BARKmedia

STEP-BY-STEP GUIDE

How to claim your business in ChatGPT

Prove the listing is yours by adding one short line to your website address's settings. We'll walk you through every screen.

Last checked: November 2026

What claiming gives you

According to OpenAI's claim screen, a claimed business can:

See how you show up
Track how often your business is mentioned in ChatGPT conversations.

Show what you offer
Add your latest products and keep your business info up to date.

Help customers decide
Let your business agent answer their questions with context you control.

Before you start

- **Your own ChatGPT account.** Claim with your account, not ours, so the listing stays yours.
- **Domain access, unless we manage your website.** If BARKmedia manages your website, you don't need it. We'll add the record for you. Otherwise, you'll need login access to your domain provider, such as GoDaddy, Cloudflare or Squarespace.
- **Not sure where that is?** Contact us and we'll track it down.
- **Possibly an ID.** OpenAI's help page says you may need a government-issued ID to confirm your identity.

Words you'll see

Domain
Your website address, like yourbusiness.com.

Domain provider
The company that manages your website address.

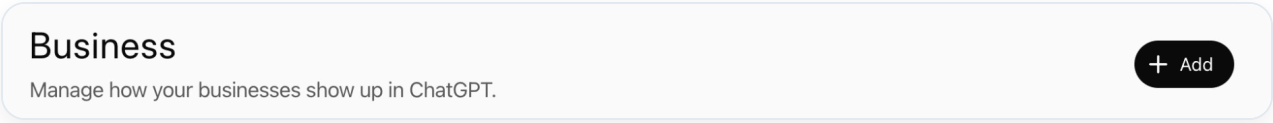
DNS settings
The settings page for your website address.

TXT record
A short line of text added to those settings. It proves you control the website.

Your Business Blue labels like this cover private details we've hidden. Your screens will show your own business.

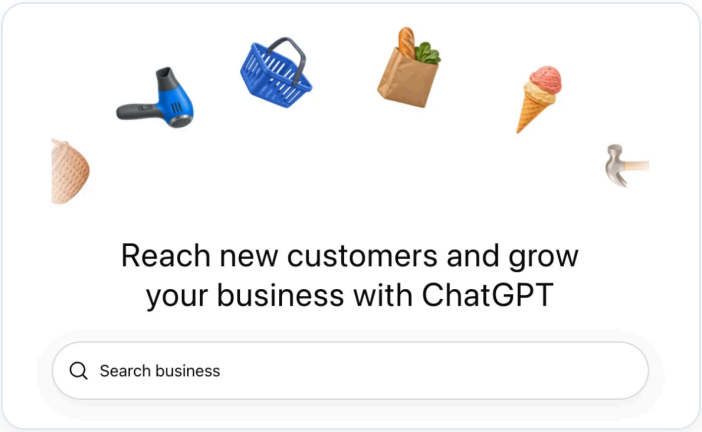
1 Open Business Hub

Sign in to ChatGPT and open **Business Hub** from the sidebar. On the Business page, click **+ Add**.



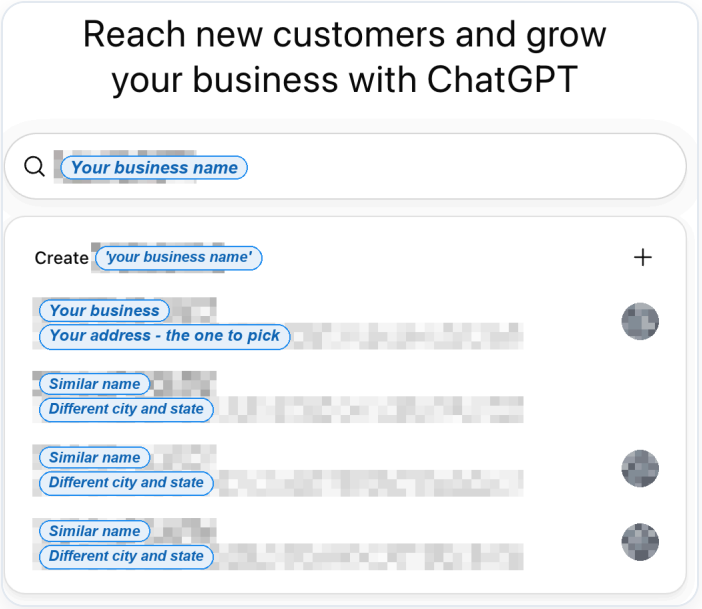
2 Search for your business

Type your business name in the **Search business** box.



3 Pick the listing with your address

You may see businesses with similar names, often in other states. Choose the one whose street address matches yours.

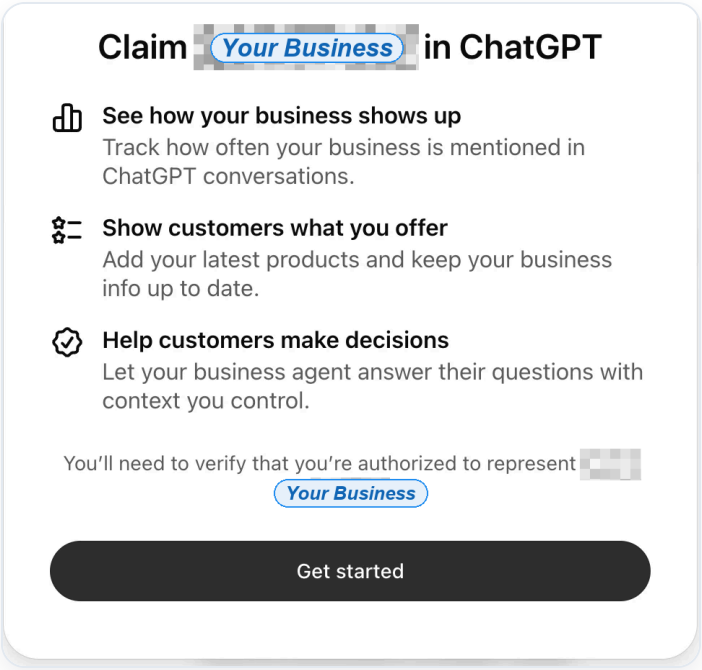


Check the address, not just the name. Similar names are common. The street address is how you know it's yours.

Not listed? Contact us before you use the Create option. We'll help you sort out why it's missing.

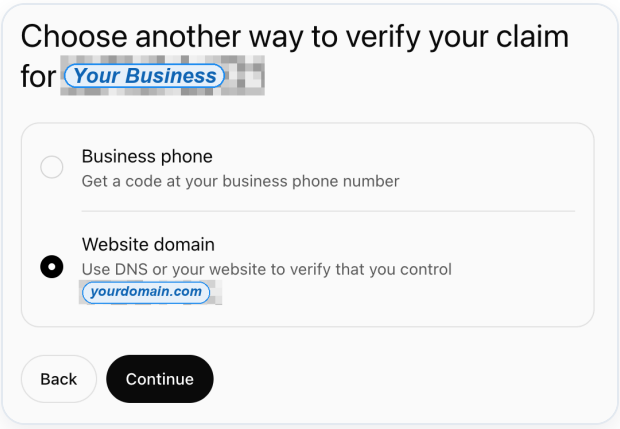
4 Click Get started

This screen shows what claiming offers and lets you know you'll need to prove you're allowed to represent the business. Click **Get started**.



5 Choose Website domain

Select **Website domain**, then click **Continue**.

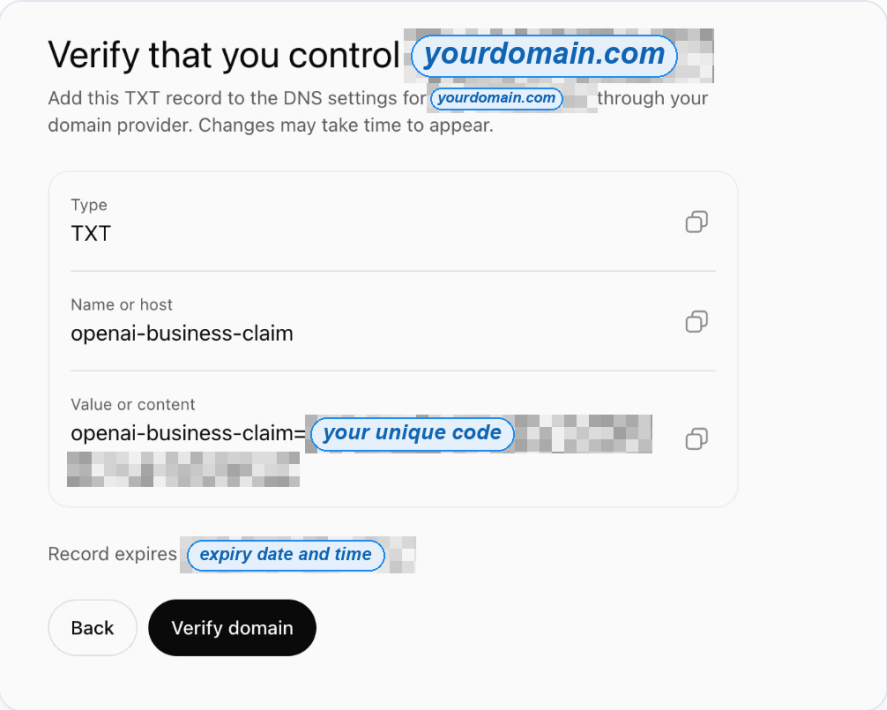


Seeing a different option first? If ChatGPT starts with another method, such as a code to your business phone, look for the option to choose another way.

No Website domain option? Contact us and we'll work out the best way to verify.

6 Copy the record ChatGPT gives you

ChatGPT shows the exact record to add. Keep this tab open, and use the copy buttons beside each line so nothing gets mistyped.



The three things you'll copy	
Type	`TXT`
Name or host	`openai-business-claim`
Value or content	`openai-business-claim=` *your unique code* Copy this one from your screen. Every claim gets its own code.

Does BARKmedia manage your website? We'll take it from here.

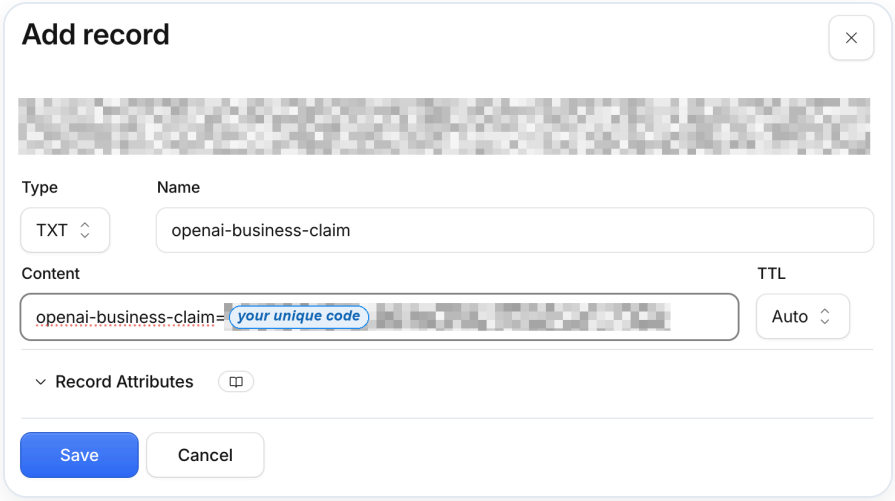
Stop here and send us the three values. A screenshot works. We'll add the record and tell you when to click **Verify domain**. Send it right away, since the code expires.

Email hello@barkmediasolutions.com or call 210-347-0587

Watch the clock. Under the record, ChatGPT shows when it expires. Add the record before the time shown. If it expires, start the claim again to get a new code.

7 Add the record at your domain provider

In a new tab, sign in to your domain provider and open the DNS settings for your website address. Add a new record, fill it in like this, then click **Save**.



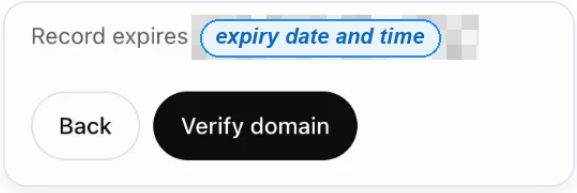
This example is Cloudflare. Your provider's screen will look different, but it asks for the same things.

Type	`TXT`
Name or Host	`openai-business-claim`
Content or Value	Paste the full value you copied from ChatGPT.
TTL a timing setting	Leave it on Auto, or whatever your provider fills in.

> **Our tip:** many providers add your website address to the Name for you. Enter just `openai-business-claim`, not `openai-business-claim.yourdomain.com`.

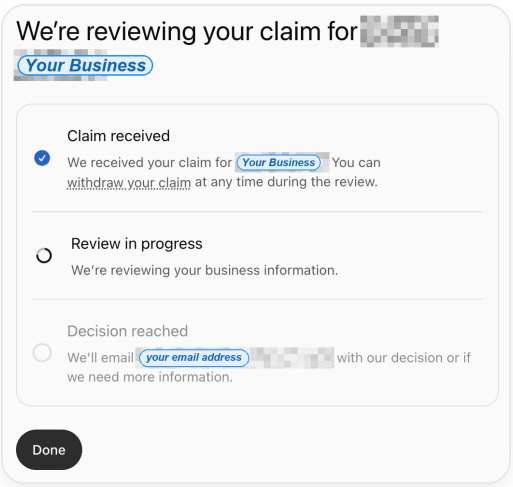
8 Go back and click Verify domain

Return to the ChatGPT tab and click **Verify domain**. ChatGPT notes that changes may take time to appear. If it doesn't go through right away, give it some time and try again before the record expires.



9 Your claim is under review

ChatGPT confirms it received your claim. Click **Done**.



What happens next

- OpenAI reviews your claim and emails its decision, or a request for more information, to the address shown on this screen.
- You can withdraw your claim at any time during the review.

> **Our advice:** leave the TXT record in place until the decision email arrives.

10 Your claim is approved

Once your claim is approved, ChatGPT shows a confirmation screen with a few choices. OpenAI may then ask you to confirm your identity, and it may need an ID.

WHAT THE SCREEN SHOWS

- A blue check mark and the heading "You've claimed *Your Business*"
- **Get ready to chat with customers:** review your business agent before it goes live.
- **Manage your business:** view insights, add products, and keep your info up to date.
- An advertising offer from OpenAI.
- A box to get emails about OpenAI's business tools and advertising. It's optional. Check it if you want those updates, or leave it blank.
- A **Review your business agent** button.

Review your business agent before it goes live

It answers customers on your behalf. Before it does, check that it has these right:

- Your hours
- Your services and service area
- Your prices

Make sure it doesn't say anything you wouldn't say on the phone. We're glad to review it with you.

> **OpenAI may show an advertising offer.** Talk to us before starting ChatGPT ads. Ads spend your money, and we'll help you decide whether they're worth it for your business.

Questions?

We'll walk you through it. If we manage your website, we'll handle the domain step for you.

210-347-0587
hello@barkmediasolutions.com