THE OPTIMISERS

KIWI GUIDE / REAL SCREENS

Claim Your Business in ChatGPT

A step-by-step guide for New Zealand businesses

By The Optimisers **Date** November 2026

Why its worthwhile

On 10 November 2026 OpenAI opened Business Hub, a free part of ChatGPT where a business can claim its listing, prove it owns it, correct what ChatGPT holds about it, and see how often ChatGPT mentions it and sends people to its website.

OpenAI says 1.2 billion people use ChatGPT each week. The closest comparison is Google Business Profile, and if you remember claiming that one back in its Google My Business days, this will feel familiar.

Claiming will not make ChatGPT recommend you more often. Claiming gives you is accuracy, control, and the first visibility numbers OpenAI has shared directly with businesses. (Bing Webmaster Tools has great information too!)

Accuracy

Your description, category, contact details, hours and photos are controlled by you, rather than from ChatGPT piecing things together from the web.

Control

Verification proves who holds the listing. The person who claims it can give access to staff, their agency, each with their own ChatGPT login.

Measurement

Mentions, profile views, website clicks and the topics people were asking about, over the last 7 or 28 daysl.

Before You Start

The claim itself takes about twenty minutes, with some delays for OpenAI to verify things (very fast in our experience).

- **A ChatGPT login the business controls. W**hoever claims the listing owns it. You do not need a paid plan, an advertising account or an Enterprise agreement.
- **A way to prove the connection.** Access to the business phone number on the listing, or to your domain's DNS settings. Some listings also offer business email or a Shopify connection.
- **Someone authorised to represent the business.** OpenAI runs a separate identity check through a company called Persona. It can ask for government photo ID, business registration details and proof of authority.

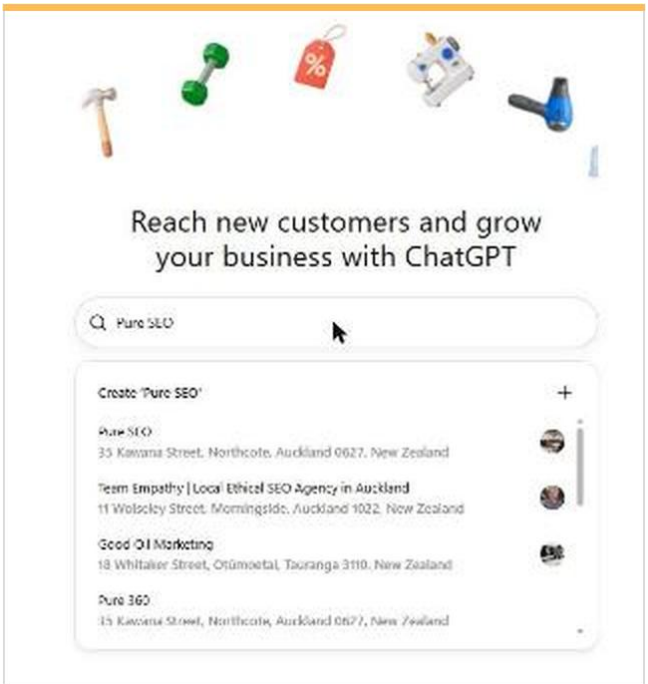
- **Your facts as on the company register.** Legal business name as the Companies Office has it, address, phone, opening hours and website.
- **Photos you own the rights to.** A logo and a few genuine photos of the business for ChatGPT to show.

The Claim, Step By Step

01 Find your business

Open chatgpt.com/business-hub, or select Business in the ChatGPT sidebar, signed in with the account you want to own the listing for years to come. Search for the business by name and pick the listing with the right address.

Tip. Search your former trading names too. Our listing also came up under Pure SEO, the name we traded under before we became The Optimisers Limited. We claimed both.

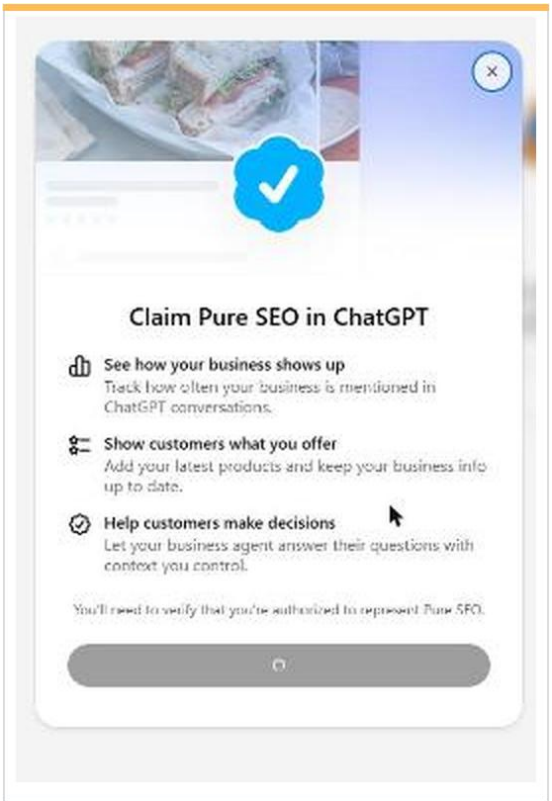


Real screen 01. Find your business. Our account, November 2026.

02 Confirm the claim

ChatGPT shows what claiming gives you and asks you to confirm the account that will manage the listing. Read it, check the account, and continue.

Note: Only an authorised representative of the business should take this step.

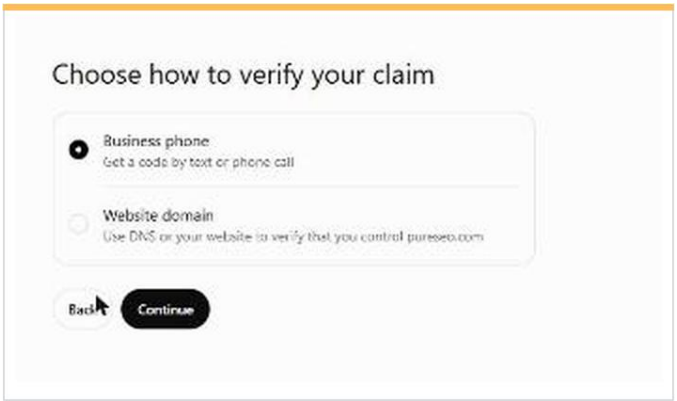


Real screen 02. Confirm the claim.

03 Choose how to verify

Our listing offered two routes: a code sent by text or call to the business phone, or a record on the website domain. OpenAI also offers business email and Shopify on some listings. Pick the one easiest for you to use.

Note: If nobody can answer the listed phone, the domain route gets round it without changing the public number.

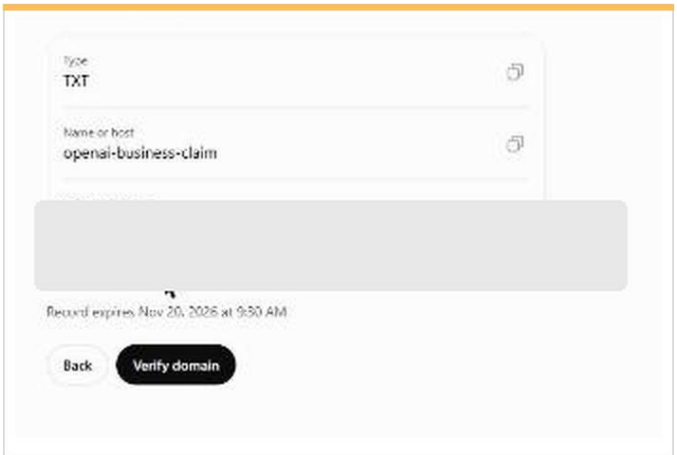


Real screen 03. Choose how to verify.

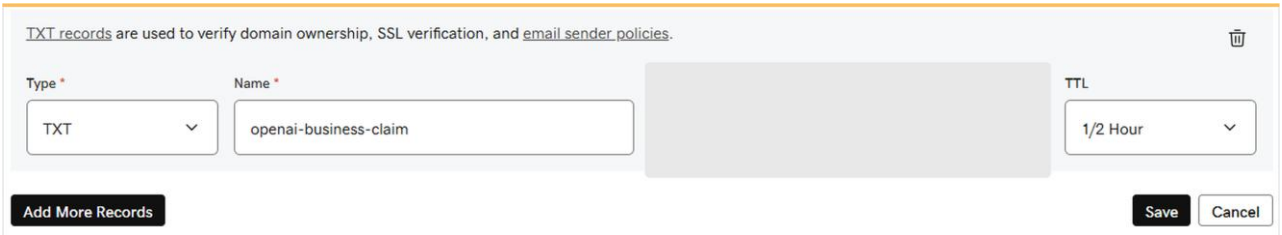
04 Prove you control the domain

Choose Website domain and ChatGPT shows a TXT record: the type, a host called openai-business-claim, and a value. Copy all three exactly and add them at your DNS provider, or send them to whoever manages your domain. Then return to ChatGPT and select Verify domain.

Note: The value expires about a day after it is issued, so add the record the same day. DNS changes can take a while to show, though in our case it happened almost immediately. Adding the setting took under 10 minutes.



Real screen 04. The TXT record. Verification value removed.

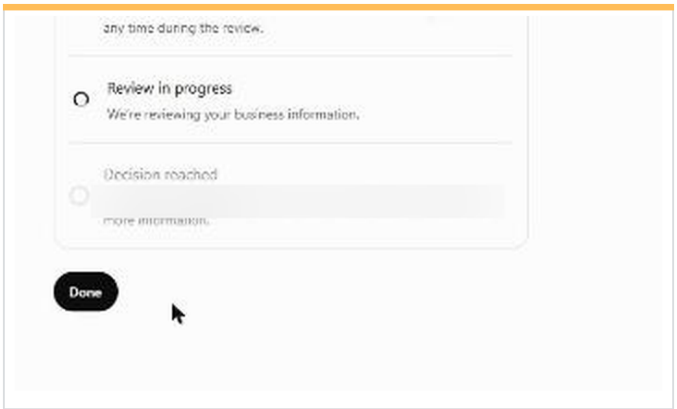


Real screen 05. The same record entered at a DNS provider. Verification value removed.

05 Wait for approval, then verify who you are

Your claim moves from Claim received to Review in progress. OpenAI emails its decision or asks for more information but does not give a timeline. Ours only took about 10 minutes.

ChatGPT then requires a second verification. OpenAI uses Persona to confirm that a real, authorised person is behind the claim. Until Persona approves you, you cannot publish changes. Once it does, the blue verified badge appears on your profile.



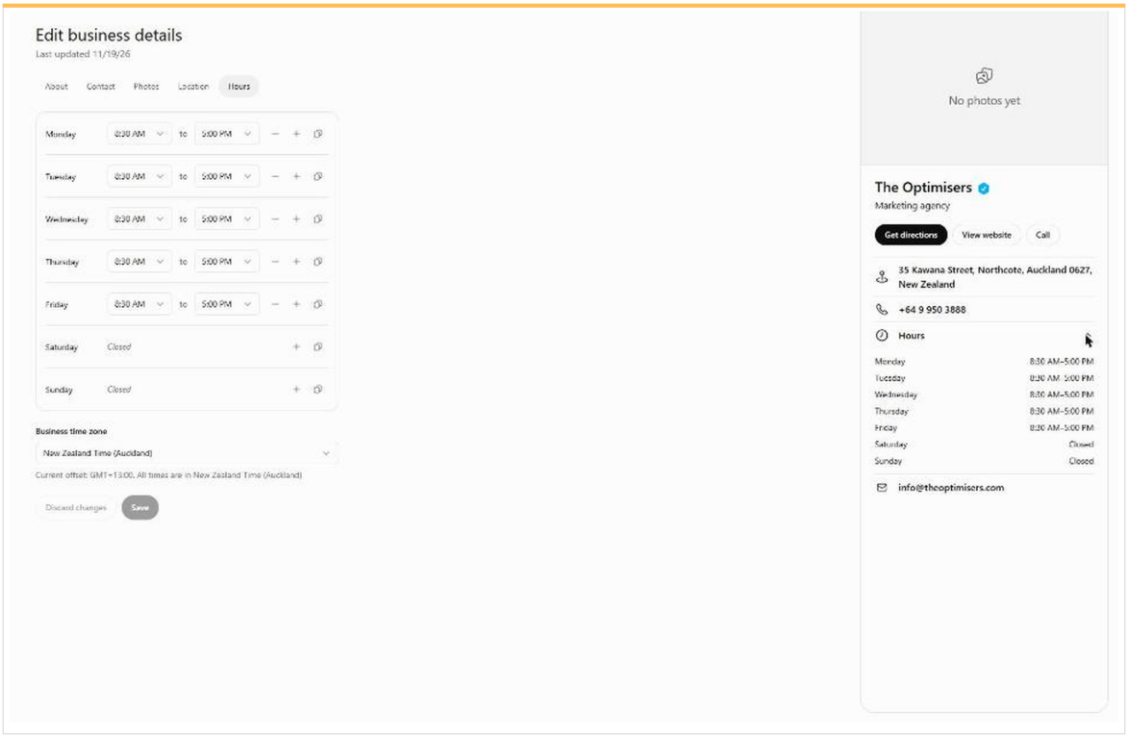
Real screen 06. Review in progress.

Once Approved

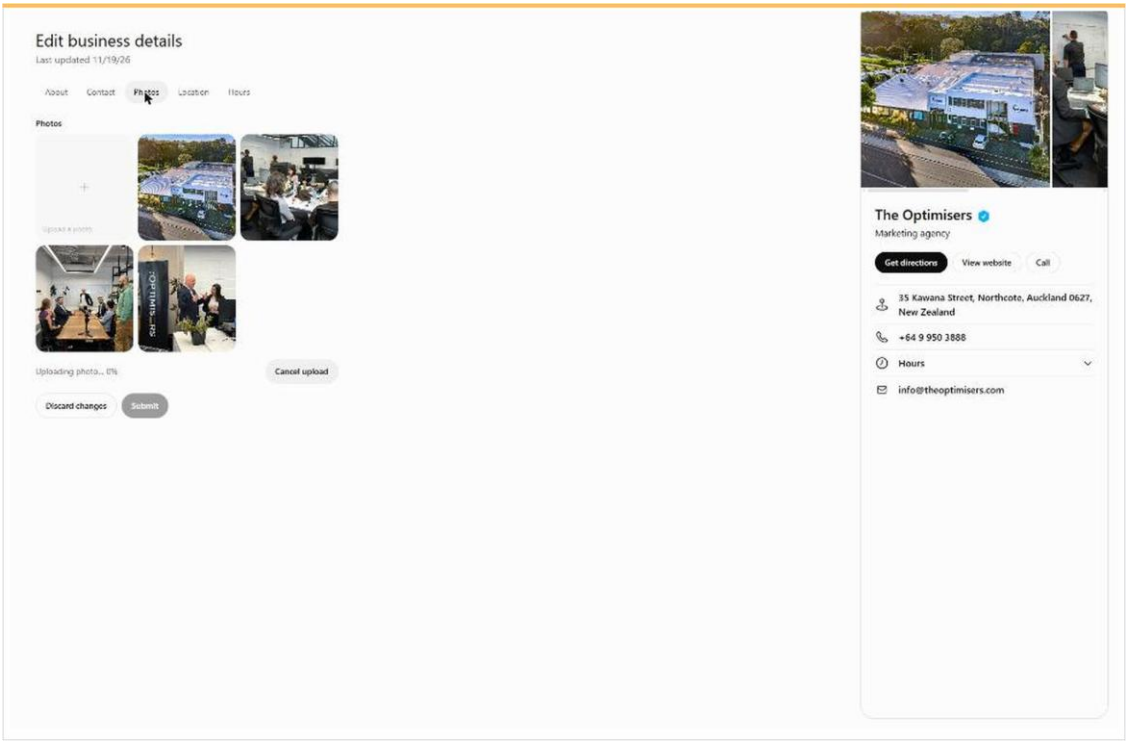
06 Review your business information

Work through the About, Contact, Photos, Location and Hours tabs. Check the description, category, phone, email, address, time zone and opening hours, then add your logo and photos.

OpenAI reviews every change before it goes live, and ChatGPT may still draw on other sources when it answers, so make sure your website and your Google Business Profile say the same thing

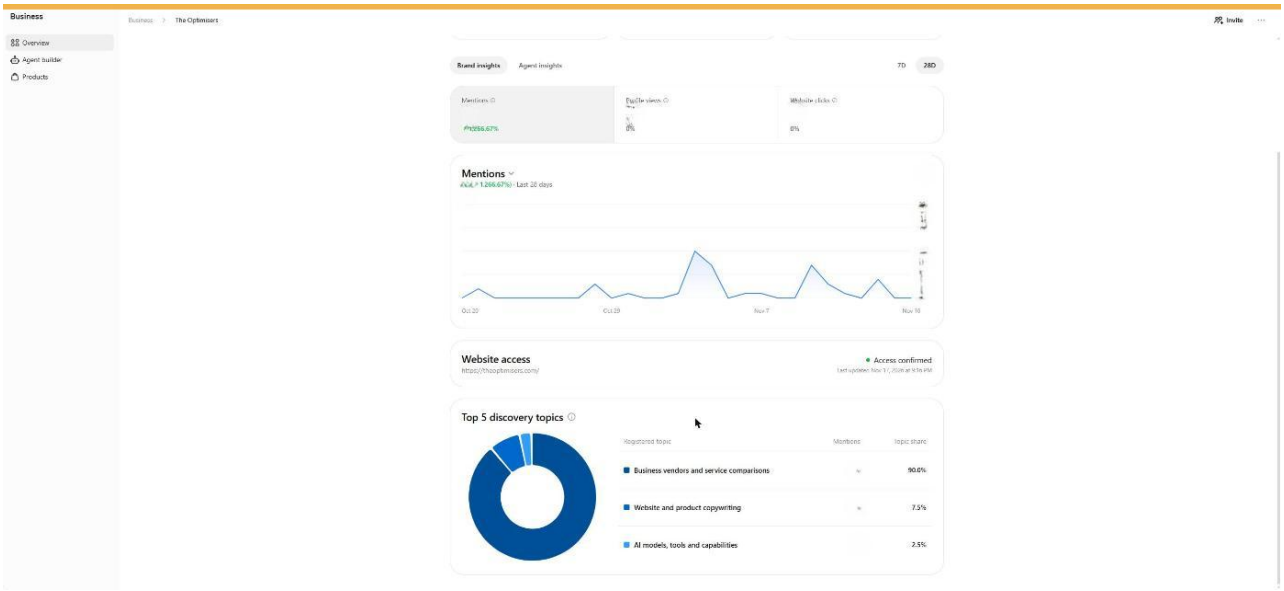


Real screen 07. Opening hours, with the verified profile on the right.



Real screen 08. Photos uploading. Ours, so no rights to worry about.

The Data



Real screen 09. The Insights dashboard over 28 days. Figures blurred because they are ours, and because yours will differ.

Once both approvals are completed, Insights shows aggregated activity over the last 7 or 28 days. The headline tiles are mentions, profile views and website clicks, with a chart of mentions, a note confirming access to your website, and your top five discovery topics with each one's share.

OpenAI's definitions:

METRIC	WHAT IT COUNTS	WHAT IT DOES NOT COUNT
Mentions	For an online business, each time ChatGPT referenced your website in an answer. For a local business, each time ChatGPT showed a result for your location, whether or not anyone opened it.	Your brand named without a link to your site. That does not count, so this figure is below what a brand tracking tool would report.
Profile views	How many times people viewed your business profile inside ChatGPT.	OpenAI's help centre does not define this one yet. Treat it as a trend rather than an exact count.
Website clicks	Recorded clicks on links to your website inside ChatGPT.	A completed visit or a sale. OpenAI says clicks do not confirm either, and some will never show up in Google Analytics.
Discovery topics	The common themes in ChatGPT answers that mentioned or cited your business, and each theme's share.	The questions people actually asked. OpenAI does not share prompts or conversations with businesses, full stop.

Treat a blank as unknown, not zero, because OpenAI withholds a figure until activity reaches a reporting threshold.

Put the click count beside what Google Analytics attributes to chatgpt.com and expect a gap.

Remember this is ChatGPT only. Gemini, Google AI Mode, Perplexity and Copilot data cannot be seen here.

Note: Our 28-day chart reached back to before the day we claimed.

The discovery topics are the most useful part of the page. They are the questions ChatGPT is already answering with your name in them, and any topic you have no page for could be something worth creating content for if you feel it is relevant to your business.

How We Can Help

If you need assistance, here is what we need from you.

- A ChatGPT login the business owns, or ten minutes with us to set one up.
- Someone authorised to approve the claim and complete the identity check, with ID to hand.
- Access to the listed business phone or mailbox, or your domain's DNS settings. We usually handle the DNS part.
- Accurate business details, your website information and images you own the rights to.

Once the profile is live, we record your baseline mentions and clicks on day one, set them beside Google Analytics, and check again each week for the first month.

The topics list goes straight into your content plan.

> **Watch the one-minute walkthrough**
>
> We recorded the whole process as a one-minute screen capture. If it did not arrive alongside this guide, email info@theoptimisers.com and we will send it over.

Prepared by The Optimisers in November 2026 from OpenAI's help centre article Setting up your business on ChatGPT, OpenAI's announcement of 10 November 2026, and our own claim. Business Hub is in beta. The interface, the metrics and availability by country and business type may change. Screenshots are genuine account examples with sensitive information removed.

The Optimisers / theoptimisers.com / info@theoptimisers.com / (+64) 9 950 3888 / 35 Kawana Street, Northcote, Auckland 0627