Optimisr

GET FOUND IN CHATGPT

The UK ChatGPT business profile kit. Get ready now, so you can claim your profile the day UK verification opens.



- INSIDE
- Where UK businesses stand today
- Fact sheet, listing audit and page checklist
- Claim checklist for when your route opens
- Monthly tracker and 4 ChatGPT prompts

MADE FOR
UK businesses and trades

FREE DOWNLOAD
optimisr.com

LAST CHECKED
11 November 2026

AT A GLANCE

THE SHORT VERSION

On 10 November 2026, ChatGPT started letting businesses claim a profile, much like a Google Business Profile. UK businesses can't finish verifying yet. **Get ready now.** Then claim on day one, ahead of competitors who haven't heard about it.

10 Nov
BUSINESSES IN CHATGPT LAUNCHED IN BETA

0
ROUTES A UK BUSINESS COULD FULLY COMPLETE (11 NOV)

3
WAYS TO CLAIM: ONLINE, PREMISES OR SERVICE

6
STEPS IN THIS KIT TO GET YOU READY

WHAT'S HAPPENING

- People ask ChatGPT who to call, where to buy and what it costs
- Businesses can now claim a profile in ChatGPT's Business Hub
- Verified profiles get a blue tick and an Insights dashboard
- The UK routes are blocked or "Coming soon" for now

WHAT THIS KIT HELPS YOU DO

- Get your business facts into one place
- Make your website and listings agree
- Make your service pages answer real questions
- Claim quickly when your route opens
- Check each month whether ChatGPT mentions you

CHATGPT CAN ALREADY DESCRIBE YOUR BUSINESS

You don't need a claimed profile to show up. ChatGPT already uses your **website and other listings** to answer questions about you. If those are wrong or inconsistent, that's what customers see.

Getting them right now pays off twice: **better answers today**, and a quick, clean claim when UK verification opens.

STEP 1 · WHERE THE UK STANDS

CAN UK BUSINESSES CLAIM YET?

Not fully. Business Hub doesn't say it's US-only, but when we tested it on 11 November 2026 we found no self-serve route a UK business could complete.

HOW CUSTOMERS BUY	UK STATUS	WHAT WE FOUND
ONLINE SHOP	BLOCKED AT ID	You can start the claim. In our test, Persona (OpenAI's verification partner) locked the business address to the United States after the passport upload and face scan.
PREMISES CUSTOMERS VISIT	US ONLY	OpenAI limits shop and restaurant claims to existing US listings. This route can lead to a waitlist.
SERVICE (MOST TRADES)	COMING SOON	Shown as "Coming soon" in Business Hub. Roofers, plumbers, electricians and builders will most likely use this route.
BUSINESS AGENT	US ONLY	The optional chat assistant is limited to eligible US ecommerce and online service businesses at launch.

START NOW, VERIFY LATER

If Business Hub offers a claim for your business, **fill in the details and save a draft** if that option appears. Complete any phone, email, Shopify or domain (DNS) check it offers.

Stop before uploading ID to Persona. OpenAI says you can come back to the Business tab later to finish verification, so wait until it accepts a UK business address.

Sources: OpenAI's launch announcement and setup guide (help.openai.com), and our own UK verification test on 11 November 2026. This is a beta, so eligibility can change at any time. Check Business Hub for the current position.

STEP 2 · YOUR BUSINESS FACTS

WRITE YOUR FACTS DOWN ONCE

Every listing, page and profile should come from this one sheet. If you're not sure of something, leave it blank. A wrong fact in one place gets copied everywhere else.

TRADING NAME (AS CUSTOMERS SEE IT)

LEGAL NAME · COMPANIES HOUSE NO.

MAIN PHONE NUMBER

EMAIL · WEBSITE

ADDRESS CUSTOMERS VISIT, OR "SERVICE AREA ONLY"

OPENING HOURS · EMERGENCY COVER

TOWNS AND POSTCODE AREAS YOU COVER

MAIN SERVICES (THE WAY CUSTOMERS WOULD SAY THEM)

PRICES, RANGES OR HOW YOU QUOTE

HOW SOON YOU CAN USUALLY ATTEND

ACCREDITATIONS (GAS SAFE, NICEIC, TRUSTMARK…)

GUARANTEES · INSURANCE

WHERE YOUR REVIEWS LIVE

CHECKED BY · DATE

Short on time? Paste **Prompt 01** on page 9 into ChatGPT and let it fill this in from your website.

STEP 3 · LISTING CONSISTENCY

ONE BUSINESS, ONE STORY

Until your profile is verified, ChatGPT relies on what it finds about you elsewhere. If your phone number, areas or services differ between sites, it's harder for **AI tools to get you right.**

LISTING	NAME	PHONE	AREAS	WEB LINK	HOURS	SERVICES
Your website						
Google Business Profile						
Bing Places						
Apple Business Connect						
Facebook page						
Yell						
Checkatrade / MyBuilder						
Trustpilot						
Companies House						
Trade body directory						

Mark each box ✓ matches your fact sheet · ✗ wrong · – missing. Start with your website, Google and Bing.

QUICK WINS FOR TRADES

- Use one main phone number everywhere
- Name the same towns, written the same way
- Use one trading name: "Smith Roofing" and "Smith Roofing & Building Ltd" can read as two businesses

DON'T FORGET BING

Bing Places is free, takes minutes, and you can import your Google profile straight in. It's one more consistent source for search engines and AI tools to read.

STEP 4 · ANSWER-READY PAGES

ANSWER THE QUESTION, WIN THE JOB

People ask ChatGPT things like *"Who can fix a leaking flat roof in Worthing this week, and roughly what will it cost?"* A page that answers that clearly gives ChatGPT something specific to use.

EACH SERVICE PAGE SHOULD SAY

- What the job includes, in plain English
- A typical price range, or how you quote
- How soon you can attend, and emergency cover
- Roughly how long the job takes
- The towns and postcodes you cover

AND BACK IT UP WITH

- Accreditations that apply to this job
- Guarantees and insurance
- Real reviews that mention this service
- Photos of this type of job
- One clear way to get a quote

PAGE PLANNER

SERVICE	PAGE URL	QUESTION IT DOESN'T ANSWER YET	FACTS TO CONFIRM	DONE

ONCE YOU'RE VERIFIED: DISCOVERY TOPICS

Business Hub Insights shows **discovery topics**. These are grouped themes, not the exact questions people typed. Use them to pick your next page, alongside Search Console and the questions customers ask you on the phone.

STEP 5 · CLAIM AND VERIFY

CLAIM CHECKLIST

Go to **chatgpt.com/business-hub** using a ChatGPT login the business owns, not a staff member's personal account.

- [ ] **FIND YOUR LISTING** NOW
  Search your trading name. Check the name, website and area really are yours.

- [ ] **PICK YOUR ROUTE** NOW
  Online, premises or service. Choose the one that matches how customers buy from you.

- [ ] **SAVE A DRAFT CLAIM** NOW
  If a claim is offered, fill it in and save a draft if that option appears.

- [ ] **PROVE THE CONNECTION** NOW WEB PERSON
  Use a code sent to the business phone or email, a Shopify connection, or a DNS TXT record. If someone else manages your domain, send them the record.

- [ ] **PERSONA ID CHECK** WHEN UK OPENS
  Have photo ID, Companies House details and proof you can act for the business ready. Don't start until it accepts a UK address.

- [ ] **REVIEW BEFORE YOU SUBMIT** WHEN UK OPENS
  Check the description, category, website and logo against your fact sheet. A profile verified through Persona can go live as soon as it's approved.

- [ ] **SOMEONE ELSE CLAIMED IT?** IF NEEDED
  Open the listing, use the three-dot menu and choose Dispute ownership.

- [ ] **OPEN INSIGHTS** AFTER APPROVAL
  Note the date in your tracker, then check mentions, website clicks and discovery topics each month.

Claiming lets you supply accurate information and see activity. It **doesn't guarantee** you'll be recommended, rank higher or win more work. Keeping your pages and listings right still matters.

STEP 6 · MONTHLY CHECK

DOES CHATGPT MENTION YOU?

You don't need Business Hub to start measuring. Once a month, ask ChatGPT the same three questions a customer would ask and note what comes back.

YOUR THREE QUESTIONS

Q1 Who's a good [roofer] in [Worthing]?

Q2 I need a [plumber] near [BN11] who can come out this week. Who should I call?

Q3 How much does [a new consumer unit] cost in [Brighton], and who does it locally?

MONTH	Q	MENTIONED?	COMPETITORS NAMED	SOURCES CITED	ANYTHING WRONG?
	1				
	2				
	3				
	1				
	2				
	3				

ALSO NOTE EACH MONTH

- Visits from chatgpt.com in Google Analytics (Traffic acquisition, Session source)
- Calls or forms where the customer said "ChatGPT" or "AI"
- Once verified: Business Hub figures, kept separate from analytics

READ IT FAIRLY

AI answers vary between runs and between people, so one answer isn't a ranking. Look for patterns over a few months, and don't assume a change was caused by an update just because they happened around the same time.

COPY AND PASTE

LET CHATGPT DO THE LEGWORK

Copy a prompt, paste it into ChatGPT and give it the material it asks for. Swap the [brackets] for your own details.

01 BUILD YOUR FACT SHEET

Help me build a confirmed fact sheet for my UK business so I can prepare a ChatGPT business profile. I'll give you my website URL and paste my main pages. List my trading name, legal name and Companies House number if shown, phone, email, address customers visit (or "service area only"), towns and postcodes covered, hours, each service, any prices or price ranges, accreditations, guarantees and insurance. For each fact, give the page it came from. Mark anything missing as MISSING and ask me for it. Flag anything that disagrees between pages. Don't guess prices, accreditations or areas. Finish with a priority list of website fixes.

02 AUDIT YOUR LISTINGS

Here is my confirmed fact sheet, plus the details from my listings (Google Business Profile, Bing Places, Apple Business Connect, Facebook, Yell, Checkatrade or similar, Trustpilot, Companies House). Compare each listing with the fact sheet for name, phone, address or service area, website link, hours and services. Give me a table with one row per listing, marking each field Match, Mismatch (and what differs) or Missing. Then list the fixes in order, starting with my website, Google and Bing.

03 MAKE A SERVICE PAGE ANSWER-READY

Help me improve my [service] page for customers in [towns]. I'll paste the page and my fact sheet. List the questions a customer needs answered before getting in touch: what's included, price range or how we quote, how soon we can attend, how long it takes, guarantees, accreditations and areas covered. Show which ones the page already answers. Then rewrite it in plain UK English using only facts I've confirmed, marking anything you need from me as [CONFIRM]. Add a short FAQ section and suggest LocalBusiness and FAQPage schema using only confirmed facts.

04 REVIEW YOUR MONTHLY CHECK

Here are the questions I asked ChatGPT this month and the answers I got: [paste]. My business: [name, services, areas]. For each question, record whether we were mentioned, which competitors were, which sources were cited and anything wrong about us. Compare with last month if I give you those results. Remember that AI answers vary between runs, so don't treat one answer as a ranking. Suggest one page or listing to fix next and explain why.

DONE FOR YOU

RATHER WE DID IT FOR YOU?

Optimisr helps UK trades and local businesses turn search into **qualified leads**, on Google and now in ChatGPT.

01
WE CHECK WHAT CHATGPT SAYS ABOUT YOU NOW

02
WE FIX YOUR LISTINGS AND SERVICE PAGES

03
WE CLAIM YOUR PROFILE THE DAY UK OPENS

YOUR FREE AI VISIBILITY CHECK

- What ChatGPT says when customers ask for your service in your area
- Which competitors it names instead of you
- Where it gets its information about you
- The first things to fix

READY ON DAY ONE

We watch the UK rollout. When your route opens, we'll help you **claim and verify your profile** with the facts already checked and your listings already in line.

GET YOUR FREE AI VISIBILITY CHECK

GET MY FREE CHECK

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Prepared by Optimisr. Last checked 11 November 2026, during the Businesses in ChatGPT beta. Features and eligibility can change. Independent guide, not affiliated with or endorsed by OpenAI. ChatGPT and OpenAI are trademarks of OpenAI. Official setup guide: help.openai.com/en/articles/20001635-setting-up-your-business-on-chatgpt