Complete Business Setup Guide

How to find, claim, verify and manage your business profile in ChatGPT | November 2026

Official portal: chatgpt.com/business-hub

This guide describes the options available to eligible businesses. Availability depends on the business type, region and the options shown in your account. Claiming a profile does not guarantee ChatGPT recommendations, search placement or leads.

01 Open Business Hub

Visit the official Business Hub link and sign in to your ChatGPT account. Follow the available business onboarding prompts.

02 Search for your business

Enter your official business name and location. Example: ABC Interior Design, Dubai, UAE. Check that any result matches your actual business before proceeding.

03 Claim or add your business

If the portal offers a claim action, select the correct existing profile and follow the instructions. If an add-business option is offered for your business type, use it. Do not assume every business can create a new listing.

04 Complete ownership verification

Provide the information requested by Business Hub. Some account flows may require identity verification through Persona before profile editing and insights become available. Follow only the verification instructions displayed in the official portal.

05 Complete and review your profile

Profile field	What to enter
Business name	Registered or public-facing business name
Category / services	Accurate services and specialization
Location	Real operating address or service area
Website	Official, working HTTPS website

Profile field	What to enter
Contact	Current business phone or other offered fields
Description	Clear, factual overview of what you offer

06 Save and monitor status

Review every field, submit or save where the interface permits, and check the portal for verification status or follow-up requests. Keep details consistent with your website and other public profiles.

07 Review insights, if available

Eligible verified businesses may see aggregated insights such as business mentions, website clicks and discovery topics. These are not individual user conversations, and availability or reporting thresholds may vary.

08 Test relevant ChatGPT searches

Try searches such as “Best Interior Design Company in Dubai” or “Office Fit-Out Companies in Dubai”. Results can change with the query and context. Not appearing does not necessarily mean your profile setup failed.

09 Improve discoverability beyond the listing

- Maintain clear service and location pages on your website.
- Publish genuine project examples, client testimonials and up-to-date contact details.
- Keep your business name, address and services consistent across trusted sources.
- Make website content useful and accessible; avoid misleading claims.

Important: UAE and local-business eligibility

Business Hub access and supported claiming flows may differ between online businesses and physical local businesses. UAE business owners should check the options shown in the official portal before promising clients that a new local listing can be created. Features and eligibility may change.

Official resources

ChatGPT Business Hub

OpenAI setup help article

Introducing Businesses in ChatGPT

Businesses in ChatGPT policies