INSIGHT

A verified ChatGPT profile is the floor, not the strategy.

OpenAI has opened ChatGPT business profiles. A verified profile settles what a business says about itself. OpenAI's own documentation says ChatGPT chooses with more than that.

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On November 10, OpenAI opened Businesses in ChatGPT in beta. Any eligible business can now claim and verify a profile through Business Hub, using a business phone number, email address, website domain or Shopify account. Once verified, it can manage its details, add product feeds with current pricing and availability, and see aggregated insights on how people engage with it. The advice that followed was predictable: claim it now, the way you claimed your Google listing a decade ago. The more useful fact is what OpenAI said about the profile that same week: claiming it does not earn a recommendation.

OpenAI's own documentation leaves ChatGPT's recommendation to sources beyond the business profile

OpenAI's own words put the deciding weight outside the ChatGPT business profile. Benji Shomair, OpenAI's vice president of monetization, told Digiday that a claimed business "should not have an impact on how frequently it appears." Two lines from OpenAI's documentation say where the weight sits instead.

Search Engine Journal walked through that documentation while claiming its own profile, and reported both: "Its business overview explains that ChatGPT still makes its own recommendations and comparisons," and "OpenAI's profile policy says profiles can include information from other sources." The first line leaves the choice with ChatGPT. The second reaches into the profile itself: even the page a business claims can carry what other sources say about it.

Search Engine Journal's own dashboard is the measured case. The publisher released what Business Hub showed: 353,356 mentions and 2,663 website clicks between October 14 and November 10, 2026. The beta opened on November 10, the last day of that window, so 27 of its 28 days came before any business could claim a profile, and Business Hub reported that earlier

activity once the profile was claimed. Under OpenAI's insights definition, as the publisher reported it, the brand name alone does not count as a mention; for an online business, ChatGPT must reference its website.

One publisher is not a sample, and Search Engine Journal is a large, well-known brand. The order still holds. ChatGPT was referencing the publisher hundreds of thousands of times, from sources that existed before any profile did. A business that treats claiming as the moment it entered ChatGPT has the timeline backward: it entered when people started writing about it, and what they wrote is still doing most of the talking.

ChatGPT profile verification confirms who a business is

ChatGPT profile verification checks identity, and only identity. Digilu verified its own ChatGPT profile this month and has taken client businesses through the same flow. Verification runs on the registered company: the business name has to match the legal entity behind its tax ID, or a registered DBA, and the identity check attaches to a person, one brand at a time. Search Engine Journal's walkthrough warns that "approval automatically publishes new profiles created through Persona," so the name and details entered are what goes live.

The practical step is to settle the legal name and the trading name before the flow starts. Every one of those checks confirms who the business is. None of them asks what anyone says about it.

The Business Hub dashboard counts mentions but does not show what ChatGPT said

The Business Hub insights in this beta report activity, not representation. According to Digiday, the dashboard shows mentions, views, website clicks and discovery topics. An OpenAI spokesperson confirmed that businesses do not see individual prompts or chats and that share of voice is not part of the beta. TechCrunch called what businesses get limited business insights.

A mention count tells a business how often ChatGPT referenced it, not whether the description was accurate, whether the quoted price was current, which competitor appeared alongside it, or whether ChatGPT recommended the business or just listed it. Those answers decide whether a customer chooses the business, so the record of them has to live outside Business Hub. A mention count that goes up while the description drifts wrong is a weaker position than the chart suggests.

The strongest case for claiming the ChatGPT profile and moving on

The strongest objection to treating a ChatGPT profile as an ongoing responsibility goes like this. Claiming a Google listing was one of the highest-return hours a local business ever spent, and the habit it taught was to claim once and move on. Businesses in ChatGPT is a beta, OpenAI will

change the rules, and committing ongoing attention to a channel whose mechanics are still settling looks premature. Shomair himself said the profile information "could help ChatGPT surface a business in more relevant conversations."

Most of that is right, and the right part is worth acting on: claim the profile, verify it, and fill it in accurately. The gain is real and bounded. By Shomair's own account, the profile can improve which conversations a business is matched to, and it should not change how frequently the business appears. Better matching makes a business easier to place; it does not make it the business ChatGPT chooses.

The objection fails in the conclusion it draws from the Google precedent. A Google listing was never only what the owner typed into it, because customers wrote the reviews on it. The precedent argues for owning the reputation around the listing, not for walking away from it.

The beta argument cuts the other way too. A one-time setup suits a channel that holds still. A channel whose rules, insights and placement logic are still shifting needs someone watching, because each change can alter how the business is described without anyone at the business noticing.

Ongoing brand management shapes what everyone else says about the business

Ongoing brand management works on the part of the conversation a profile cannot reach. It starts with checking what ChatGPT says about the business against what is true, and tracing every wrong description back to the page or listing that taught it.

The fix goes to the source, not to the answer. If ChatGPT gives customers an address the business left two years ago, the fix is the directory listing that still carries it, corrected at the directory.

Brand management also means earning credible mentions in the places customers and machines already read, and running a product feed whose pricing and availability change on the same day the business changes them. A stale feed is a false statement the business published about itself.

Run this way, the brand's standing in ChatGPT is a condition someone owns, the way a business owns its books: checked on a schedule and never declared finished. Digilu manages it as part of how a brand is found, trusted and chosen, with the ChatGPT profile as one tool inside that work.

> Every check in the verification flow confirms who the business is. None of them asks what anyone says about it.

Claim and verify the ChatGPT business profile this week, and treat that as the floor. Then name the person who owns what ChatGPT says about the business, and give them three standing checks. Once a month, they ask ChatGPT the questions a customer would ask about the category and record which businesses it names and how it describes this one, so next month has something to compare against. Every time a price or stock level changes, they confirm the product feed changed with it. They read the Business Hub discovery topics against what the business actually sells, and treat any mismatch as a source to find and fix. One rule sits beside the checks: report what ChatGPT said, never the mention count alone, because the count shows how often the business came up and not how well it was described.

Further reading

1. Digiday, Krystal Scanlon's launch report with Benji Shomair saying a claimed profile should not affect how often a business appears, plus what the insights include and leave out digiday.com/marketing/openais-new-business-agents
2. Search Engine Journal, a firsthand Business Hub walkthrough citing OpenAI's statement that claiming does not guarantee placement, with SEJ's own mention and click figures searchenginejournal.com/submit-website-chatgpt
3. TechCrunch, Lucas Ropek's launch report comparing the profiles to Google's and describing the insights as limited techcrunch.com/2026/11/10/openai-rolls-out-new-business-profiles

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