A SIMPLE STEP-BY-STEP GUIDE FROM BLINKJAR MEDIA

How to Claim Your Business on ChatGPT

Twelve steps in three phases: claim your business, complete identity verification, and manage your presence. Start at chatgpt.com/business-hub.

Before You Claim Your Business

Have these items ready before you start.

1. **ChatGPT Account.** Use an account controlled by the business owner or an authorized employee.
2. **Authorization.** You must own the business or be authorized to represent it.
3. **Verification Access.** You may need access to your business phone, business email, domain DNS settings, or Shopify account.
4. **Identification.** Government-issued identification and business documentation may be required for additional identity verification.

Good to know: You do not need to purchase advertising or create a Business Agent to claim an eligible business.

Claiming Your Business Takes Three Phases

We'll walk you through the process, from finding your business to managing your information in ChatGPT.

PHASE	WHAT YOU DO	STEPS
01 Claim Your Business	Find your business, verify ownership, and confirm your claim.	1–7
02 Complete Verification	Submit your identity information through Persona and await approval.	8–9
03 Manage Your Presence	Review your business details, explore insights, and invite your marketing team.	10–12

PHASE 1 OF 3 · STEPS 1–7

PHASE 1: CLAIM YOUR BUSINESS

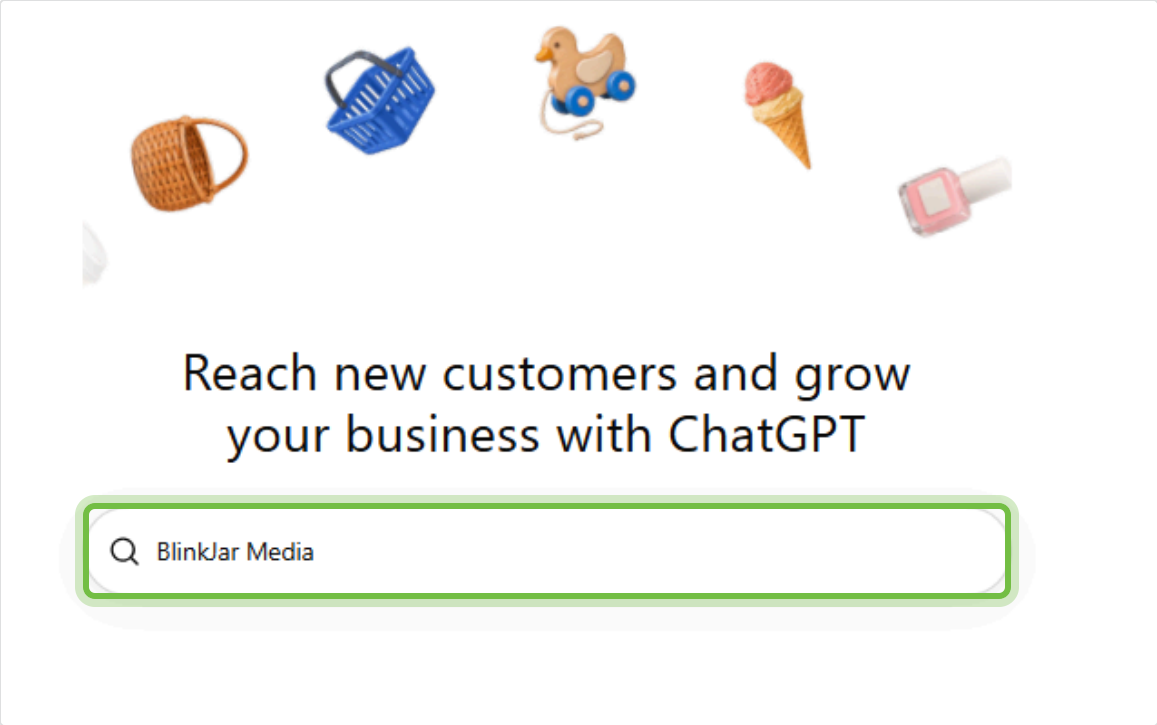
Find your business, confirm ownership, and complete the initial claiming process.

STEP 1 OF 12

Find Your Business in ChatGPT

Visit ChatGPT Business Hub and search for your business.

Actual ChatGPT screen from BlinkJar Media's claim, Nov. 11, 2026. Our capture shows the name typed into the search field. Matching listings appear once you search.



1. Open chatgpt.com/business-hub, or choose Business Hub in the ChatGPT sidebar.
2. Sign in to your ChatGPT account.
3. Enter your business name.
4. Choose the matching listing.

Good to know: Select the listing that matches your business.

If your business does not appear

- Whether you can create a listing depends on eligibility.
- Certain eligible online businesses may create new profiles.
- Local stores and restaurants are currently limited to claiming existing U.S. listings.

If someone else has claimed it

- Open the profile, select the more options menu (•••), then **Dispute ownership**. You will verify through Persona that you are authorized.

If the listing says Contact support

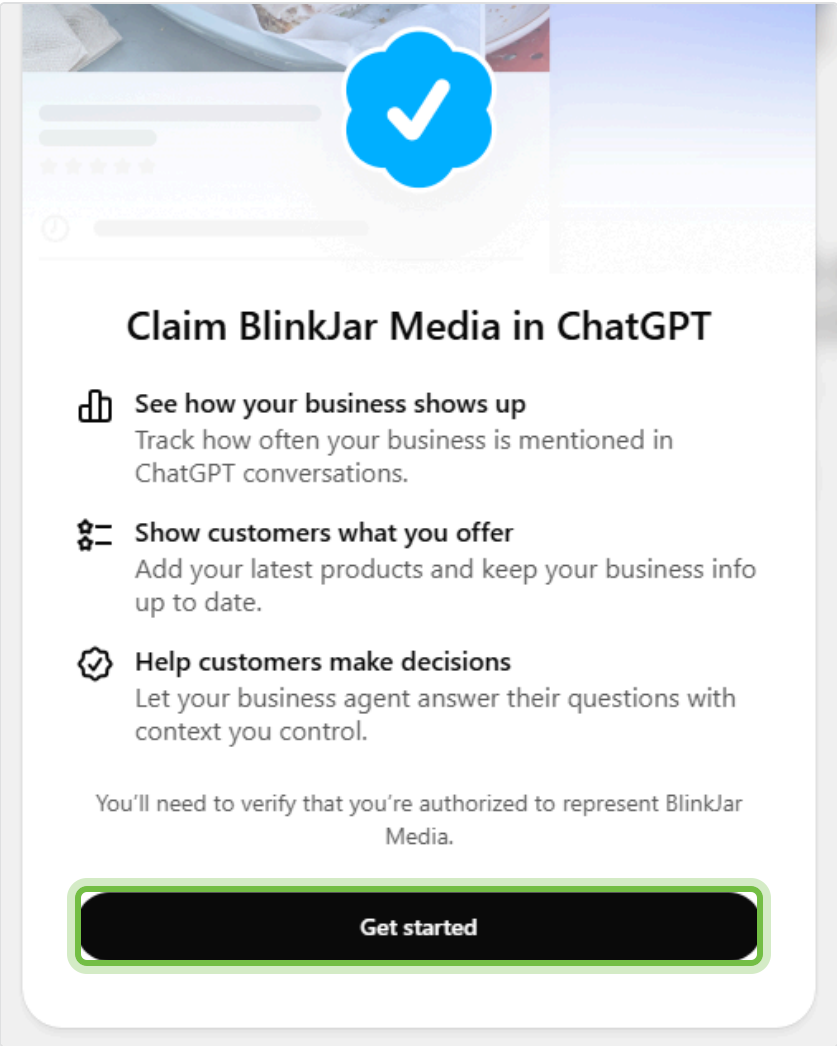
- The listing is locked. Select **Contact support** to ask OpenAI for help with access.

STEP 2 OF 12

Start Your Business Claim

Select **Get started**.

Actual ChatGPT screen from BlinkJar Media's claim, Nov. 11, 2026.



1. Read what claiming gives you.
2. Select **Get started**.

Good to know: You'll need to verify that you're authorized to represent the business.

What you are agreeing to

- Starting a claim does not commit you to a Business Agent or to advertising. Both are optional and separate.

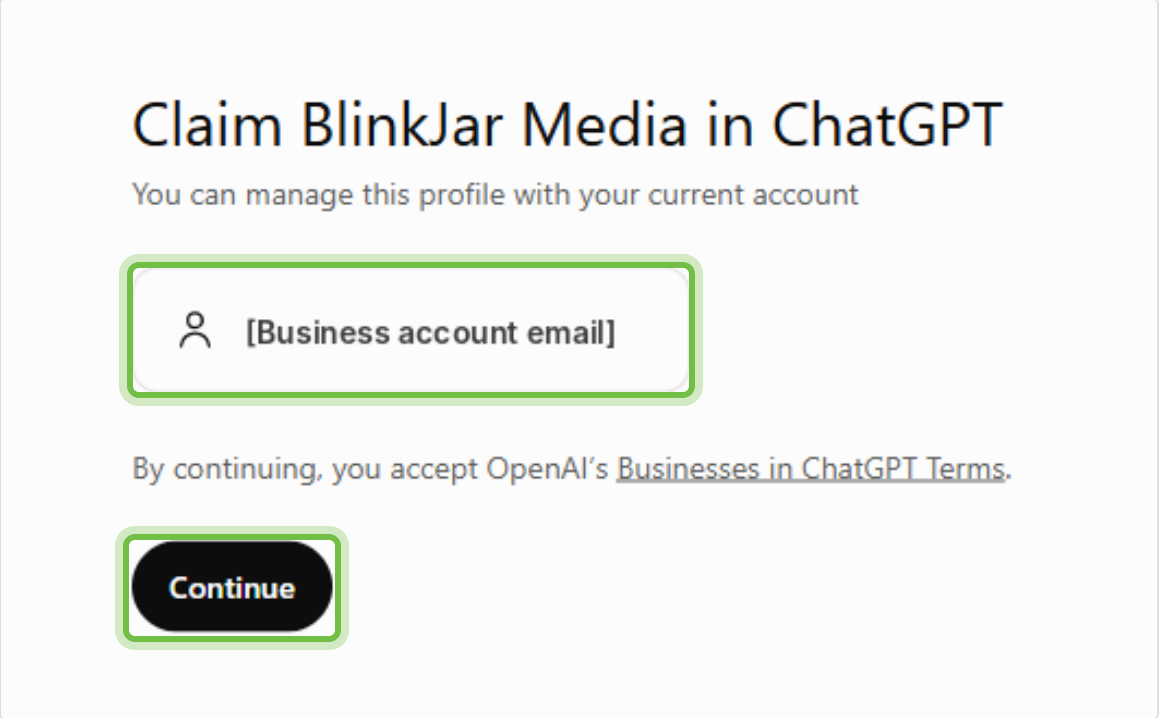
- Continuing accepts OpenAI’s Businesses in ChatGPT Terms, linked on the Business Hub screen. Read them first.

STEP 3 OF 12

Confirm Your ChatGPT Account

Make sure you’re using the account that should manage your business.

Actual ChatGPT screen from BlinkJar Media’s claim, Nov. 11, 2026. The account email is removed from this capture.



1. Check the account shown on screen.
2. If it is the wrong one, sign out and switch before you continue.
3. Select **Continue**.

> **Good to know:** We recommend using an account controlled by your company.

If you received a claim invitation by email

- The authorized recipient should follow that invitation using the account it was sent to.
- Do not forward a personal claiming invitation to another person.

Working with an agency

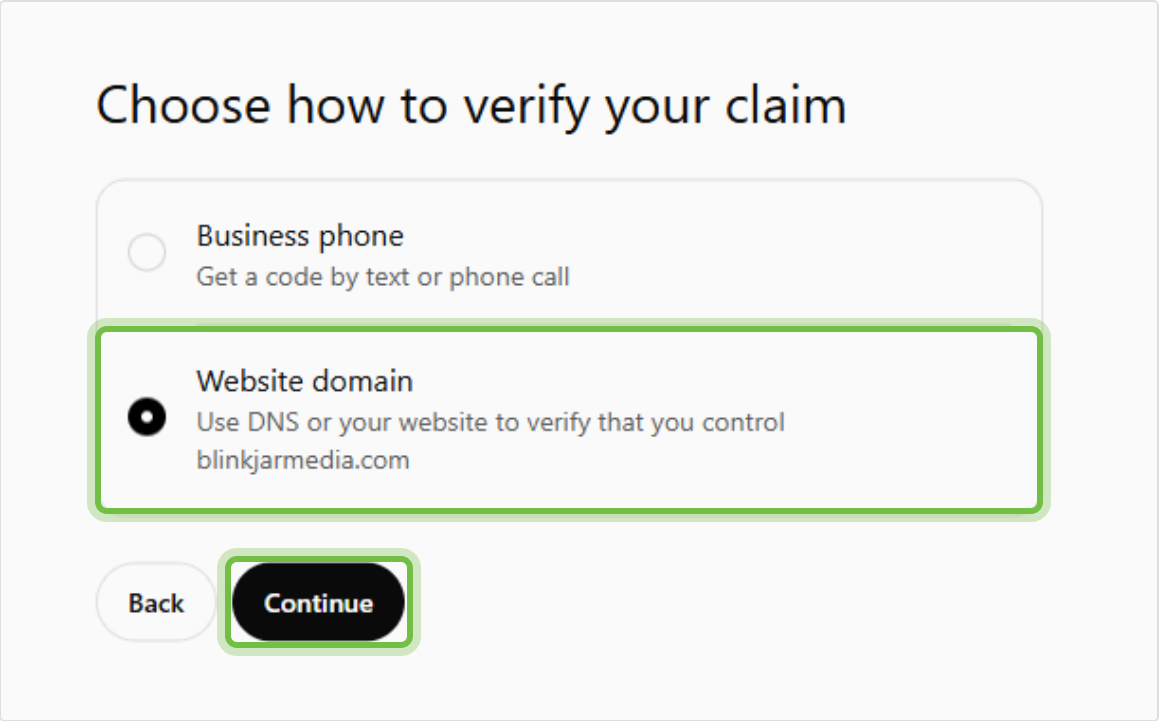
- Agency access can be granted later, in Step 12. The company should claim the profile itself.

STEP 4 OF 12

Choose How to Verify Your Business

Select one of the verification methods available to your company.

Actual ChatGPT screen from BlinkJar Media's claim, Nov. 11, 2026.



1. Review the methods ChatGPT offers for your business.
2. Select the one you can complete. BlinkJar used **Website domain**.
3. Select **Continue**.

Good to know: Your available verification methods may differ.

Four possible methods

- **Business phone:** Receive a code by text or automated call and enter it into ChatGPT.
- **Business email:** Receive a verification code at an eligible business email address.
- **Website domain:** Add a TXT verification record to the domain's DNS settings.
- **Shopify store:** Connect the eligible Shopify store and complete the authorization process.

Important

- Not every business will see all four options. BlinkJar's claim offered two: Business phone and Website domain.

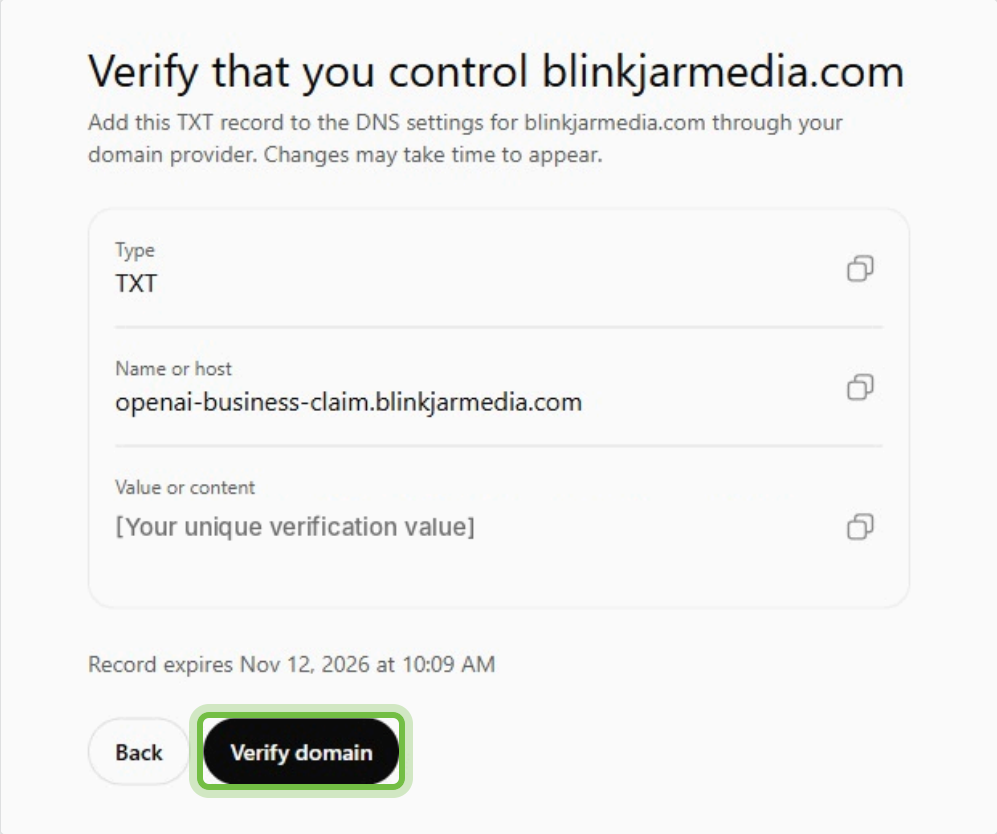
- DNS verification is not mandatory. Use whichever offered method you can complete.

STEP 5 OF 12

Verify Your Business

Follow the instructions for the verification method you selected. This example shows the Website domain method.

Actual ChatGPT screen from BlinkJar Media's claim, Nov. 11, 2026. BlinkJar's unique verification value is removed from this capture. Yours appears in Business Hub.



1. Copy the TXT record information provided by ChatGPT.
2. Open your domain's DNS settings.
3. Create a TXT record.
4. Enter the provided host and value exactly.
5. Save the record.
6. Return to ChatGPT.
7. Select **Verify domain**.

Good to know: DNS changes may take time. Your website administrator can help if needed.

DNS help

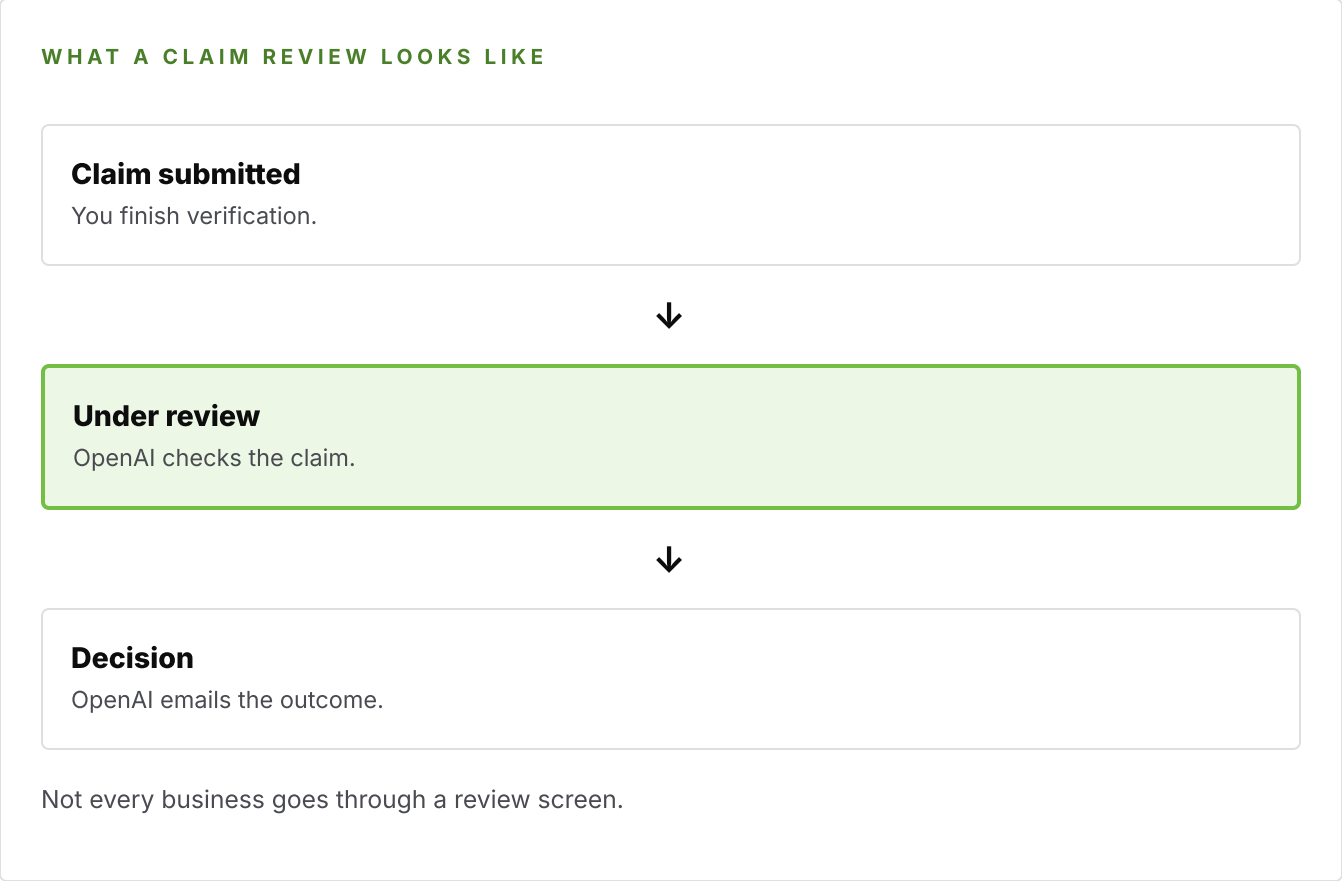
- DNS settings may be managed by a domain registrar, a hosting provider, or another DNS service.
- Some DNS providers automatically append the domain name, so the host may need to be entered without it.
- The TXT record must match the supplied instructions exactly.
- DNS changes may require propagation time.
- Verification records can expire. The screen shows when.
- If a record expires, get current instructions from Business Hub.
- Do not modify unrelated DNS records.
- Contact your website administrator if you need assistance.

STEP 6 OF 12

Your Claim May Need Review

Follow any remaining prompts and wait for OpenAI's decision if your claim requires review.

Illustration. Not a ChatGPT screen.



1. Finish any prompts ChatGPT shows after verification.
2. If your claim is placed under review, wait for OpenAI's decision.
3. Respond if OpenAI asks for additional information.

Good to know: Watch the email associated with your ChatGPT account.

What to expect

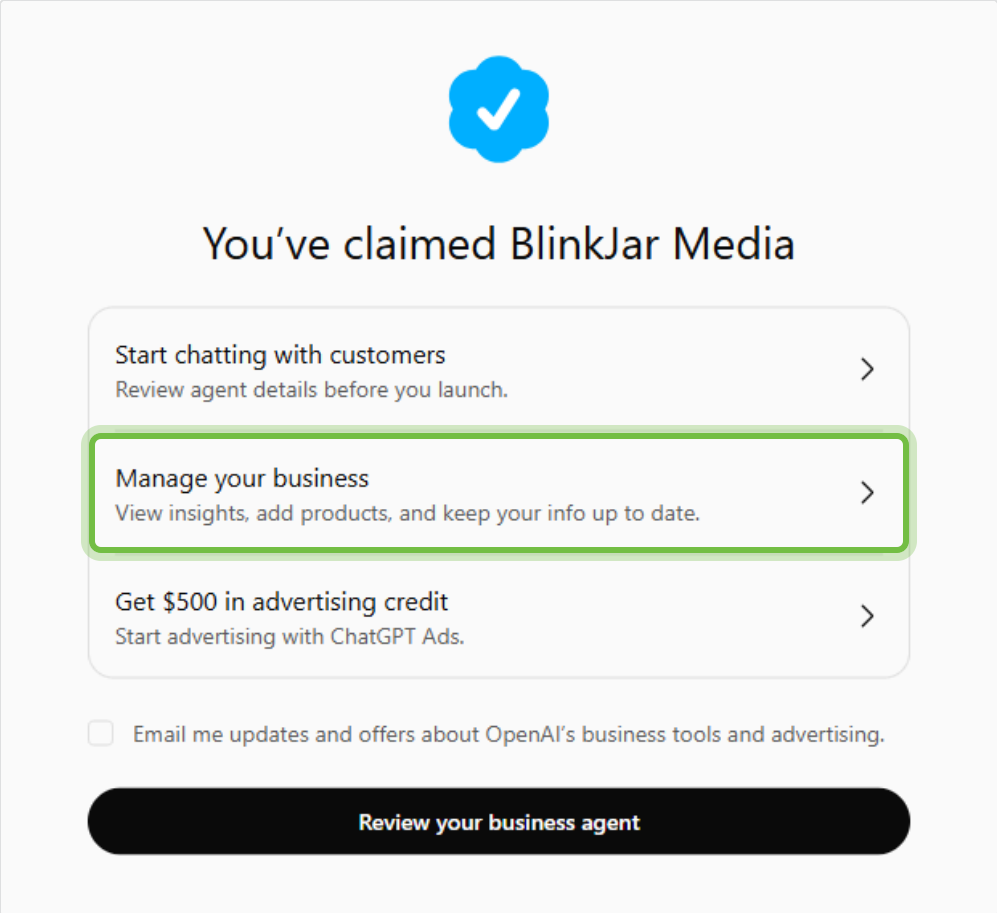
- Some claims may be placed under review. Not every business sees this screen.
- OpenAI may notify the business by email when the claim is approved or when additional information is required.

STEP 7 OF 12

Your Business Has Been Claimed

Once the claim is approved, open your business through Business Hub.

Actual ChatGPT screen from BlinkJar Media's claim, Nov. 11, 2026. The large button on this screen opens the optional Business Agent. You do not need it to finish claiming.



1. Look for the confirmation that you've claimed your business.
2. Select **Manage your business**.

Good to know: Your business claim is complete. Additional identity verification may still be required.

Claimed is not the same as verified

- The business claim and Persona identity verification are separate.
- A successful claim does not automatically mean all profile-management features are available.
- Business Agent setup and advertising credit appear on this screen. Neither is a required step.

End of Phase 1. Your business may be claimed, but additional Persona identity verification is required before certain Business Hub features become available.

PHASE 2 OF 3 · STEPS 8–9

PHASE 2: COMPLETE VERIFICATION

Verify your identity through Persona and wait for OpenAI's approval.

STEP 8 OF 12

Complete Your Identity Verification

Follow the instructions to verify your identity through Persona.

Illustration. Not a ChatGPT screen.

TWO SEPARATE CHECKS

1. Business ownership
Phone, email, domain, or Shopify. Covered in Steps 4–7.

↓

2. Your identity
Completed with Persona. This step.

Government-issued ID | **Business registration documents** | **Proof of authorization** | **Matching company information**

Have these ready. Persona tells you which ones it needs.

1. Where offered, select **Verify with Persona**.
2. Select **Continue to Persona**.
3. Complete the requested submission.

Good to know: This identity verification is separate from confirming business ownership.

Why this step exists

- Once your business claim is approved, OpenAI requires additional identity verification before certain Business Hub features become available.
- That includes publishing changes to your business information, connecting a product feed, viewing insights, and creating a Business Agent if your business is eligible.

What it may involve

- Government-issued identification.
- Business registration documents.
- Proof of authorization.
- Matching company information.

If you skipped verification

- Return to the business overview and select **Complete verification with Persona**, then follow the instructions.

Labels can vary

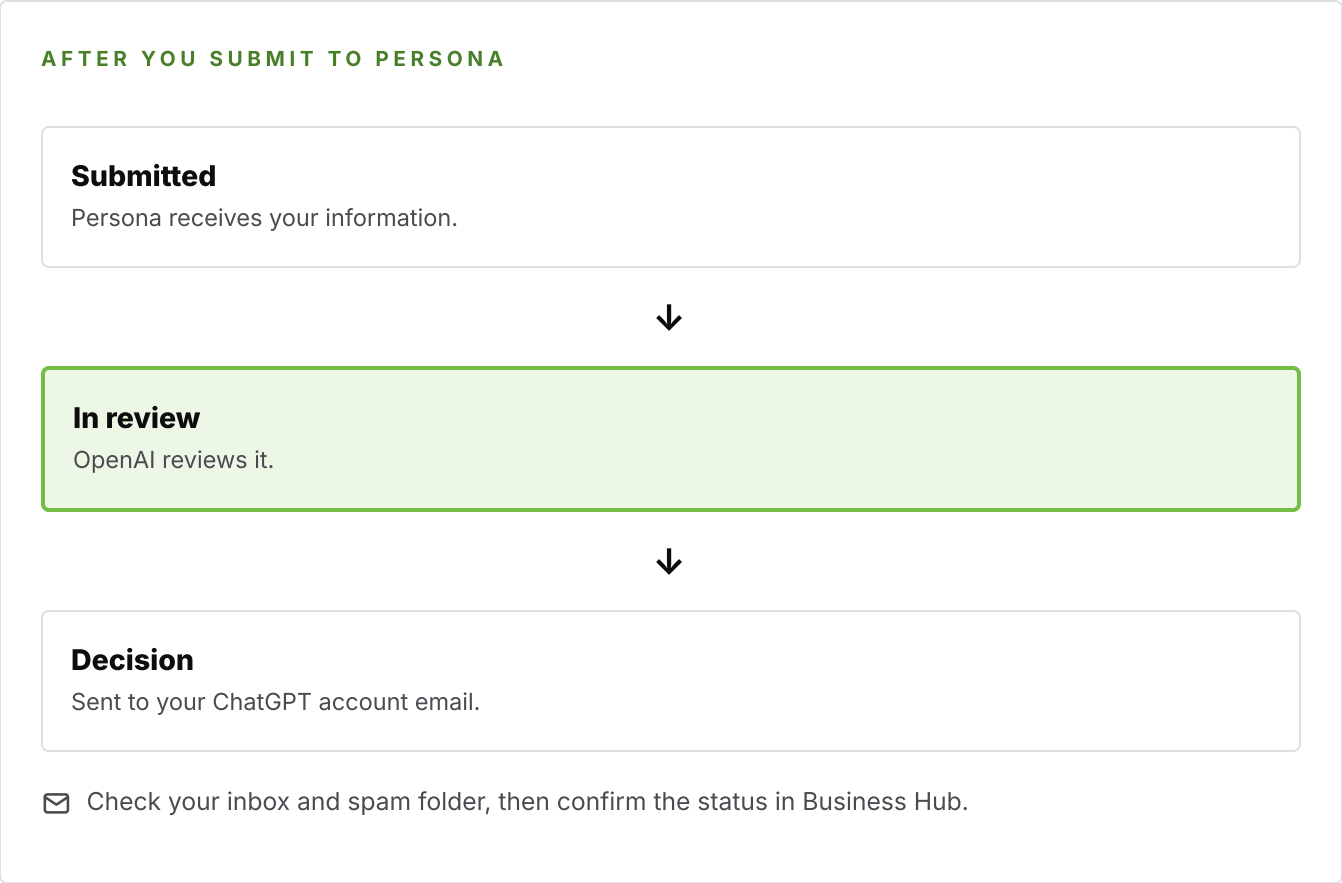
- Telos Creative's walkthrough shows a dashboard banner about verifying with a government-issued ID and a **Start verification** button when editing business info. Follow whichever prompt your account shows.

STEP 9 OF 12

Watch for Your Approval Email

After submitting your identity verification, wait for OpenAI's review decision.

Illustration. Not a ChatGPT screen.



1. Monitor the inbox associated with your ChatGPT account.
2. Check spam or junk folders.
3. Look for an OpenAI notification regarding verification.
4. Return to Business Hub to review the current status.
5. Follow any request for additional information.

Good to know: Review times vary. Watch your email and Business Hub for updates.

Timing

- OpenAI does not guarantee a particular approval timeframe.
- Do not resubmit documents while an active review is pending.

If verification fails

- Follow the instructions in the decision email.
- Use **Try again** if available.
- Verify that business information matches official records.

- Contact OpenAI Support if necessary.

End of Phase 2. Continue to the management steps once OpenAI approves your identity verification.

PHASE 3 OF 3 · STEPS 10–12

PHASE 3: MANAGE YOUR PRESENCE

Review business information, understand available insights, and grant appropriate access to your team.

STEP 10 OF 12

Review and Update Your Business Profile

Return to Business Hub and make sure your business information is accurate.

Illustration. Not a ChatGPT screen.

PROFILE REVIEW CHECKLIST

- [ ] **Business name**
- [ ] **Website**
- [ ] **Business description**
- [ ] **Products or services**
- [ ] **Business category**
- [ ] **Logo**
- [ ] **Cover photo**
- [ ] **Policies and additional fields**

Fields vary by business type. OpenAI reviews changes before publishing them.

1. Open Business Hub.

2. Select the claimed business.
3. Review available information.
4. Correct inaccurate or outdated details.
5. Submit changes for review.

Good to know: Keep your business information accurate, current, and complete.

Don’t assume it’s right

- A listing existing does not mean its details are correct. Check every available field.
- Telos Creative documented inaccuracies in its own listing, including the wrong logo and a website link that pointed to an interior page. That was Telos’s experience, not BlinkJar’s.

Review and publishing

- OpenAI reviews submitted business profile changes before publishing them.
- Updates may not appear immediately.
- If a new business profile was created through a supported Persona workflow, publication may follow approval automatically.
- The available fields may differ by business type.

STEP 11 OF 12

Explore Your ChatGPT Insights

Review the available information about how people discover your business in ChatGPT.

Illustration. Not a ChatGPT screen.

WHAT THE INSIGHTS VIEW REPORTS

Mentions
Qualifying appearances of your business in ChatGPT.

Website clicks
Clicks from ChatGPT to your website.

Discovery topics
Common themes where your website is cited.

Sample layout only. No real data is shown. Your numbers appear once there is enough activity to report.

1. Open your business in Business Hub.
2. Review mentions, website clicks, and discovery topics.
3. Note today's numbers as your baseline.

Good to know: These insights help you understand AI discovery, but don't tell the whole marketing performance story.

What the metrics mean

- **Mentions:** Qualifying appearances of your business in relevant ChatGPT results or references.
- **Website clicks:** Clicks from supported ChatGPT business experiences to your website.
- **Discovery topics:** Common themes across conversations where your website is cited.
- **Other metrics:** If your dashboard shows more, such as profile views, use the definitions OpenAI gives in Business Hub.

Reporting limits

- OpenAI documents an aggregated 28-day insights view.
- Certain metrics may be unavailable until enough reportable activity occurs. A blank metric does not necessarily mean no activity.
- Insights do not provide individual customer prompts or private conversations.

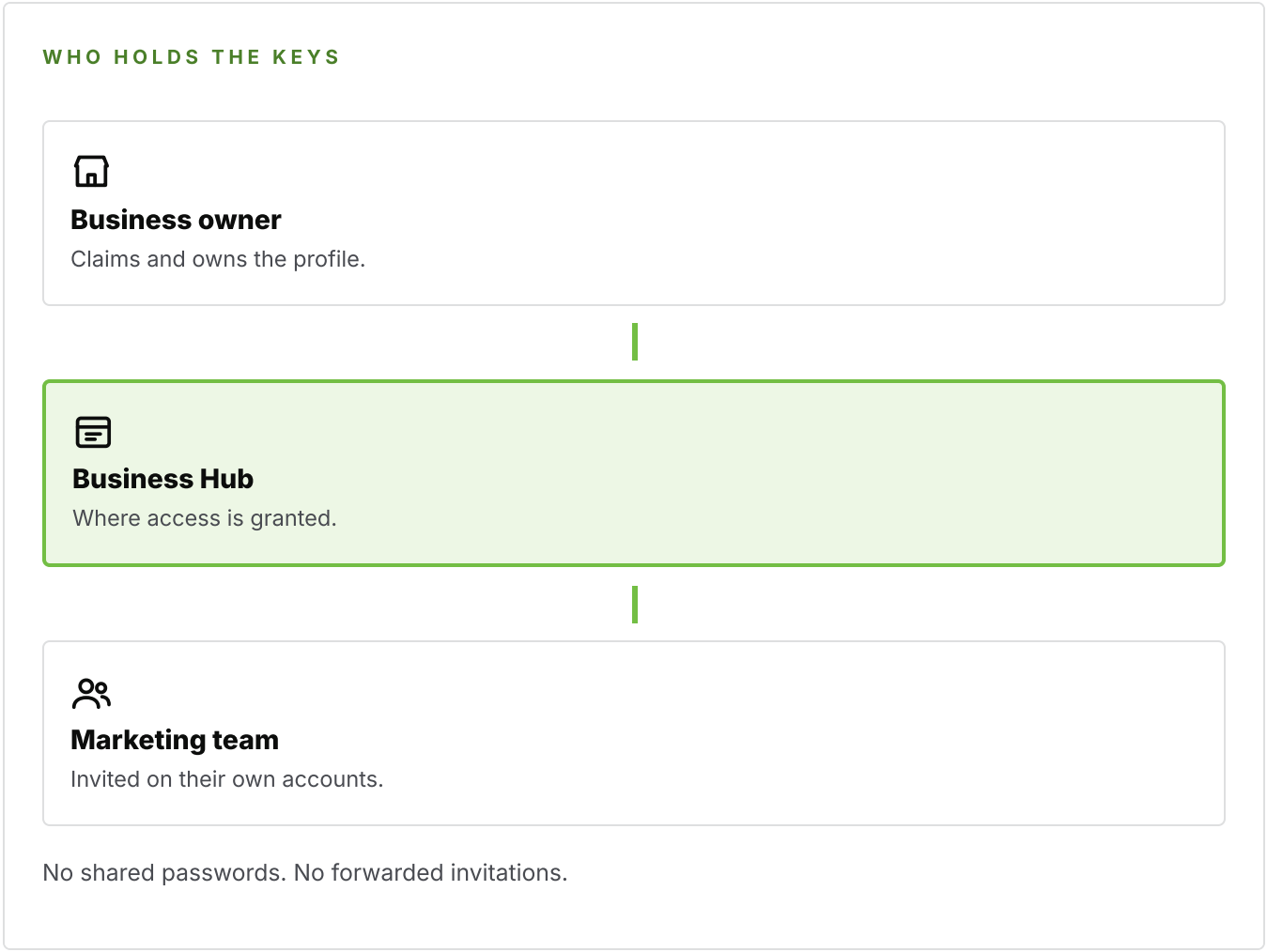
- Website clicks are not equivalent to qualified leads or conversions.
- Business Hub does not measure your visibility on other AI platforms.

STEP 12 OF 12

Invite Your Marketing Team

Grant appropriate access to the people who help manage your business's online presence.

Illustration. Not a ChatGPT screen.



1. Open your business in Business Hub.
2. Add teammates, or grant your agency access.
3. Have each person use their own ChatGPT account.

Good to know: Your company controls the profile while trusted partners help maintain it.

Access rules

- The admin who claimed the business can add teammates in Business Hub and grant an agency access.
- Use individual accounts. Do not share passwords.
- Do not forward personal claim invitations as a substitute for access management.
- If the business was claimed in a ChatGPT workspace, invitees may need to be members of that workspace. If an agency invitation is blocked, contact OpenAI Support.

BlinkJar's recommendation

- Your company should keep ownership of its business profile. Then invite BlinkJar Media or other authorized marketing partners to help manage it.

End of Phase 3. Continue reviewing your business's information and customer-facing appearance as the platform develops.

NOT A REQUIRED STEP

Bonus: See What Customers See

Once your profile is claimed and verified, check how ChatGPT actually represents your business.

Open a separate ChatGPT conversation and ask questions such as:

- "What can you tell me about BlinkJar Media in Baton Rouge?"
- "What services does BlinkJar Media offer?"
- "How can I contact BlinkJar Media?"

What to check

- Correct company name.
- Accurate website.
- Correct logo.
- Accurate contact details.
- Correct locations.
- Accurate services.

- Clear and current business descriptions.

> **Good to know:** ChatGPT's answers can draw from multiple sources. Claiming and editing a business profile does not guarantee every generated answer will reproduce the exact information supplied.

SUPPLEMENTAL

What Else Can You Do in Business Hub?

None of these is required to claim your business.

Business Agents

Eligible businesses may create an AI experience that answers questions about their products, services, and policies.

Availability depends on OpenAI eligibility requirements. At launch, that means eligible ecommerce and online service businesses in the U.S.

Product Feeds

Eligible retailers can provide structured product information, including pricing and availability, through supported feeds or Shopify connections.

Product feeds are not required for a basic claim.

Advertising

Advertising opportunities may be available separately. You do not need to purchase advertising to claim a profile.

Advertising does not provide control over ChatGPT's independent recommendations.

TROUBLESHOOTING & FAQ

What If Something Goes Wrong?

BUSINESS ELIGIBILITY AND OWNERSHIP

1. What if my business doesn't appear in ChatGPT Business Hub?

Check the spelling and confirm you are signed in. If it still does not appear, your options depend on eligibility. Certain eligible online businesses may create a new profile. Local stores and restaurants are currently limited to claiming existing U.S. listings.

2. Can I create a new business listing?

Only if your business type is eligible. Business Hub offers the option when it applies. Local stores and restaurants cannot create a new listing at this time.

3. What if someone else already claimed my business?

Open the business profile, select the more options menu (•••), then select **Dispute ownership**. You will verify through Persona that you are authorized to represent the business. OpenAI says disputing ownership does not change the profile's visibility in ChatGPT.

4. What does Contact support mean on a listing?

The listing is locked and cannot be claimed through the standard flow. Select **Contact support** to ask OpenAI Support for help with access.

5. Can I claim multiple business locations or brands?

Not in one step. OpenAI says central management across a parent company's brands and locations isn't currently available, and claiming the main brand does not claim its locations. Claim each one separately. If you have an OpenAI account contact, ask them about the supported claim path.

6. What if I received a personal claiming invitation by email?

The person it was sent to should follow it, using the ChatGPT account tied to that invitation. Do not forward it. Other people get access later through Business Hub.

VERIFICATION METHODS

7. Which verification method should I choose?

The one you can finish with access you already control. Only the methods ChatGPT offers for your business will appear, so you may not see all four. BlinkJar was offered Business phone and Website domain, and used Website domain.

8. How do I verify using my business phone?

Choose **Business phone**. ChatGPT sends a code by text or phone call. Enter the code in ChatGPT. Make sure someone can answer the business line.

9. How do I verify using my business email?

Choose **Business email** if it is offered. ChatGPT sends a verification code to an eligible business email address. Enter the code in ChatGPT.

10. How does Shopify verification work?

Connect your eligible Shopify store, from Business Hub or from your Shopify admin, and complete the authorization. Identity verification through Persona is still a separate step.

11. Where do I add the DNS TXT record?

At the company that manages DNS for your domain. That may be your domain registrar, your hosting provider, or a separate DNS service. Create a new TXT record using the host and value ChatGPT shows. Leave your existing records alone.

12. Why isn’t my DNS verification working?

Check four things. **Record accuracy:** the host and value must match exactly, with no extra spaces. **Provider formatting:** some providers add your domain to the host automatically, so you may need to enter the host without it. **Propagation:** DNS changes can take time to appear. **Expiration:** the record may have expired.

13. What happens if my TXT verification record expires?

Return to Business Hub, start the domain verification again to get current instructions, and replace the old TXT value with the new one. The verification screen shows when a record expires.

PERSONA AND APPROVAL

14. Why do I have to submit a government ID?

OpenAI uses Persona to confirm that the person managing a profile is authorized to represent the business. It is required before you can publish changes to your business information, connect a product feed, view insights, or create a Business Agent if your business is eligible.

15. What information does Persona require?

It may ask for government-issued identification, business registration documents, and proof of authorization. Your company information should match your official business records. Provide what the screens request.

16. How long does identity verification take?

Approval times vary. OpenAI does not guarantee a timeframe, so we won't either.

17. How will I know when I'm approved?

OpenAI sends its decision to the email address on your ChatGPT account. You can also check the status of your business in Business Hub.

18. Which email address sends the approval notice?

We do not list one, because OpenAI does not publish a guaranteed sender address. Check your spam folder. If you are unsure about a message, skip the links and open Business Hub directly to check your status.

19. What if my verification fails?

Follow the instructions in the decision email. Use **Try again** if it is available. Confirm that your business information matches official records. If you are still stuck, contact OpenAI Support.

20. Can I return later to complete Persona verification?

Yes. Open Business Hub, select your business, find **Complete verification with Persona** in the business overview, and follow the instructions.

BUSINESS PROFILE MANAGEMENT

21. Why is my business information incorrect?

ChatGPT built the listing from sources across the web before you claimed it. Telos Creative found the wrong logo and an interior page listed as its website. Once you are verified, correct every field. Fix the same details on your website and other listings too.

22. How do I update my logo or website?

After your Persona verification is approved, open your business in Business Hub, edit your business information, and submit the change. OpenAI reviews changes before they are published.

23. Why aren’t my changes appearing in ChatGPT?

Two reasons. OpenAI reviews profile changes before publishing them, so updates are not instant. And ChatGPT’s answers draw from multiple sources, so an answer may not repeat your profile word for word.

24. Why does my insights dashboard show no data?

Insights are aggregated and only appear once there is enough activity to meet OpenAI’s reporting thresholds. They also require an approved claim and approved Persona verification. A blank metric does not necessarily mean no activity.

25. Can I see the individual questions customers ask?

No. OpenAI does not share users’ conversations with businesses. You see aggregated counts and discovery topics.

26. How do I give my marketing agency access?

The admin who claimed the business adds teammates in Business Hub and can grant an agency access. Each person uses their own ChatGPT account. If the business was claimed in a ChatGPT workspace, invitees may need to be members of that workspace. If an agency invitation is blocked, contact OpenAI Support.

27. Can I delete or unpublish my business profile?

It depends on whether the profile is published. OpenAI treats an unpublished draft differently from a published profile, so follow the current steps in OpenAI’s setup article for your situation. If Business Hub does not show the option you need, contact OpenAI Support.

GENERAL QUESTIONS

28. Do I need a Business Agent?

No. Business Agents are optional and limited to eligible businesses. You can claim and manage your business without one.

29. Do I need to advertise?

No. You do not need to purchase advertising to claim a profile. Advertising also does not control ChatGPT’s independent recommendations.

30. Do I need a Shopify store?

No. Shopify is one of several verification methods, and a convenient way for Shopify merchants to share product information.

31. Does claiming improve my rankings in ChatGPT?

Not by itself. OpenAI says claiming a profile does not change its visibility in ChatGPT. Claiming lets you manage your information and see insights. It does not guarantee more recommendations.

32. How do I contact OpenAI Support?

Start at help.openai.com. For a locked listing, use **Contact support** on the listing itself.

Answers follow OpenAI's article Setting up your business on ChatGPT, checked Nov. 11, 2026. Businesses in ChatGPT is in beta, so labels and rules can change.

You've Claimed Your Business. What's Next?

Claiming your business in ChatGPT is an important first step toward managing your presence in AI search.

But claiming a profile doesn't guarantee greater visibility or more recommendations.

Continue strengthening your business information, website content, reputation, and overall online authority.

Claim your business on ChatGPT: chatgpt.com/business-hub
Need help? Contact BlinkJar Media: blinkjarmedia.com

HELPING BUSINESSES GET FOUND IN A CHANGING SEARCH LANDSCAPE.

BLINKJAR