Checklist: claim your business on ChatGPT Business Hub

Go through this list before you claim your business on ChatGPT. Allow 15 minutes. You need your Dutch Chamber of Commerce (KvK) extract, your robots.txt and someone who can get into your DNS. Status as of 24 November 2026.

1. Prepare in seven steps

Step	What you do	Done
1	Sign in to ChatGPT and open Business Hub. Search for your business name. Note whether a listing already exists.	☐
2	Choose your verification method with table 2. If you cannot receive the code, arrange DNS access.	☐
3	Check your legal name and trading name against your KvK registration. Address and KvK number too.	☐
4	Open your robots.txt. If OAI-SearchBot is set to Disallow, change that first.	☐
5	Get a short description and your category ready. Also your delivery and returns policy. Only a logo and photos you have the rights to.	☐
6	Claim with the ChatGPT account you want to keep. Add a colleague or agency later, each with their own account.	☐
7	Write down your sessions from ChatGPT in your analytics today. After 28 days, put the Business Hub figures next to them.	☐

2. Which verification method?

Your situation	Choose	Chosen
You answer the business landline yourself	Business phone (text message or automated call)	☐
You read the mailbox of the address shown	Business email	☐
Number or address shown is old or not yours	Website domain: TXT record in your DNS, then Verify domain	☐
Your online shop runs on Shopify	Connect your Shopify store	☐

3. What you see and what you do

What you see	What you do	Seen
Your business is listed	Claim it with the method from table 2.	☐
Your business is not listed	For an online business, add it if that option is shown.	☐
Already claimed by someone else	Three-dot menu, Dispute ownership.	☐
Contact support	Your listing is locked: ask for access.	☐
Claim under review	Wait for the email, do not start again.	☐
Blank figures	Below the threshold or not collected yet. Look again after 28 days.	☐

Before you select Verify with Persona
A new profile created through Persona goes live as soon as it is approved. OpenAI support cannot delete or hide a published profile.
A shop or restaurant with only a physical location can currently claim only an existing US listing.
A standard product feed currently targets the US. Other markets only after OpenAI confirms them.
According to OpenAI, claiming does not guarantee more visibility.

Sources: OpenAI (Introducing Businesses in ChatGPT, 10 November 2026, updated 19 November 2026), OpenAI Help Center (Setting up your business on ChatGPT, updated 23 November 2026), OpenAI Developers (Product feed schema; Overview of OpenAI Crawlers). Accessed on 24 November 2026.