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By Richard Howes,
Sales Director, Kontrolit

ChatGPT business profiles have landed in the UK.

Here's what business owners need to know.

ChatGPT's new business profiles officially launched in the UK on **10 November**, giving businesses a new way to show up, be discovered and build trust inside ChatGPT. Here's the plain-English guide from our experience at Kontrolit.



TL;DR

- ChatGPT business profiles are now live in the UK.
- Launched on **10 November.**
- Help people find, understand and trust your business inside ChatGPT.
- It won't guarantee top ranking, but it can improve your visibility and credibility.

Launched on 10 November

In this article...

→ What ChatGPT business profiles are
→ Why it matters for UK businesses
→ The key benefits
→ Myth busting (what it is and isn't)
→ The main pitfalls to watch for
→ Our honest take (from Kontrolit)
→ What to do next

So, what are ChatGPT business profiles?

Think of it as your official business presence inside ChatGPT.

It's a verified profile that gives ChatGPT more accurate, trusted information about your business — things like what you do, where you're based, how to contact you and a link to your website.

When people ask ChatGPT for recommendations or information about businesses (e.g. "Who provides IT support in the UK?"), your verified profile can help you appear, with the right information, front and centre.



Why it matters (for UK businesses)

- **Be discovered** – by people already using ChatGPT to find and compare businesses.
- **Build trust** – a verified profile adds credibility.
- **Showcase key information** – what you do, where you are, and how to get in touch.
- **Stay relevant** – it's a clear signal that your business is keeping up with how people are searching and getting answers in 2026.

Myth Busting

MYTH ✕ **"It guarantees I'll be number one in ChatGPT."**

FACT ✓ No. It does not guarantee a top recommendation.

MYTH ✕ **"It replaces Google Business Profile and SEO."**

FACT ✓ No. Your wider online presence still matters (including your website, content and SEO).

MYTH ✕ **"It's just a quick form."**

FACT ✓ The verification can be a bit clunky and requires commitment (you'll need to provide proper business details and go through the checks).

MYTH ✕ **"It will instantly bring loads of leads."**

FACT ✓ It can help with visibility and build trust, but it's not magic and won't deliver instant leads.

The key benefits at a glance

- Greater visibility inside ChatGPT
- More trust and credibility
- A richer, more useful business listing
- Supports your wider SEO and online presence

The main pitfalls to watch for

- ⚠ The verification process can be a bit clunky.
- ⚠ You'll need to provide proper business details (and be patient with the checks).
- ⚠ It won't fix a weak online presence — you still need good, consistent information across your website and other channels.

Our honest take

"At the moment, it's so new. Our view is, after experiencing it ourselves for Kontrolit, you have to be quite committed to go on. The verification process could be a little bit clunky, but it's well worth it."

— **Richard Howes,**
Sales Director, Kontrolit



The big picture

Don't get too caught up in the hype.

A ChatGPT profile is useful, but it's not a shortcut to being recommended. Good website content, clear business information and solid SEO foundations still matter — and they're what will really help you here.

Want to know how to claim your profile? →

Read our step-by-step guide, which walks you through the process, including verification, tips and what to expect.