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FREE GUIDE

Claim your business in ChatGPT Business Hub

OpenAI's Business Hub lets you claim your business inside ChatGPT. The claim steps, four ways to verify, the Persona check, and what it will not do.

WHAT THIS ADDS

Most owners will stop after the claim. The real work is the second approval: without Persona identity verification you cannot publish changes, see insights, connect a feed or build an agent, and you get no blue check.

What Business Hub is

OpenAI announced Businesses in ChatGPT on November 10, 2026. The announcement says ChatGPT has 1.2 billion weekly users. Business Hub, at **chatgpt.com/business-hub**, is in beta and gives a business three things: claim its profile, manage its information, and see insights about how people find it.

Who can claim a business

- You must own the business or be authorized to represent it, verify your connection, and be approved.
- You do **not** need an Ads account or a ChatGPT Enterprise agreement.
- Availability depends on your location and business type. Local stores and restaurants can currently claim only an existing U.S. listing.
- Large enterprise customers and advertisers should go through their OpenAI representative.

Claim your business in five steps

1. Sign in to ChatGPT and open **Business Hub** from the sidebar, or go to chatgpt.com/business-hub.
2. Search for your business, pick the matching listing, and confirm the ChatGPT account that will manage it. The claimant becomes the admin, so use an account the business controls.
3. Choose a verification method: business phone, business email, website domain (DNS TXT record), or Shopify.
4. Wait for approval. OpenAI emails a decision or asks for more information. You can cancel the claim while it is under review.

5. Complete identity verification with **Persona**. You may need a government-issued ID, business registration information and proof you are authorized.

The four verification methods

- **Business phone:** pick a text or an automated call, select Get code, and enter the code sent to the number shown.
- **Business email:** select Get code and enter the code sent to the business's email address.
- **Website domain:** add the TXT record ChatGPT shows to your DNS settings, copy the type, name and value exactly, then come back and select Verify domain. DNS changes can take time.
- **Shopify:** select Connect Shopify, review the permissions, and sign in to the store you are claiming.

Got a claim invitation by email? Open the personal link and sign in with that address. See Contact support? The listing is locked, so ask for help.

Why Persona matters

The help article says claiming alone does not give your profile a verified badge. The blue check appears after Persona verification is approved, and Persona is also required to publish changes, connect a product feed, view insights or create a business agent. Plan for two approvals, not one. If Persona fails, check that the business name, address and any registration or tax number match your official records exactly.

If someone else already claimed your business, open its profile, select the three-dot menu and choose **Dispute ownership**. Claiming or disputing does not change the profile's visibility in ChatGPT.

What you can edit, feeds and insights

Once approved you can update your website, description, category, logo, delivery policy and return policy, and add a cover photo. OpenAI reviews changes before they publish, and ChatGPT may still use other sources, so keep your website and other listings accurate.

Sellers can connect a product feed by CSV or hosted URL. Shopify stores can connect from Business Hub or the Shopify admin, and the announcement says eligible Shopify products are already in ChatGPT through Shopify Catalog. A feed does not guarantee recommendations.

Insights show 28 days of aggregate activity: mentions, website clicks and discovery topics. You never see individual prompts or chats, and a blank number can mean the reporting threshold has not been reached yet.

Business agents and ads

Business agents are for eligible U.S. ecommerce and online service businesses with a website that meet OpenAI's Business Agents Policy. The agent answers questions about your products and policies in a separate, labeled conversation. Preview it with a real customer question before you select Publish.

The agent **cannot** complete purchases, make bookings or check orders. It links to your website, so your site still has to do the selling. A business can sponsor its agent as the destination for ChatGPT ads, and

sponsored placements are labeled, but the help article says advertising does not influence ChatGPT's independent answers.

Three mistakes to avoid

1. Claiming with a personal account that is not tied to the business.
2. Stopping after the claim and never finishing Persona, so you get no insights and no badge.
3. Treating the agent like a salesperson. It does not take orders, so make sure the page it links to does.

DO THIS

Open Business Hub, claim your business with the verification method you can prove fastest, then finish Persona the same week so you can edit your profile, see insights and earn the blue check.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io does the busywork around a launch like this in plain words: you say what you want, and the AI drafts your descriptions, policies and follow-ups using your own Claude or ChatGPT API key, with no markup on top.

Sources

- OpenAI: Introducing Businesses in ChatGPT (November 10, 2026) — https://openai.com/index/introducing-businesses-chatgpt/
- OpenAI Help Center: Setting up your business on ChatGPT — https://help.openai.com/en/articles/20001635-setting-up-your-business-on-chatgpt