sidebar, or use the link above.

2 Find your business

Search for your business by name. Select the listing that matches, then confirm which ChatGPT account will manage it.

If you see **Contact support**, the listing is locked. Select it to ask for access.

3 Prove it's yours

Choose one of the methods ChatGPT offers and follow the prompts.

- **Business phone:** choose a text or an automated call, select **Get code**, and enter the code.
- **Business email:** select **Get code** and enter the code sent to your business address.
- **Website domain:** ChatGPT shows you a short record to add to your domain's settings. Copy it exactly, then return and select **Verify domain**. If someone else manages your website, send them the record. It can take a while to show up.
- **Shopify store:** select **Connect Shopify** and sign in to your store.

4 Wait for the email

OpenAI reviews your claim and emails you a decision, or asks for more information. Review times vary. Don't submit a second claim while the first is pending.

5 Complete the identity check

Select **Verify with Persona**, then **Continue to Persona**. Persona is the company OpenAI uses to check identity. Have your ID and business registration details ready.

This is the step that earns the blue check on your profile. Until it's approved, you can't publish changes, see your numbers or create an agent. Make sure the business name, address and any registration or tax number match your official records exactly.

6 Fill in your profile

Once you're approved, open your profile and update your website, business description, product or service category, logo, delivery policy and return policy. You can add a cover photo too.

OpenAI reviews changes before they go live, so an update can take time to appear.

> **If you're creating a new profile, be ready before step 5.** When OpenAI approves a new profile, it is published automatically. There is no separate "publish" button for the profile, and a published profile can't be deleted or hidden afterwards. Only an unpublished draft can be deleted.

---

4 What to write in your profile

These are our suggestions, not OpenAI's rules.

- **Say what you do, for whom, and where, in plain words.** "Bookkeeping for restaurants in Baltimore" tells ChatGPT more than "full-service financial solutions."
- **Match your website.** ChatGPT also uses other sources, so your profile and your site should agree.
- **Write down your policies:** returns, delivery, hours, service area. Customers ask about these most.

- **If you sell products,** connect a product feed so prices and stock stay current.

---

5 Reading your numbers

Open your business in Business Hub and select **Insights**. It covers the past 28 days.

Mentions	For an online business, a mention counts when ChatGPT references your website. Your name alone doesn't count. For a local business, it counts when ChatGPT shows a result for your location.
Website clicks	How often people clicked through to your site.
Discovery topics	Common themes in the answers that mentioned you. These are themes, not individual questions. You never see anyone's conversation.

A blank number does not mean zero. It can mean there hasn't been enough activity to report yet, or the data is still being collected. New profiles often start blank.

---

6 The business agent

A business agent is an assistant that answers customer questions using your information. For now it is open only to eligible ecommerce and online service businesses in the United States. It's optional, and you can claim your business without one.

If you turn it on, test it with a question customers often ask before you select **Publish**. It can't take an order or make a booking. It explains, then links to your website.

---

7 If something goes wrong

Still pending	Wait for OpenAI's email. Don't try again until the review finishes.

Identity check failed	Follow the email. If **Try again** is offered, resubmit with details that match your official records.
Already claimed	Open the profile, select the three dots, then **Dispute ownership**.

Want to learn how to put AI to work in your business?

We learn and share this kind of thing inside the Agentic AI Academy, an online community where business owners learn to put AI to work, step by step.

Join an online AI learning community

We're members and this is our referral link, so we may earn a commission if you join. It costs you nothing extra.

Tech Latte helps owner-led businesses put AI to work safely.
techlatte.ai · Checked on 15 November 2026 against OpenAI's announcement (openai.com/index/introducing-businesses-chatgpt) and help page (help.openai.com, "Setting up your business on ChatGPT"). Businesses in ChatGPT is in beta and will change. Independent Tech Latte guide. Not affiliated with OpenAI. We don't promise more customers or sales.