FREE FIELD SHEET · Nº 161
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KEYWORD HUB

CHATGPT BUSINESS HUB SETUP CHECKLIST

Claim your business in ChatGPT, verify it, and read the new numbers

CHECKS	DO FIRST	PARTS	COST
13	2	5	Free



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10+ yrs · $8M+ ad spend managed · 150+ page-one rankings

OpenAI launched Businesses in ChatGPT in beta on 10 November 2026. Through Business Hub you can claim your business, keep its information current and see how people engage with it in ChatGPT. This checklist covers claiming and verifying, what to update first, and how to read the numbers honestly.

ON THIS SHEET

1	What changed	3 CHECKS
2	Claim and verify	3 CHECKS
3	Fill it in	3 CHECKS
4	Read the numbers honestly	3 CHECKS
5	Business Agents	1 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/hub-161

PART 1 OF 5 — 3 CHECKS

What changed

- [ ] 1.1

OpenAI launched Businesses in ChatGPT, in beta, on 10 November 2026.

Through Business Hub, businesses can claim their business, manage their information and see how people engage with them in ChatGPT. OpenAI says 1.2 billion people use ChatGPT each week.

- [ ] 1.2

Business Hub shows mentions, website clicks and discovery topics.

Discovery topics are the common themes across conversations where your website is cited.

- [ ] 1.3

The numbers only appear above privacy thresholds.

OpenAI says insights are aggregated, shown only when there are enough conversations or interactions, and it never shares users' conversations with businesses.

PART 2 OF 5 — 3 CHECKS

Claim and verify

- [ ] 2.1 DO FIRST

Go to Business Hub and search for your business.

Any eligible business located where ChatGPT is available can claim it there. OpenAI Enterprise customers and advertisers can also go through their OpenAI representative.

WHERE `chatgpt.com/business-hub`

- [ ] 2.2

Verify by a text or call to your main business number, or by DNS.

Those were the options on the claim screen Search Engine Roundtable showed. The writer verified by DNS, and his claim stayed pending with no data at first.

- [ ] 2.3

On Shopify? Connect your store from Business Hub or the Shopify admin.

OpenAI says this streamlines verification, and eligible Shopify products are already in ChatGPT through Shopify Catalog.

PART 3 OF 5 — 3 CHECKS

Fill it in

- [ ] 3.1

Update your key details once you're verified.

OpenAI's aim is accurate, up-to-date information when people explore products and services in ChatGPT.

- [ ] 3.2

Add a product feed with pricing and availability if you sell products.

Business Hub takes self-service product feeds.

- [ ] 3.3

Use the same website address as your other listings.

Then the clicks you see in Business Hub line up with the pages you already track.

PART 4 OF 5 — 3 CHECKS

Read the numbers honestly

- [ ] 4.1 DO FIRST

Treat website clicks as clicks, not visits.

Business Hub's help text, quoted by Search Engine Roundtable, says clicks don't confirm website visits or conversions. Compare them with your analytics.

- [ ] 4.2

Read discovery topics for what people were asking when your site came up.

They're a hint at what to make clearer on your site and in your details.

- [ ] 4.3

Don't read anything into an empty dashboard in the first days.

Insights only show once there are enough conversations.

PART 5 OF 5 — 1 CHECKS

Business Agents

☐ 5.1

Business Agents are for eligible ecommerce and online service businesses in the US for now.

After claiming, eligible businesses can build, test and launch an agent that answers questions about their offerings. It can be sponsored and used as the destination for ChatGPT Ads.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

- **Book a free call** hamzajameel.com/book-a-call/
- **Free SEO audit** hamzajameel.com/free-seo-audit/
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SOURCES

1. https://openai.com/index/introducing-businesses-chatgpt/
2. https://www.seroundtable.com/chatgpt-business-hub-42505.html