Put your business on *ChatGPT*



How to claim your free business profile in ChatGPT's new Business Hub, step by step.

From 60 Seconds Marketing • Updated November 2026

The short version

1. **Find your business:** go to chatgpt.com/business-hub and search your business name. Not listed? Click **Create.**
2. **Pick how customers reach you:** at a physical location, or through a website.
3. **Verify your website:** ChatGPT gives you a TXT record. Paste it into your domain's DNS settings, then click **Verify domain.**
4. **Fill your profile:** category, a short description, phone, email, delivery and returns. It's saved as a draft.
5. **Verify yourself:** upload a government ID. That gets you the blue tick and unlocks your insights. Don't skip

These steps take only a few minutes, and keep your business info up to date.

What this is

On 10 November 2026, OpenAI launched **Businesses in ChatGPT** (beta).

Think of it as Google for business, but for ChatGPT: a verified profile that ChatGPT can use when people ask about businesses like yours.

Business Hub

The dashboard where you claim and manage your profile. Open it at **chatgpt.com/business-hub** or from the ChatGPT sidebar.

Your profile

Name, category, website, description, contact details, delivery and return policy, logo and cover photo. People can open it when your business comes up in an answer.

Insights

How often ChatGPT mentions you, how many people click through to your website, and the topics where ChatGPT cites you.

Price

Free

OpenAI lists no fee for claiming a business or using Business Hub. ChatGPT Ads are a separate, paid product.

Business agents

An AI chat on your profile that answers customer questions. For now, only eligible e-commerce and online-service businesses in the US.

It's currently available in the US, India, and selected English-language regions.

What you need

1 **A ChatGPT account**
A free account works. This account will manage the business, so use one you'll keep.

2 **A website on your own domain**
It must be an HTTP(S) website you can verify, like yourbusiness.com. You'll need to log in to whatever you bought the domain from (GoDaddy, Hostinger, Namecheap, Cloudflare, ...).

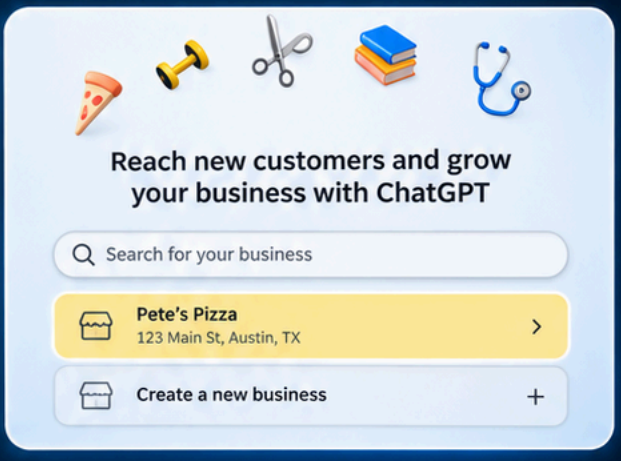
3 **A government ID**
For the identity check in Step 5. In India it's a drivers' licence, National ID, PAN Card, Passport, Voter ID, etc.

4 **10–15 minutes**
Has nothing time: DNS changes and OpenAI's review aren't instant.

Steps 1 and 2

1 Find your business

1. Go to chatgpt.com/business-hub and sign in. You'll see "Reach new customers and grow your business with ChatGPT" and a **Search business** bar.
2. **Search** your business name.
3. If it's listed, open it and claim it. If it's not listed, click **Create** to add your business.
4. If it's already claimed, click **Dispute ownership** to request control.

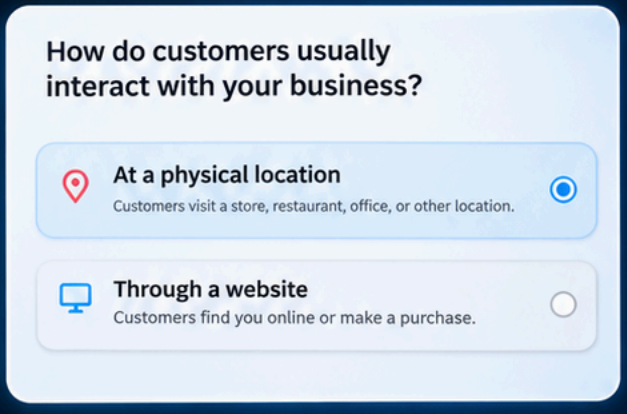


Tip

If someone else has already claimed your business, OpenAI's help page says you can use **Dispute ownership** from the "···" menu on the profile. It reads the identity check from step 5.

2 Pick how customers reach you

ChatGPT asks: "*How* do customers usually connect with your business?"



At a physical location

"Customers visit a store, restaurant, office, or other location." Shops, cafés, salons, clinics, studios.

Through a website

"Customers buy from your website or marketplace." Online stores, D2C brands, SaaS, anyone who sells online.

Pick the option that matches how customers usually reach your business.

If you run a restaurant, food business, or similar, you'll generally use the "At a physical location" setting (even if you also offer delivery).

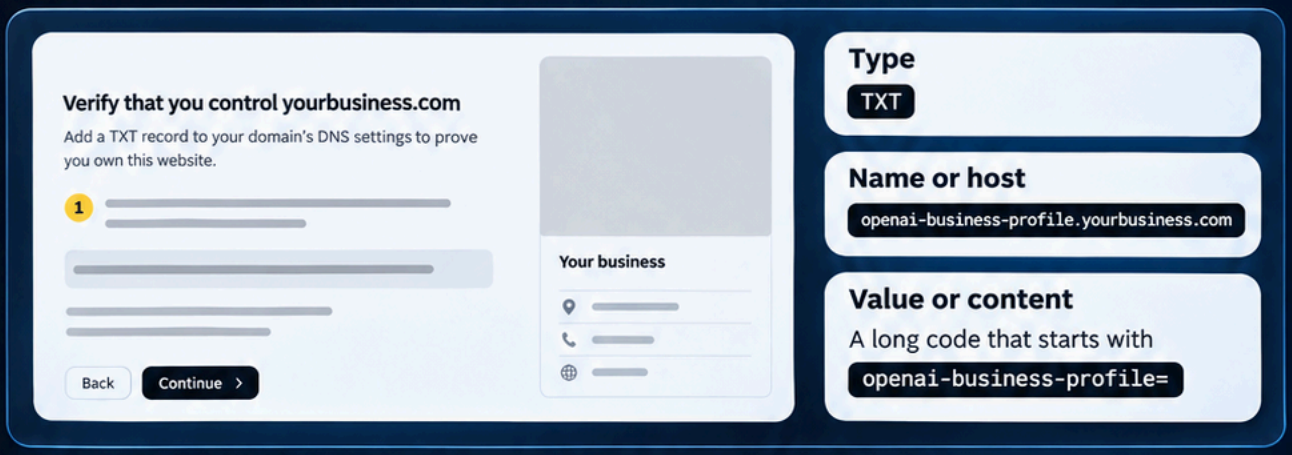
3 | Add your website and *verify it*

Add your website, type your domain, and click **Continue.**

Tip

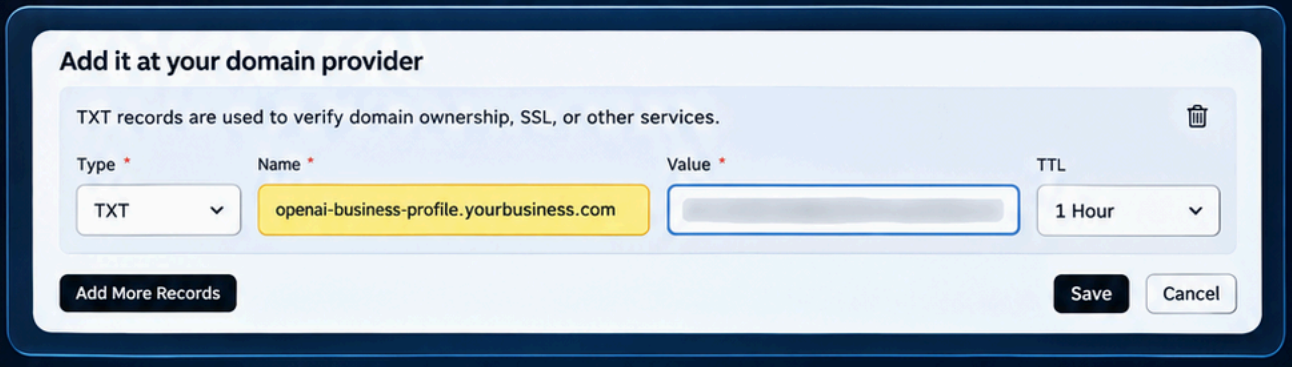
Use your root domain (e.g., yourbusiness.com) and not a local address (e.g., localhost) when you verify your website.

Get the TXT record. ChatGPT shows a verification step with a TXT record that looks like this:



A TXT record is a short text entry in your domain's DNS settings. It's safe and simply proves you control the domain.

Add it at your domain provider. On GoDaddy, for example:

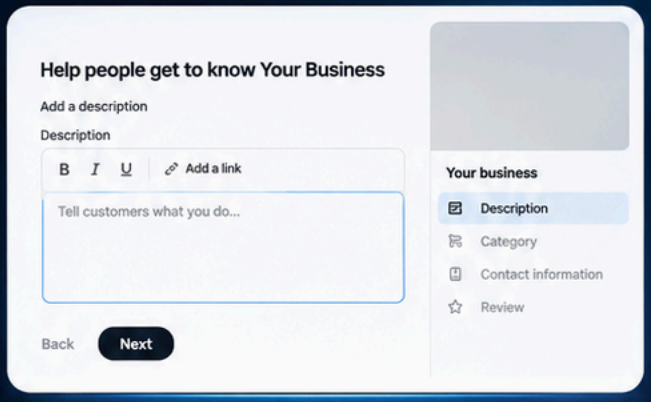


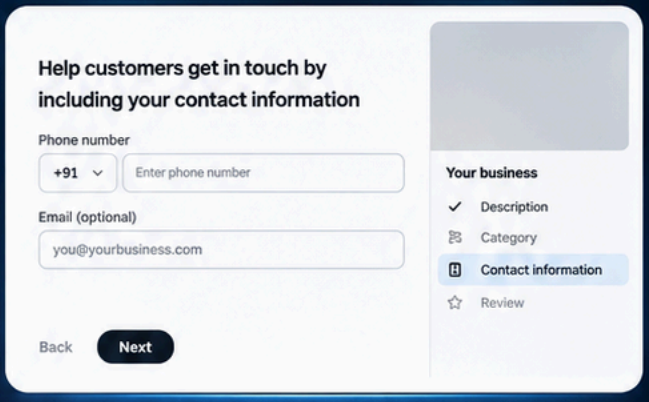
1. Open your domain's **DNS records** and **add a new record.**
2. **Type:** `TXT.`
3. **Name:** `openai-business-profile` (or equivalent).
4. **Value:** paste the code and **save.**

Tip

GoDaddy may ask to remove the root domain from the host field.
If you paste the full name, pick the option that uses only the subdomain (for example, `great-business-profile.yourbusiness.com`), not the root domain (`yourbusiness.com`).
Also, DNS records can take time to appear. If it doesn't show up right away, wait a few minutes and try again.

4 Fill in your profile





Category: Help people get to know your business. Pick a **business category**. ChatGPT also suggests a few categories that fit, like one of if its better.

More about your business (optional): The hint says, "Tell us what else you'd like customers to know, so ChatGPT can share it in conversations when helpful or relevant."

1. What you sell, and who it's for.
2. Where you are, or where you deliver.
3. Your price range.
4. What makes you different.

Example

"Handmade soy candles and gift boxes for weddings and corporate gifting. Shipping across India in 3–5 days. Candles from $499."

Contact information (optional): Help customers get in touch by including your contact information. Add a **phone number** and an **email**, if you want to receive messages (e.g., for orders or inquiries).

Step 4 (continued)

Delivery

"How do you offer delivery?"

We don't offer delivery | Paid delivery | Free delivery

Choose how you'll get orders to customers (e.g., no delivery, paid delivery, or free delivery).

Returns

"What is your return policy?"

Returns not accepted | Returns accepted, with fees | Free returns

Set your return policy (e.g., no returns, returns with a fee, or free returns), plus a return window (e.g., 14, 30, 45, or 60 days, or no time limit).

Click **Submit.** You'll see "You've created your business." It's saved as a draft for now.

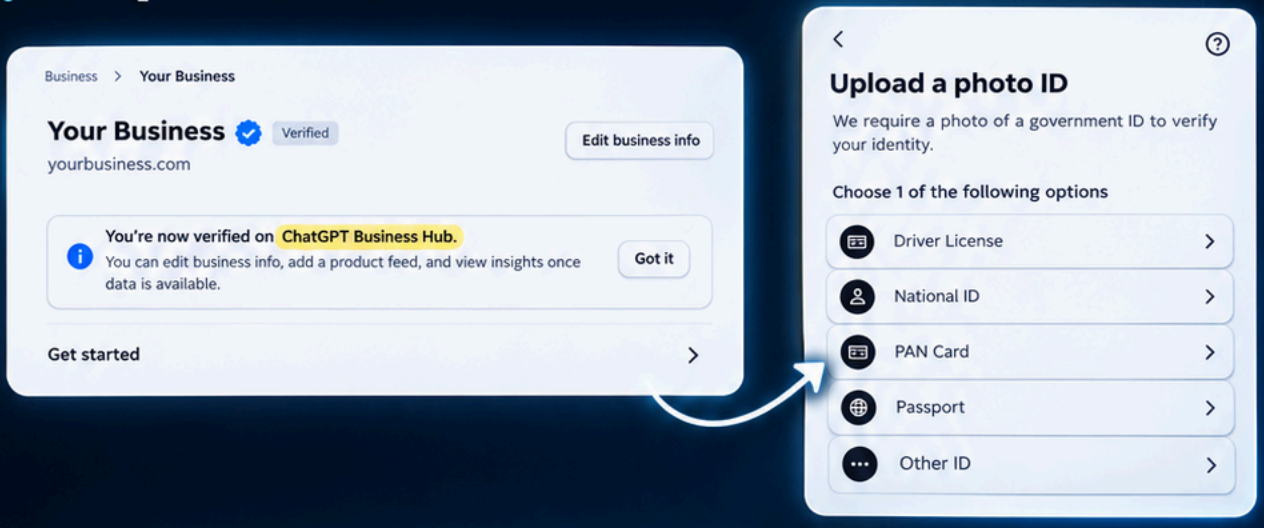


That screen may offer ad credits (e.g., **$250 in advertising credit**) or a prompt to **upgrade to a ChatGPT Business plan.** Your business profile can remain free.

5 Verify your identity *(don't skip this one)*

1. **Go to business overview** and click **Verify yourself.** You'll see your business marked **Draft** and a banner.
2. Keep your business **visible** or **business ready** status active. This is required before you can make your business info public.
3. The check runs through **Persona**, an identity-verification company OpenAI uses.
4. **Upload a government-issued ID** (e.g., driver license, national ID, PAN card, passport, or voter ID). Take clear photos as the screen asks.
5. **Wait for approval.** OpenAI reviews it and emails you.

Step 5 and after



According to OpenAI's help page, the identity check unlocks the **blue verified tick**, editing your info after publishing, adding a product feed, and **viewing your insights.** Names, addresses and registration numbers must match official records.

What you get after that

Brand insights may appear after some weeks and don't show in real time.



Mentions
How many times ChatGPT referred to your business in its answers.

Website clicks
How many people clicked from ChatGPT to your website.

Top discovery topics
The themes of conversations where ChatGPT cited your website, like "gifts for kids" or "affordable creative assets".

Tip

New profiles show “No data available for this timeframe.” That’s normal. Insights appear only after enough activity, and do not update in real time. OpenAI never shows you the actual chats.

Also in Business Hub:

Upload your product catalog

Add products from a file (CSV or JSONL in OpenAI’s product feed format) or connect Shopify, so customers can browse what you sell.

Agent builder

Set up a business agent that answers customer questions using your info. US only for now.

How to get more out of it

1. **Track ChatGPT traffic:** Link a free GA4 property (Google Analytics 4) to see visits and sales from ChatGPT.
2. **Keep your info accurate:** Prices, hours, delivery and returns. ChatGPT may use what you enter here in its answers.
3. **Check your discovery topics monthly:** If ChatGPT cites you for topics you don’t want, rewrite your description and website pages around the ones you do want.
4. **Make your website easy to quote:** Clear pages for each product or service, prices on the page, and a short FAQ.
5. **Claim each local brand separately:** Claiming your main brand doesn’t claim its other brands or locations.

If something goes wrong

Enter an HTTPS website...

Type the full domain (yourbusiness.com), not just the name. The site must be live on HTTPS.

Verify domain fails

Check the name field is exactly your `chatgpt.com/business-profile`

Wait a few minutes for DNS, and make sure the record hasn't expired.

We couldn't send your code

Wait for the resend timer, then try again, or pick Phone call. Phone is optional, so you can also go back and leave it empty.

Your business is already claimed

Use Dispute ownership in the "..." menu (next to the listing) to verify your identity and request access.

Waitlist

Some business types or countries get a waitlist during the beta. Join it, and keep your website ready.

Insights are blank

Normal for new profiles. Check back after a few weeks.

Before you call it done

- [x] Your profile shows the right name, category and website.
- [x] The description says what you sell, who it's for and your price range.
- [x] Phone, email, delivery and returns are filled in and correct.
- [x] The TXT record is approved and the domain is verified.
- [x] Your identity check is approved and the blue tick shows.

Sources

OpenAI, "Introducing Businesses in ChatGPT," 20 November 2026 (general availability details, business profile controls). Help Center, "Setting up your business on ChatGPT" (help.openai.com).

Need help setting this up?

Follow *Kubecodes* for practical guides, templates and growth playbooks — in 60 seconds or less.

KUBECODES

Need help connecting your business to *ChatGPT?*



If you can't connect your business to ChatGPT, Kubecodes can help you set it up, verify your domain, optimize your profile, and troubleshoot the full process.

Reach out to Kubecodes

- **Website**
- **Instagram**
- **Email**
- **LinkedIn**

Let's make your business discoverable on ChatGPT.