A PLAIN-ENGLISH GUIDE FOR BUSINESS OWNERS

ChatGPT For Businesses: What You Need to Know

OpenAI launched Businesses in ChatGPT in beta on November 10, 2026. Business Hub is the free dashboard where you claim your business and see how ChatGPT shows you to customers.

1.2B

people use ChatGPT each week.

Source: OpenAI

47.5%

of US consumers at least sometimes ask an AI chatbot about a company before buying.

Source: Semrush, July 2026

45%

of consumers use ChatGPT or other AI tools for local business picks, up from 6% a year earlier.

Source: BrightLocal, 2026

What you get

- **Free during the beta,** plus a blue check once you're verified.
- **Data straight from OpenAI:** mentions, profile views, website clicks and discovery topics.
- **Control of your details:** business info, plus a product feed with prices and stock.
- **A Business Agent** that chats with customers inside ChatGPT (eligible US online sellers).

What it doesn't do

- **It's not a ranking boost.** Claiming doesn't guarantee more visibility, placement or sales.
- **No competitor data.** You only see data about your own business.
- **It doesn't replace GEO.** You still need it to get mentioned and cited more often.

What to do now

1. Claim your business in Business Hub.
2. Verify your identity to see your insights.
3. Update your info and product feed. Check it before you publish.
4. Add your teammates or your agency.
5. Use your insights to guide your GEO work.

WANT HELP GETTING CITED?

Get Cited. Get Chosen.

We help brands get cited in ChatGPT and other AI answers. Give us agency access in Business Hub, and we'll turn your data into a plan.

Book a free strategy call ›

newstandard.digital/scheduling

Read the full guide: https://www.newstandard.digital/blog/chatgpt-for-businesses

Sources: OpenAI, Introducing Businesses in ChatGPT (Nov. 10, 2026); OpenAI Help Center, Setting up your business on ChatGPT; Semrush (Sept. 7, 2026); BrightLocal, Local Consumer Review Survey 2026.