SMALL BUSINESS Websites & Search

WR015 · TODAY'S HEADLINE

Now you can claim your business on ChatGPT, like you can on Google.

Somebody asks ChatGPT for a plumber or a bakery near them, and it names you. Where do your hours, your service area and your website in that answer come from?

Until now there was no place inside ChatGPT for you to fix them. On Nov 10, OpenAI opened **Business Hub**, in beta. An owner can claim the business, keep its details current and see how people find it there. OpenAI's own number: 1.2 billion people use ChatGPT each week. [1]

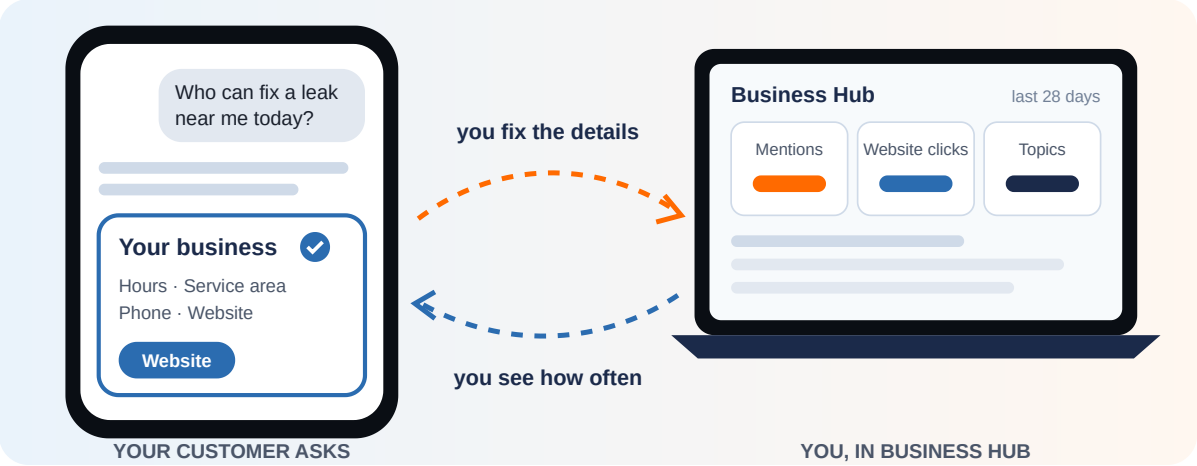


Illustration. The blue check shows only after OpenAI approves an ID check. Insights cover the last 28 days. [2]

FIND IT
In ChatGPT, open Business Hub from the sidebar and search your name. [2]

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PROVE IT
A text or call to the business phone, a code to the business email, or your website. [2]

›

ID CHECK
Before you can change details or see numbers, a check run by a company called Persona. [2]

›

THEN
Blue check on your profile. Fix details. See mentions and clicks. [2]

How OpenAI's help page says a claim works. OpenAI reviews each step and emails its decision. [2]

No promise it moves you up. It lets you fix what it says.

OpenAI is plain about it: claiming does not guarantee higher placement or sales, and ads don't change ChatGPT's own answers. [2][3] It may show your business whether you claim it or not. [3] So this is no ranking trick, you know. It's about your hours, service area and website being right, and true. [4]

What I like: for a local business, OpenAI counts a mention when ChatGPT shows a result for your location, even if nobody opens it. [2] I haven't seen owners get that number before. A blank count doesn't mean zero, and a click isn't a confirmed visit. [2][5]

Somebody already claimed yours? There's a Dispute ownership button. [2] Barry Schwartz of Search Engine Roundtable claimed his own and said he's nervous about hijacking. [5]

WHAT ISN'T CLEAR YET

It's a beta. Local stores and restaurants can only claim a listing that already exists, in the U.S. [2] Another OpenAI page says claiming starts with businesses that have a website. [3] Neither says where a service business with no storefront fits. The chat helper, Business Agents, is for online stores and online services only, for now. [1]

Have your business phone or email handy.
The code goes there. [2]

Keep your ID close.
The check may ask for it, plus registration papers. [2]

Open your Google profile too.
Make the details match. My advice, not OpenAI's.

Who is the customer here? The person typing the question. What ChatGPT reads about you should be true.

WatchLocal score: 91 out of 100. This is how I rate this story: how solid the proof is (45), how much it touches getting found (30), and how much it changes what an owner should do (25).

Sources

[1] OpenAI, "Introducing Businesses in ChatGPT," Nov 10, 2026 openai.com
[2] OpenAI Help Center, "Setting up your business on ChatGPT," read Nov 11, 2026 help.openai.com
[3] OpenAI, "Businesses in ChatGPT: Claim Your Business," read Nov 11, 2026 openai.com
[4] OpenAI, "Businesses in ChatGPT" policy, updated Nov 10, 2026 openai.com
[5] Barry Schwartz, Search Engine Roundtable, "Businesses in ChatGPT Business Hub Live With Click Data," Nov 10, 2026 seroundtable.com

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No client is named here, ever.
My read of the evidence, not a promise of any result.