WebLandscapes

Claim your business in ChatGPT with every answer ready before you start

When you finish this guide, your business will have a claim in ChatGPT's Business Hub, sent to OpenAI for review, with a category, a description and contact details you chose on purpose. You will also know exactly what you agreed to, and what to do on the day the approval email arrives.

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The whole job at a glance

1. **Module 1: Decide, then fill in the worksheet** (about 30 minutes). Read what you agree to, then write every answer the claim will ask for.
2. **Module 2: Search and start the claim** (about 5 minutes). Find your business or create it, and add your website.
3. **Module 3: Verify your domain with a TXT record** (about 10 minutes, plus waiting for DNS). Add one record where your domain's DNS is managed.
4. **Module 4: Fill in the profile and pass the two codes** (about 10 minutes). Category, description, phone, email, delivery and returns.
5. **Module 5: The identity check** (about 10 minutes). Business details, a photo ID and a selfie, on your phone.
6. **Module 6: While it is pending, and after approval** (a few minutes a week). What to leave alone, and what to check when the email comes.

Modules 2 to 5 are one sitting if Module 1 is done. Our own claim took about 35 minutes from the search to the draft, most of it waiting on two codes and one DNS record. With the worksheet filled in, it is closer to 10.

We claimed our own business on November 14, 2026 and wrote down every screen. Where a step comes from our own claim, we say what we saw. Where it comes from OpenAI's help page or its terms, we say that instead. Business Hub opened on November 10, 2026 and it changes often.

If you are doing this for a client, read "If you are doing this for a client" (after the quiz) first.

Before you start

- You own the business or are authorized to represent it.
- A ChatGPT account the business will keep. A free account worked for us.
- You can reach the DNS settings of your domain, or the person who can.
- The business phone is in your hand and the business email is open.
- Your registration papers and a government-issued photo ID are on the table.

Done looks like

- The Business list in Business Hub shows your business with a **Pending** tag.
- Your worksheet has every value you submitted, so later edits can match it.
- You have a date in your calendar to check for the decision email.

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Module 1: Decide, then fill in the worksheet

When this module is done, you will have decided whether the business accepts OpenAI's terms, and every answer the claim asks for will be written down. It takes about 30 minutes.

What you agree to

The first screen of Business Hub says: "By continuing, you accept OpenAI's Businesses in ChatGPT Terms." There is no box to tick. We read the terms dated November 9, 2026. These are our notes in plain words, not legal advice. Read the terms yourself before you continue (the link is in "Official help").

Point	What it means for you
Basic details are licensed for good	The license to show basic information you submit (name, address, contact details, category, hours, website) is permanent and can't be taken back. Submit only what may stay public forever.
A published profile can't be removed	OpenAI's help page says approval of the identity check publishes a new profile automatically, and that support can't delete, unpublish or hide a published profile. Only a draft can be deleted.
Covenant not to sue	The business and its affiliates give up certain claims against OpenAI for good. It covers the data you submit and the content of websites you or your affiliates own.
Calls from the assistant	By using Business Hub you agree OpenAI's AI assistant may call your business on behalf of its users. The terms have an opt-out link.
No exclusive control	Listings exist whether or not you claim them. OpenAI may add to, edit or replace your information from other sources.
Keep it current	You must keep the information correct and fix errors promptly.
Indemnity	You cover OpenAI for claims about your data, your business, your listing and your agent.
Insight data	You may not share or sell the numbers, except with a service provider acting for you.
Product feeds	If you provide a product feed, you may not block OpenAI's crawlers from your sites or reserve opt-outs against them.
Ending the agreement	Ending it does not oblige OpenAI to remove or stop using anything.
Authority	The person who continues states that they can bind the business.

If you work from home, do not submit your home address as an address to show. We don't know whether the physical address given in the identity check is ever shown publicly. Neither the help page nor the terms answered that when we read them.

Claiming does not promise more customers. The help page says claiming doesn't guarantee more visibility, and that advertising doesn't influence ChatGPT's own answers.

The pre-flight worksheet

Write each answer before you open Business Hub. The limits in the third column are what we met on November 14, 2026.

Screen	Field	Limit or rule	Your answer
Search	Business name to search	Search the name, the legal name and the website before creating anything	
How customers interact	**At a physical location** or **Through a website**	One choice. No separate choice for services in our run	
Website	**Website**	One address. The domain you will verify	
Verify	TXT record	Type `TXT`, name `openai-business-profile`, a value unique to your claim. Expires 24 hours after the screen is made	Who adds it:
Get to know	**Business category**	One choice from a searchable list (848 when we looked)	First choice: / Second choice:
Get to know	**More about your business (optional)**	300 characters with spaces. No counter on the screen: typing stops	
Contact	**Phone number (optional)**	A country selector, `+1` by default. A code by text or automated call proves it	
Contact	**Email (optional)**	A six-digit code by email proves it	
Delivery	**How do you offer delivery?**	Required. One of three	
Returns	**What is your return policy?**	Required. One of three	
Identity	**Legal business name**	Must match official records	
Identity	**DBA (Doing Business As) name**	Filled in from the profile name. Ours could not be edited	
Identity	**Where is your business located?**	A country	
Identity	**Business type**	**Sole Proprietor** or **Entity**. Sole Proprietor is selected when the screen opens	

Screen	Field	Limit or rule	Your answer
Identity	**Registration number value**	In the United States, an Employer Identification Number in the form 12-1234567	
Identity	**Physical address (no PO boxes)**	Must match official records	
Identity	**Legal registered address**	A **Same as physical address** checkbox	
Identity	Photo ID and selfie	A government-issued ID, taken with your phone camera	Which ID:

Choosing the category

You get one. Type a word into the list and see what it offers before you settle. We chose "Web designer". The close ones for us were "Marketing agency", "Branding agency", "Advertising agency", "Graphic designer", "Software company", "Mobile app developer" and "IT consultant". Pick the one a customer would use for what they pay you for most often. Write a second choice in the worksheet in case your first word isn't in the list.

Writing the 300 characters

The hint under the field says: "Tell us what else you'd like customers to know, so ChatGPT can share it in conversations when helpful or relevant." Write it for a person asking a question, not for a search engine.

A pattern that fits in 300 characters:

1. Who you are and where: the name, what kind of business, the city and state, or "online".
2. What you do, in the words customers use. Four or five things at most.
3. One fact that helps someone decide: a starting price, a turnaround, a guarantee you really offer.
4. How to work with you: languages, hours, in person or by video call.

Say only things your website also says. Leave out "best", "leading" and anything you can't show on your own site.

Ours, 296 characters: "Web Landscapes is a two-person web studio in Miami, Florida. We design, build and host websites, online stores and web apps, and also do local search setup, ads, logos and copywriting. Websites from $990, with prices published on our site. English and Spanish, for clients anywhere by video call."

Five examples, each under the limit. The businesses are made up.

Kind of business	Example	Count
Dental office	Quillfeather Dental is a family dental office in Dayton, Ohio. Cleanings, fillings, crowns, whitening and same-week emergency visits for adults and children. We accept most PPO plans and list our fees for patients without insurance. English and Spanish. Open Monday to Friday, and Saturday mornings.	299
Plumber who goes to the customer	Harlow Plumbing fixes leaks, clogged drains, water heaters and toilets in homes and small shops across Wake County, North Carolina. Licensed and insured. We give a written price before any work starts and charge no fee to come out on weekdays. Call or book a visit on our website. Se habla español.	298
Online store	Tallow & Wick makes soy candles and wax melts in small batches in Tucson, Arizona. Twelve scents, cotton wicks, no dyes. We ship to all 50 states in 2 to 4 business days, free on orders over $50, and take back unopened candles within 30 days. Gift sets and wholesale orders are on our website.	293
Bookkeeper who works online	Marlow Ledger does monthly bookkeeping, payroll and sales tax filings for small businesses in the United States, all online. Fixed monthly price, listed on our website, with a named bookkeeper for each client. We work in the accounting software you already use. English and Spanish, by video call.	297
Restaurant	Casa Nopal is a family-run Mexican restaurant in San Antonio, Texas. Tacos, enchiladas and mole made from scratch, with vegetarian plates and a kids' menu. Open for lunch and dinner every day except Monday. Dine in, take out, or order ahead on our website. Catering trays for 10 to 200 people.	293

Count yours in a word processor or a notes app that shows characters with spaces. If you paste more than 300, check where it was cut.

Delivery and returns, decided in advance

Both questions are written for shops and both are required.

You sell	Delivery	Returns
Services only, nothing shipped	**We don't offer delivery**	**Returns not accepted**
Physical products with paid shipping	**Paid delivery**	The one that matches the policy on your website
Physical products with free shipping on all orders or above a minimum	**Free delivery**	The one that matches the policy on your website
Services and some products	Answer for the products	Answer for the products

We are a service business and chose the first row. "Returns not accepted" is about sending goods back. It does not replace your refund or cancellation terms, which stay on your own website.

You'll know it worked when every row of the worksheet has an answer and the description counts 300 characters or less.

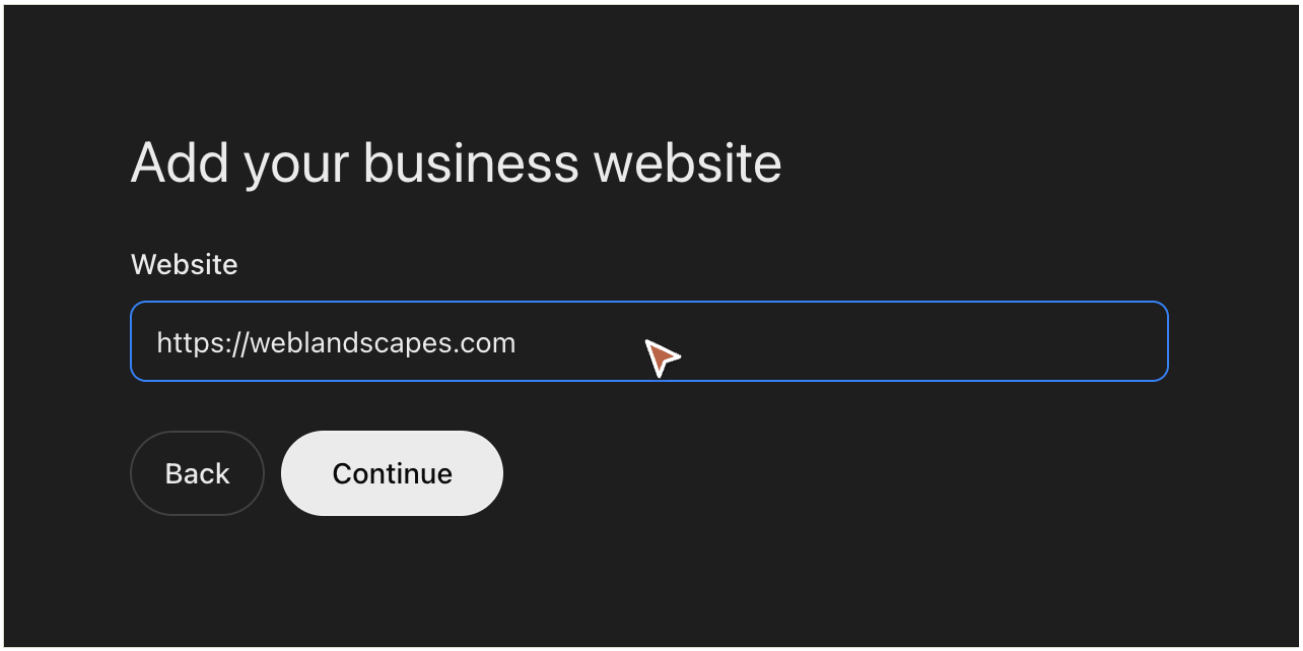
Module 2: Search and start the claim

When this module is done, ChatGPT will be showing you a TXT record to add to your domain. It takes about 5 minutes.

1. Sign in to ChatGPT with the account the business will keep. Whoever is signed in accepts the terms and becomes the admin of the profile.
2. Go to `chatgpt.com/business-hub`. The page opens on "Reach new customers and grow your business with ChatGPT" with one field, **Search business**.
3. Type your business name. The results list businesses by name with an address or a website. The first line is **Create** followed by what you typed.
4. Search three ways before creating anything: the name customers use, the legal name, and the website address. We found only similar names in other states.
5. If your business is in the list, select it. If it is not, select **Create**.

   > We created ours. We have not run the claim of a listing that already exists, so the screens after this step may differ for you.

6. In the dialog **Add your business to ChatGPT**, select **Get started**.
7. On "How do customers usually interact with" your business, choose **Through a website**. The other choice is **At a physical location**, which we have not run (see "Several locations and physical businesses").
8. On **Add your business website**, type the address and select **Continue**. The button stays gray until the field is filled.



A card on the right builds a preview as you go: the name, then "Category", "Delivery policy" and "Return policy" until you fill them.

You'll know it worked when after a few seconds of spinner the screen reads **Verify that you control** and your domain.

Module 3: Verify your domain with a TXT record

When this module is done, ChatGPT will have confirmed that you control the domain. It takes about 10 minutes, plus the time your DNS provider needs to publish the record.

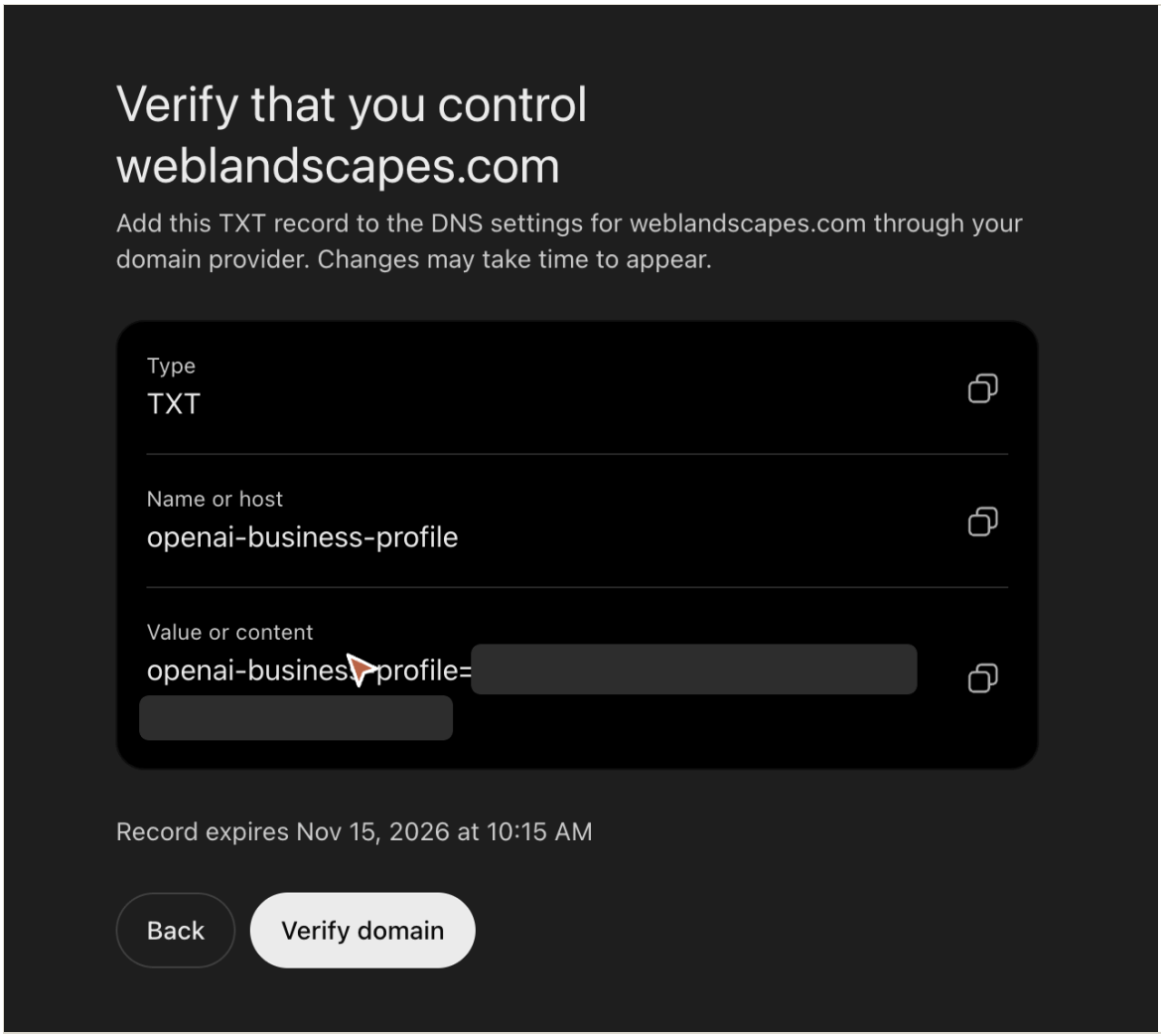
For our website business, the TXT record was the only method offered. The help page lists four (a code to the business phone, a code to the business email, a TXT record on the domain, a connected Shopify store) and says the ones offered vary by business.

What ChatGPT gives you

Three rows, each with a copy button:

Row	Value
Type	`TXT`
Name or host	`openai-business-profile`
Value or content	`openai-business-profile=` followed by a long code unique to your claim

Under them: **Record expires**, with a date and time 24 hours after the screen was made. Leave the tab open.



Find out where your DNS is

The record goes wherever your domain's nameservers point. That is one of these:

Where	How you can tell
The registrar where you bought the domain	You never moved anything. The registrar's domain page has a DNS or "Manage DNS" section with records in it.
A separate DNS service	Someone changed the nameservers to speed up or protect the site. The registrar shows custom nameservers and no editable records.
A website builder or host that runs the domain	You bought the domain together with the website, or pointed the nameservers at the host. The DNS page is inside the website account, often under Domains.
A hosting control panel	Your site is on a hosting plan with a control panel. Look for "Zone Editor" or "DNS Zone".
Someone else	A developer, an agency or an IT company set it up. Send them the message at the end of this module.

If you can't tell, look up the nameservers of your domain with any free NS lookup tool. The nameserver names usually contain the name of the company that runs your DNS.

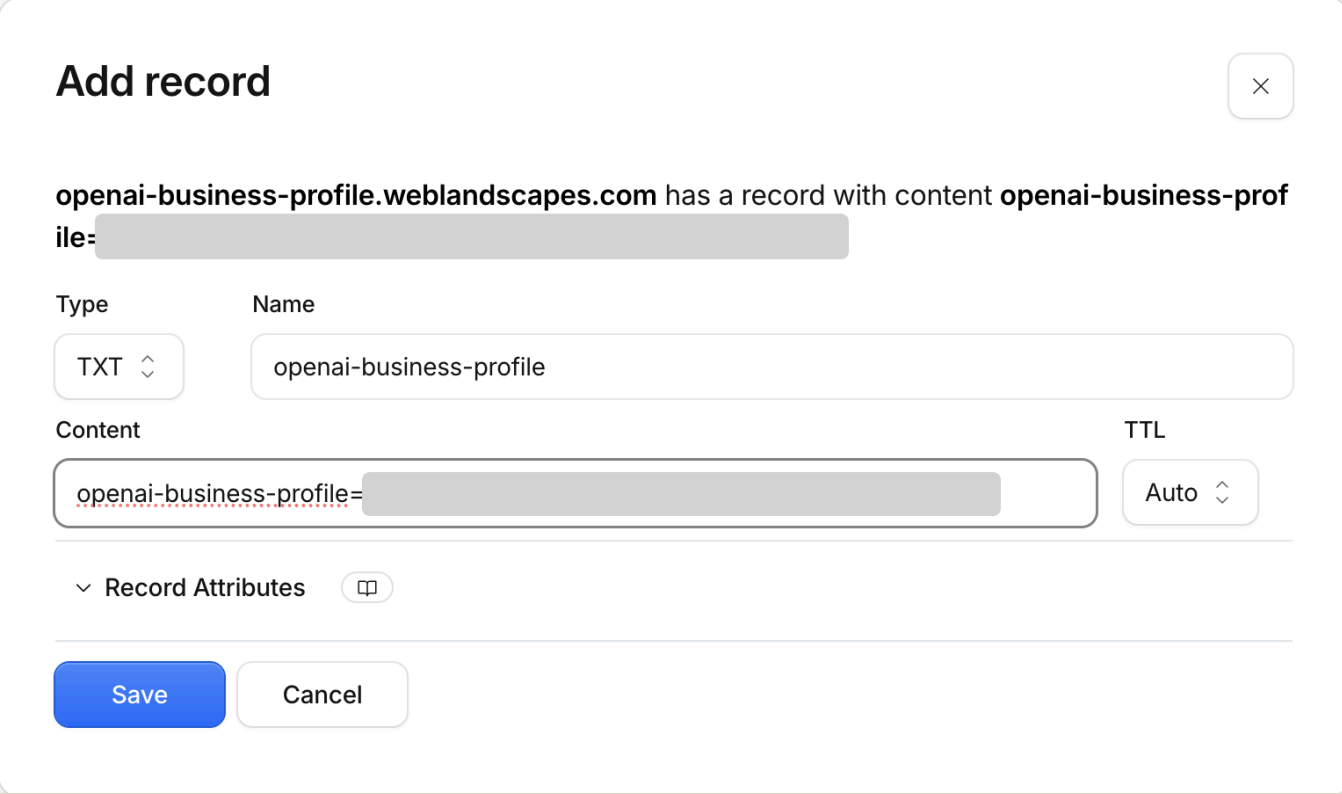
Add the record, by kind of provider

The record is always the same three values. What changes is the name of each box.

Their box	Also called	What you put in it
Type	Record type	`TXT`
Name	Host, Hostname, Alias	`openai-business-profile`
Content	Value, Text, Data, Answer, "Points to"	The value from ChatGPT, pasted whole
TTL	Time to live	Automatic, default, or 1 hour

1. **At a registrar's DNS page.** Open the domain, then its DNS records. Add a record. Type **TXT**. In the name box type only `openai-business-profile`. Paste the value. Save.
2. **At a separate DNS service.** Choose the domain, open its DNS records, add a record of type **TXT** with the same name and value. A TXT record has no proxy or protection switch, so there is nothing else to set.
3. **At a website builder or host.** Open the domain's settings and look for DNS records or custom records. Some builders hide them behind an "Advanced" link. Add a **TXT** record with the same name and value.
4. **In a hosting control panel.** Open the zone editor for the domain and add a **TXT** record. Some panels want the full name. If the panel shows your domain already written after the name box, type only `openai-business-profile`. If the name box is empty and other records in the list show full names ending in your domain, type `openai-business-profile.yourdomain.com`.

This is the form at our own DNS provider, with the record filled in:



At ours, the line above the form shows the full name the record will have. If your provider shows a preview like that, read it before you save.

Check it from outside, then verify

1. Look the record up with any free TXT lookup tool: ask for the TXT record of `openai-business-profile.yourdomain.com`. On a Mac, the Terminal command is `dig TXT openai-business-profile.yourdomain.com +short`. On Windows, it is `nslookup -type=TXT openai-business-profile.yourdomain.com`.
2. When the lookup shows your value, go back to the ChatGPT tab and select **Verify domain**.

Ours passed about 8 seconds after the record was visible from outside.

You'll know it worked when ChatGPT moves to the screen that asks for your category. There is no success message.

A message for whoever manages your DNS

> Please add this DNS record to [yourdomain.com] today. It expires in 24 hours.
> Type: TXT
> Name (host): openai-business-profile
> Value: [paste the value from ChatGPT]
> TTL: default
> The full name should end up as openai-business-profile.[yourdomain.com]. Please don't add quotes or put it on the root (@). Tell me when it is saved.

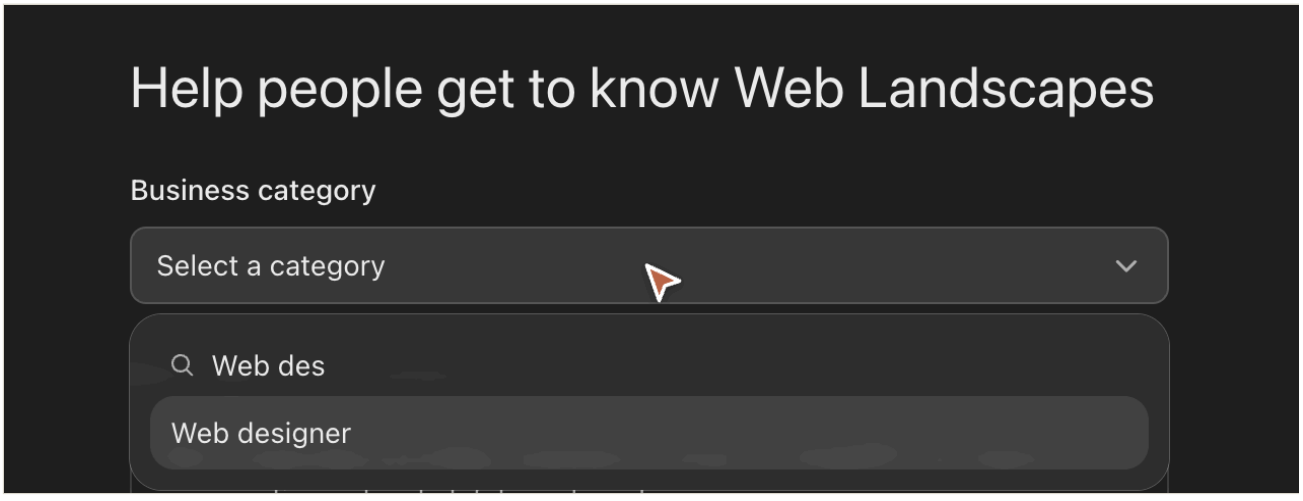
In Spanish:

> Por favor agrega hoy este registro DNS a [tudominio.com]. Vence en 24 horas.
> Tipo: TXT
> Nombre (host): openai-business-profile
> Valor: [pega el valor de ChatGPT]
> TTL: el que viene
> El nombre completo debe quedar como openai-business-profile.[tudominio.com]. Por favor no le pongas comillas ni lo pongas en la raíz (@). Avísame cuando esté guardado.

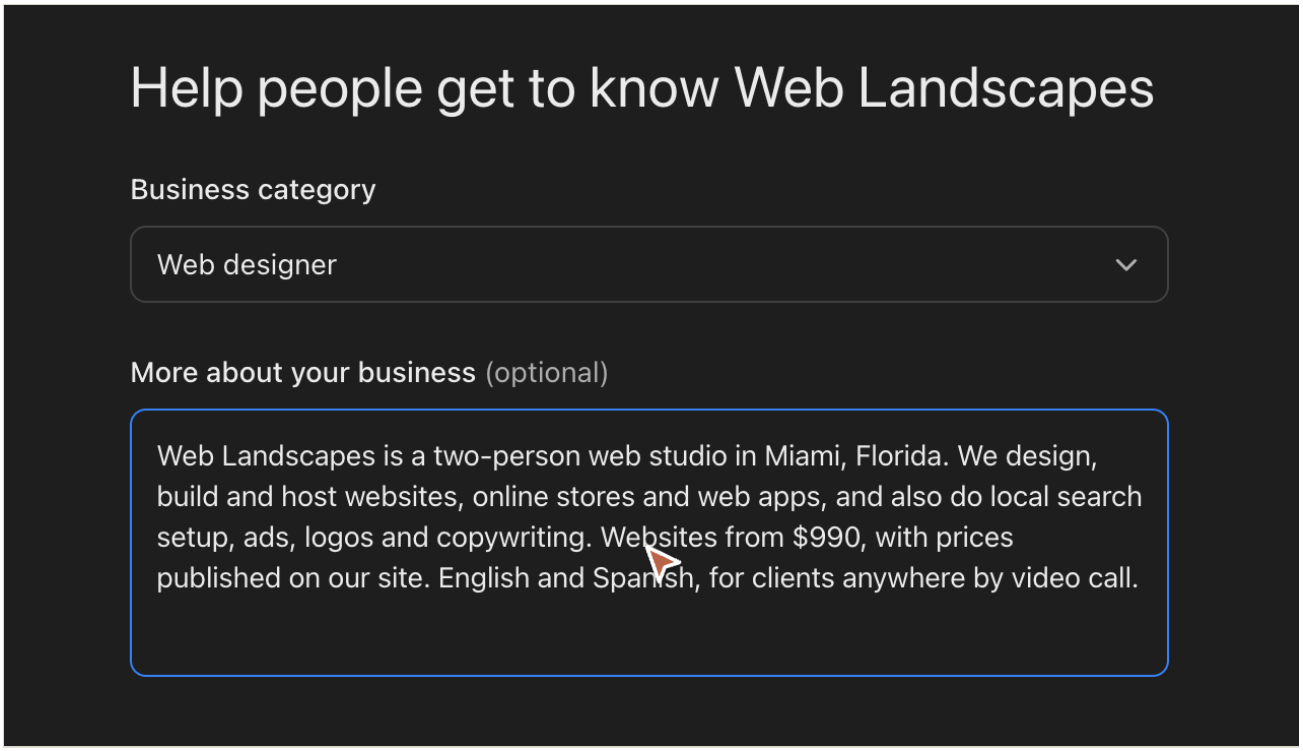
Module 4: Fill in the profile and pass the two codes

When this module is done, your business will be saved as a draft. It takes about 10 minutes.

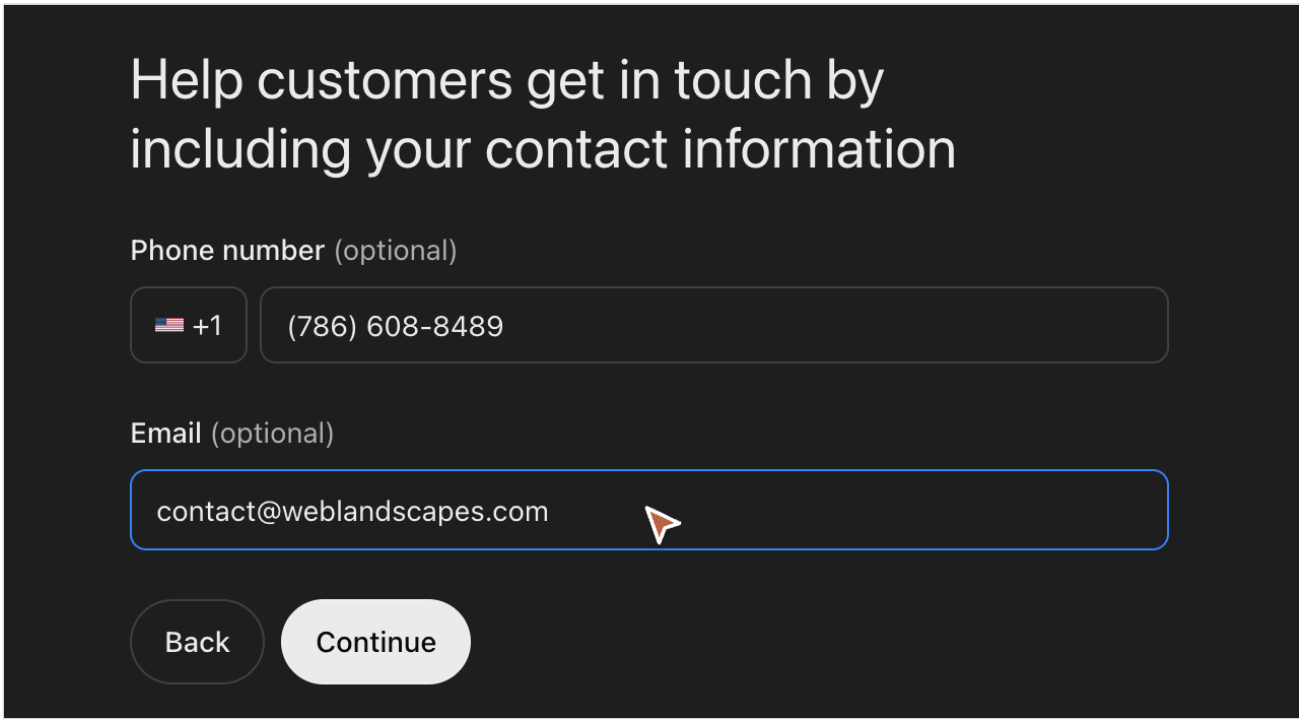
1. On "Help people get to know" your business, open **Business category**, type your first-choice word and select the category.



2. Paste your description into **More about your business (optional)**. Read the last words to check nothing was cut.



3. Select **Continue**.
4. On "Help customers get in touch by including your contact information", type the business phone and the business email. Both are marked optional. The preview card shows them at once.

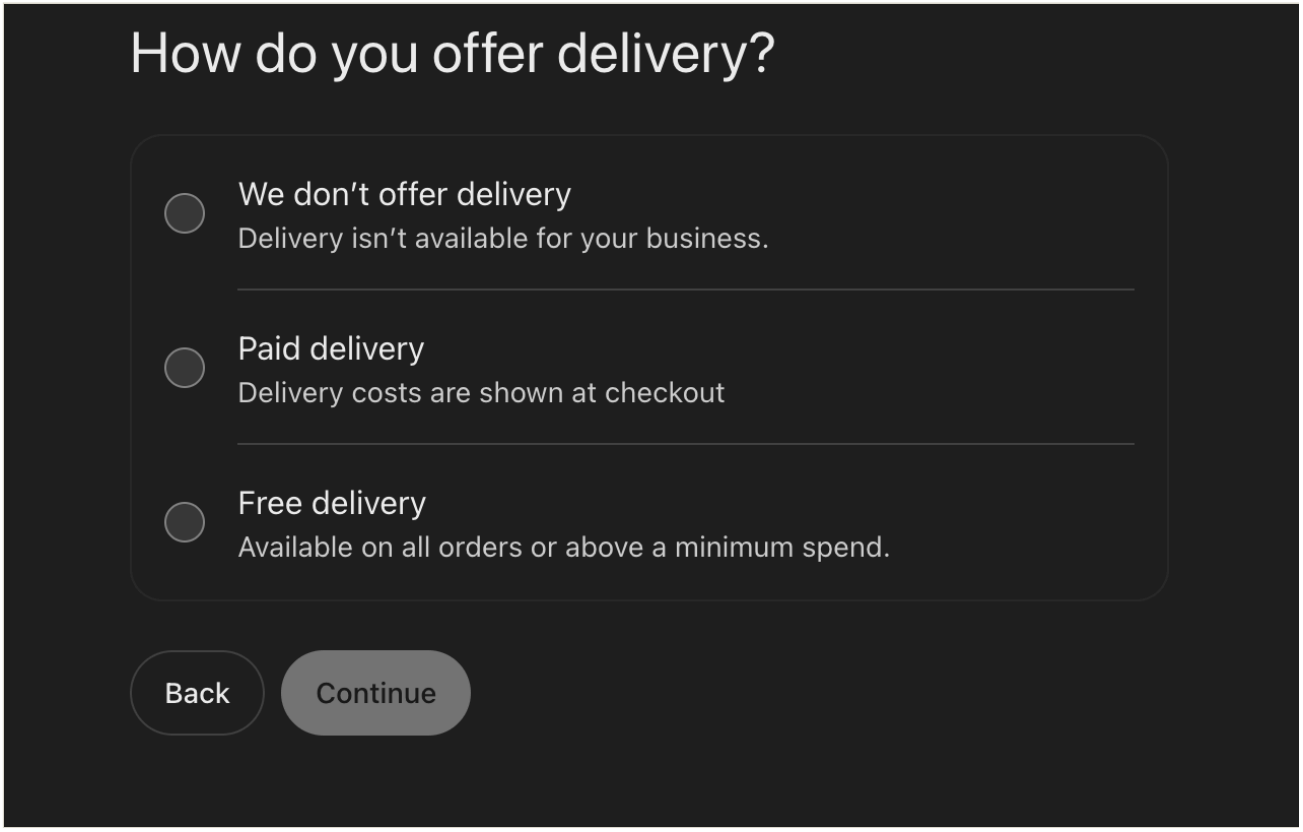


Use the line and the address you already publish on your website, not personal ones. These are details you are asking OpenAI to show.

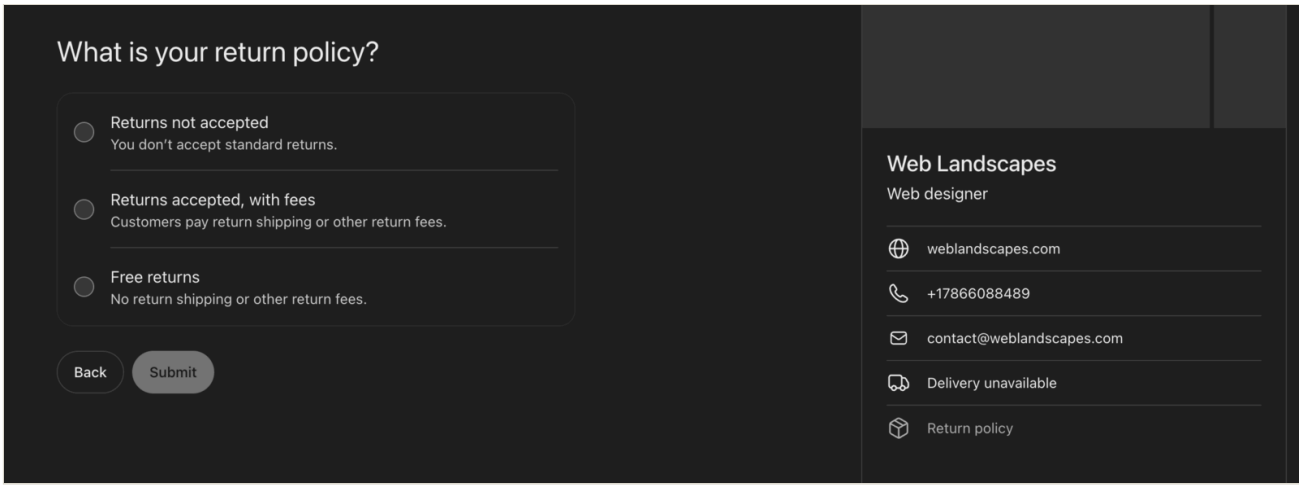
5. Select **Continue**. Because a phone was given, the next screen asks how to receive a verification code: **Text message** ("Get a code by SMS") or **Phone call** ("Get a code through an automated phone call"). Choose one and select **Get code**.
6. Type the six digits from the text or the call.
7. A second screen asks for the six-digit code sent to the email address. Type it and select **Continue**. If it doesn't come, the screen has **Resend code** after a short countdown and a **Change email** button.

   > So both optional contacts are proven, phone first, then email. We don't know yet whether leaving the phone blank skips its check.

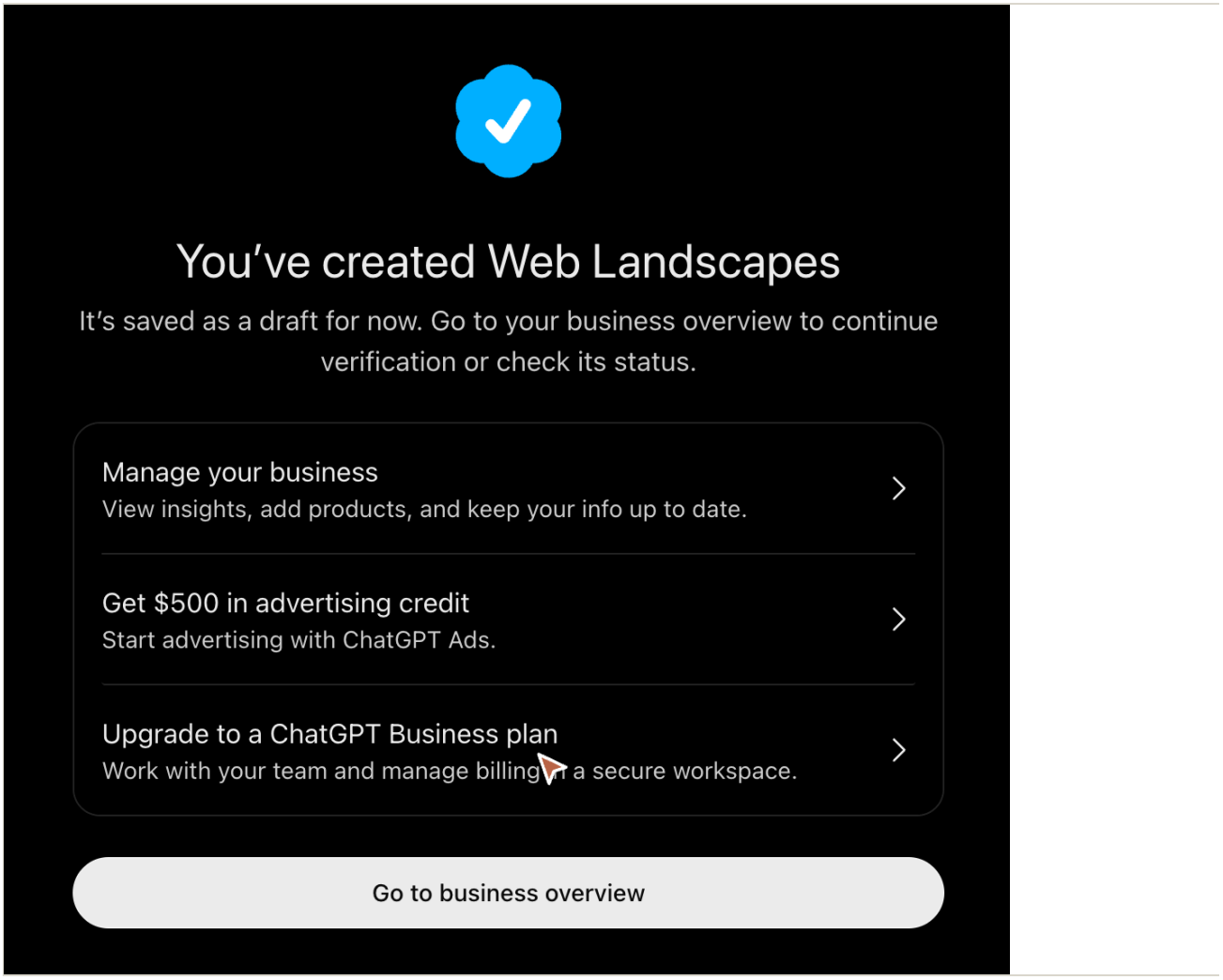
8. On **How do you offer delivery?**, choose the answer from your worksheet and select **Continue**.



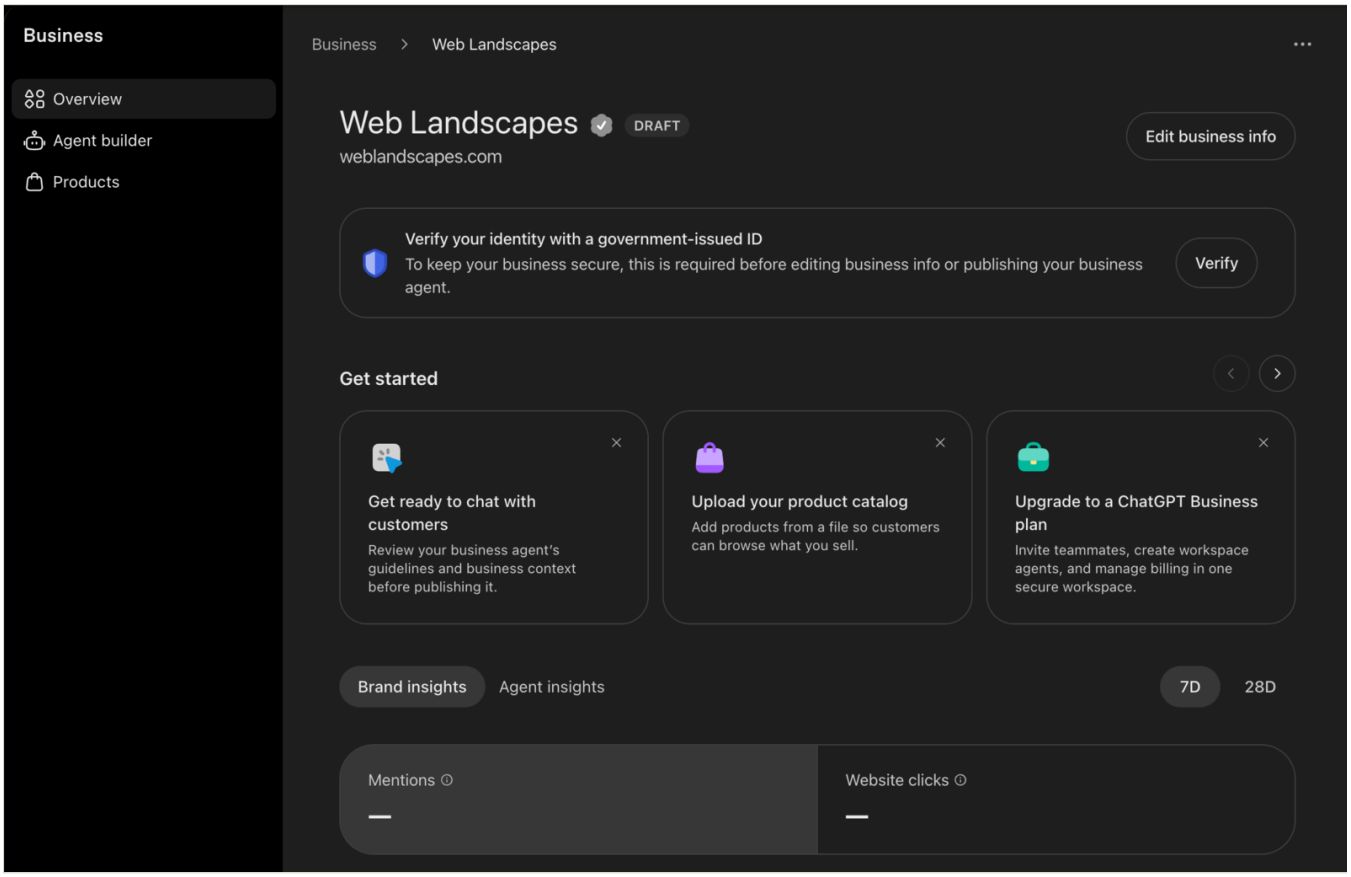
9. On **What is your return policy?**, choose your answer. The button here is **Submit**.



10. The confirmation reads "You've created" and your business name, then "It's saved as a draft for now." It has three links: **Manage your business**, **Get $500 in advertising credit** and **Upgrade to a ChatGPT Business plan**. You need neither offer to claim. Select **Go to business overview**.



You'll know it worked when the overview shows your business name with a gray check and a **DRAFT** tag.



On a draft, **Agent builder** and **Products** show only the identity banner. **Mentions** and **Website clicks** show a dash.

> This is the last point where you can walk away. The three-dot menu at the top right of the overview has **Add business**, **Provide feedback** and **Delete draft**.

Module 5: The identity check

When this module is done, your claim will be with OpenAI for review. It takes about 10 minutes. Have your registration papers and your ID next to you.

The overview has a banner: "Verify your identity with a government-issued ID. To keep your business secure, this is required before editing business info or publishing your business agent." The check is run by Persona, an identity verification company, on a page at withpersona.com. It hands over to your phone so you can use its camera.

We have no pictures of these screens to show. Ours hold our registration number and addresses.

1. Select **Verify** on the banner and follow the handover to your phone.
2. On "Business details", fill in **Legal business name** exactly as registered. **DBA (Doing Business As) name** is already filled in from the profile name.

3. Choose the country under **Where is your business located?**
4. Under **Business type**, choose **Sole Proprietor** or **Entity**.

   > **Sole Proprietor** is selected when the screen opens. An LLC or a corporation is an **Entity**. Check this twice.

5. On the next screen, type the **Registration number value**. In the United States the hint shows the format of an Employer Identification Number: 12-1234567.
6. **Business Website** is already filled in. Type the **Physical address (no PO boxes)**, or choose "edit address manually" if the search doesn't find it.
7. For **Legal registered address**, tick **Same as physical address** or type the registered one.
8. Select **Continue**, then photograph your government-issued ID and take the selfie when asked.

The help page says the check may also ask for business registration information and proof that you are authorized to represent the business, and that the name, address and any registration or tax number must match official records.

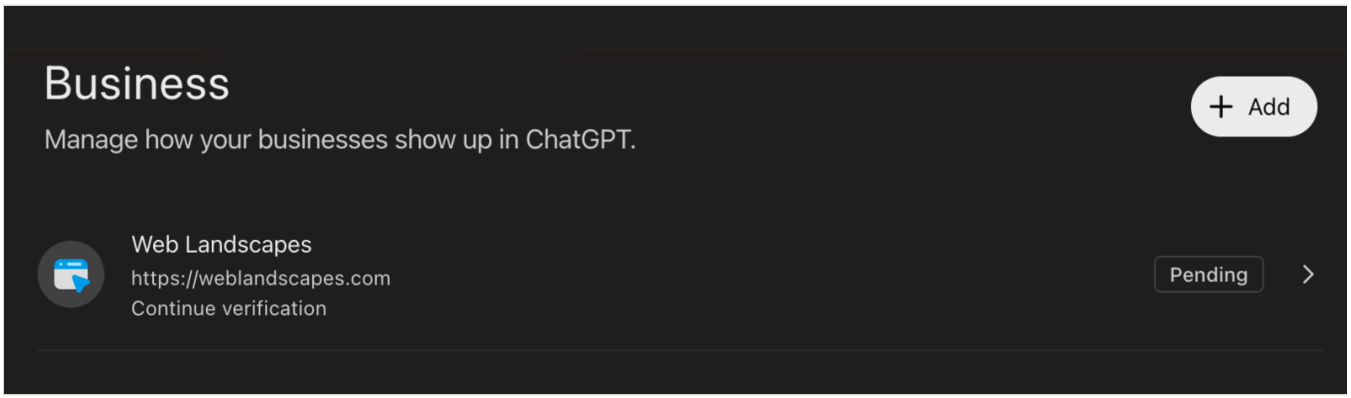
You'll know it worked when Persona's last screen says the application is in review.

Module 6: While it is pending, and after approval

When this module is done, you will know what to leave alone while OpenAI reviews the claim and what to check on the day it is approved. It takes a few minutes a week.

While it is pending

Right after the identity check, `chatgpt.com/business-hub` opens on a list titled **Business**, with an **Add** button. Your row shows the name, the website, **Continue verification** and a **Pending** tag.



Inside, the overview still shows **DRAFT** and the "Verify your identity" banner. The hub does not confirm the submission. The help page says the decision, or a request for more information, comes by email.

1. Do not select **Verify** again. The help page says to wait for the review to finish before retrying.
2. Watch the inbox of the ChatGPT account, and its spam folder.

3. Leave the TXT record in place. Nothing we read says when it can be removed.
4. Change nothing on your website that would contradict what you submitted: the name, the phone, the email.

We don't know how long the review takes. OpenAI's help page gives no time. Ours has been pending since the morning of November 14, 2026.

After approval

We have not reached this point. This list comes from OpenAI's help page and its terms, as we read them on November 14, 2026. We will rewrite it from what we see.

- [ ] Read the published profile and compare every line with your worksheet. Approval publishes it automatically.
- [ ] The blue check is there. The help page says it comes from the approved identity check.
- [ ] Add the logo and the cover photo. The help page lists website, description, category, logo, cover photo, delivery policy, return policy and other optional details as editable. OpenAI reviews changes before they show.
- [ ] Add a teammate you trust, on their own ChatGPT account, so one person is not the only way in.
- [ ] Decide about the call opt-out in the terms.
- [ ] Open Insights once a week and write the numbers down. The help page says they cover the last 28 days, that a mention of an online business counts only when ChatGPT refers to its website, and that a blank doesn't mean zero.
- [ ] If you sell products: a feed can be uploaded as a file or connected from a Shopify store. A feed is no guarantee that a product is recommended.
- [ ] If you are an eligible ecommerce or online service business in the United States: an agent is separate and optional. It can't complete purchases, make bookings or check orders. It explains and links to your website.
- [ ] Put a date in your calendar every three months to check the profile still matches your website. The terms require you to keep it current.

What goes wrong

Verify domain fails and you just saved the record. The screen itself says changes may take time to appear. Look the record up from outside (Module 3). If the lookup shows your value, wait a few minutes and select **Verify domain** again.

The lookup shows nothing. The record is in the wrong place or was not saved. Check that you added it where the nameservers point, not at a registrar whose DNS is no longer in use.

The name came out doubled. A lookup of `openai-business-profile.yourdomain.com.yourdomain.com` finds the record. You typed the full name at a provider that adds the domain itself. Edit the record's name to `openai-business-profile` only.

The record is on the root. A TXT lookup of `yourdomain.com` shows the value. Move it: the name must be `openai-business-profile`, not `@` and not blank.

The value has quotes or a missing end. Some panels add quote marks themselves, which is fine. Quotes you typed by hand are not. Delete the record and paste the value again from the copy button.

The record expired after 24 hours. We did not let ours run out, so we have not seen that screen. A new attempt makes a new code. Change the value of the record you already added, and don't leave two records with the same name.

The phone code doesn't arrive. Go back and choose the other method: the automated call instead of the text, or the reverse. If the business number answers with a phone menu, an automated call may not get through. Use a direct line if you have one.

The email code doesn't arrive. Check spam, wait for the countdown, select **Resend code**. If the address was mistyped, select **Change email**.

It has been pending for days. We have no time to compare with yet. The help page says OpenAI emails a decision or a request for more information, and that a pending claim can be cancelled. Don't start a second claim for the same business.

The identity check fails. We have not seen a failure. The help page says the name, address and registration or tax number must match official records, and to wait for the review to finish before retrying. Common causes with identity checks in general are a business type that doesn't match the registration, a trading name typed where the legal name goes, and an address that differs from the one on record. Compare your worksheet with your registration papers before you try again.

Someone else claimed your business. The help page says an already-claimed business has **Dispute ownership** in the profile's menu and a locked listing shows **Contact support**. We have used neither.

Several locations and physical businesses

Coming when we have run it. We chose **Through a website**, so we have not seen the screens after **At a physical location**.

What OpenAI's help page says today:

- Local stores and restaurants can currently claim only an existing listing in the United States.
- Each brand is managed separately. There is no central management yet.
- Claiming the main brand does not claim its locations.

What we saw ourselves: the three-dot menu on a business overview has **Add business**, so one ChatGPT account can hold more than one business.

If you bought this guide, the edition with this section is part of your year of updates.

Checklist

- [ ] Terms read, and the business accepts them
- [ ] Worksheet filled in, description at 300 characters or less
- [ ] Signed in with the account the business will keep
- [ ] Searched three ways before choosing Create
- [ ] TXT record added with the name openai-business-profile
- [ ] Lookup from outside shows the value
- [ ] Verify domain passed
- [ ] Category chosen, description pasted and not cut
- [ ] Business phone and email added, both codes entered
- [ ] Delivery and return answers match the website
- [ ] Skipped the advertising credit and the paid plan
- [ ] Decided to continue, knowing a published profile stays
- [ ] Business type correct: Entity or Sole Proprietor
- [ ] Legal name, registration number and addresses copied from the papers
- [ ] ID and selfie sent
- [ ] Business list shows Pending, and Verify left alone

Quiz

1. When do you accept OpenAI's terms?
2. What are the three values of the TXT record, and how long is the value good for?
3. How many characters does the description take, and how do you know when you reach the limit?
4. You run a cleaning company. What do you answer for delivery and returns?
5. Your business is an LLC. What do you change on the first identity screen?
6. The overview still says DRAFT an hour after the identity check. What do you do?

Answers

1. When you continue past the first screen of Business Hub. The search screen says so, and there is no separate box.
2. Type `TXT`, name `openai-business-profile`, and a value that starts with `openai-business-profile=` followed by a code unique to your claim. The screen gives an expiry 24 hours after it was made.
3. 300, spaces included. There is no counter. Typing stops, so count it before you paste.
4. **We don't offer delivery** and **Returns not accepted**. Your refund and cancellation terms stay on your website.

5. **Business type** from **Sole Proprietor**, which is selected when the screen opens, to **Entity**.
6. Nothing. Check that the Business list shows **Pending**, leave **Verify** alone and wait for the email.

If you are doing this for a client

Each business is its own party to OpenAI's terms. The client, as owner or authorized person, accepts them and passes the identity check on their own ChatGPT account. You don't accept for a client, and you never hold or upload a client's ID or sign in as them.

What you can do:

- Fill in the worksheet with them, from their website and their registration papers.
- Add the TXT record if you manage their DNS, from the values they send you.
- Sit on a video call while they go through the screens.
- Be added afterward. The help page says the admin who claimed can add teammates and give an agency access, each with their own ChatGPT account. For a business claimed inside a ChatGPT workspace, the people invited may need to be members of that workspace.

What to tell them before they start: the permanent license for basic details, that a published profile can't be removed, the covenant not to sue, the calls with their opt-out, and that approval publishes by itself.

The help page says never to forward a personal claim invitation. The terms let a client share insight data with a service provider only when the provider acts for that client.

We have not yet seen the screen for adding a teammate or an agency, or the names of the roles. This section will be extended when our own profile is approved.

Words you need to know

Word	What it means
Business Hub	The part of ChatGPT where a business claims and manages its profile, at chatgpt.com/business-hub.
Claim	Telling OpenAI that you represent a business, and proving it.
Draft	A profile that is saved but not published. It can be deleted.
Pending	The identity check was sent and OpenAI has not decided yet.
DNS	The settings that tell the internet where your domain's website and email live.
TXT record	One line of text in those settings. It changes nothing about the site or the mail.
Host or name	The part of the record's name before your domain. Here, `openai-business-profile`.
Root, or @	The domain itself, with nothing before it. Not where this record goes.

Word	What it means
TTL	How long other computers remember a record before asking again.
Nameservers	The computers that answer for your domain. They decide where your DNS is managed.
DBA	"Doing business as": the trading name, when it differs from the legal name.
EIN	Employer Identification Number, the federal tax number of a business in the United States.
Persona	The identity verification company that runs the ID check for OpenAI.
Insights	The numbers Business Hub shows a verified business: mentions and website clicks.

Official help

Checked November 14, 2026.

- OpenAI, setting up your business on ChatGPT: https://help.openai.com/en/articles/20001635-setting-up-your-business-on-chatgpt
- OpenAI, Businesses in ChatGPT Terms: https://openai.com/policies/businesses-in-chatgpt-terms/
- ChatGPT, Business Hub: https://chatgpt.com/business-hub

About this guide

This guide is for the owner of a small business that has a website and wants to claim its profile in ChatGPT. We wrote the steps for you doing this on your own account. If you help clients, read "If you are doing this for a client".

It covers the path we ran ourselves: a business that works through its website, in the United States, on a free ChatGPT account, with screens in English. It does not yet cover a physical location, a listing that already exists, or anything after approval. Those parts are marked, and they will be written from our own screens as we reach them.

Words in **bold** are the exact words on the screen. The example businesses in Module 1 are made up. The pictures are from our own claim, with the verification code covered.

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The screenshots come from real accounts, with private details blurred. These companies change their screens often, so a label, a menu or a step may look different when you follow it. If a screen doesn't match, the official help pages listed in this guide have the current steps.

This guide is general information, not legal, financial or professional advice for your situation. Check your own setup before you change anything, and follow the steps at your own risk.

Last checked: November 14, 2026. The steps were recorded from our own claim on that date. What the guide repeats from OpenAI's help page and terms was read on the same date. Free updates for one year from your purchase. This copy is licensed to the person who bought it. Please don't resell or republish it.