Checklist: claim your business on ChatGPT

Everything you'll be asked for, in order. From help.openai.com (Setting up your business on ChatGPT) and OpenAI's November 10, 2026 announcement.

1. BEFORE YOU START

- [ ] **Search for your business.** Sign in to ChatGPT, open Business Hub (chatgpt.com/business-hub) and search by name.
- [ ] **Check eligibility.** Local stores and restaurants can currently claim only an existing U.S. listing. An eligible online business may see an option to add itself.
- [ ] **Pick the ChatGPT account** that will manage it. You can add teammates or give an agency access later.

2. TO CLAIM IT

Pick one. OpenAI reviews the claim and emails you a decision.

- [ ] **Business phone:** get a code by text or automated call.
- [ ] **Business email:** get a code.
- [ ] **Website domain:** add a TXT record to your DNS. Have the login, or whoever manages your domain.
- [ ] **Shopify:** connect your store.

3. FOR PERSONA VERIFICATION

Without it you can't publish changes or view insights. The blue check appears once it's approved.

- [ ] A valid government-issued ID.
- [ ] Business registration information and proof you're authorized to represent the business.
- [ ] Business name, address and any registration or tax number **matching** your official records.

4. BEFORE YOU PUBLISH

- [ ] If you create a new profile through Persona, approval **publishes it automatically**. Check your details first.
- [ ] A published profile can't be deleted or hidden. Only drafts can be deleted.

5. WHAT CHATGPT READS ABOUT YOU

For an online business, a mention counts when ChatGPT references your website. Your name alone doesn't count.

- [ ] Your website says, in text, what you do, where, for whom, what it costs and how to hire you.
- [ ] Your details match across Google, Yelp, Facebook, directories and your site.

Want me to check it for you? I'll tell you if your business qualifies and what's missing: oneexample.com/audit · Steve, OneExample.com