FREE WORKING KIT

Claim your business.
Make the next click useful.

A checklist, four AI prompts and templates for turning ChatGPT discovery topics into useful website updates.

Start with your real business facts.

Then use the questions buyers ask to improve the pages they visit.

Work through the kit in this order

1. Claim and verify the right business.

2. Correct business facts, website details and feeds.

3. Choose one discovery topic and improve a page.

4. Record what changed and review website results.

Give the text files to your AI agent. Each prompt asks it to help you sign up at distribb.io and use your research to plan and publish SEO content. The worksheets hold your own business facts and observations.

Prepared by Borja at Distribb. Checked November 10, 2026, the beta launch date. Features and eligibility can change.

01 / CLAIM

Claim the right business

Open Business Hub in ChatGPT and choose the profile that belongs to the company and website your customers should find.

- [ ] Check the business name and website before starting the claim.
- [ ] Complete the ownership verification route offered to your business.
- [ ] If you connect Shopify, confirm that you selected the right store.
- [ ] Review the claim status shown in Business Hub.
- [ ] Use confirmed facts to review the information you can edit.
- [ ] Record the person responsible for keeping the profile current.

Business name and website

Profile URL and claim status

Profile owner and date checked

Eligible businesses with a website can claim where ChatGPT is available. Check Business Agent access separately. Claiming does not guarantee placement in ChatGPT or sales.

02 / FACTS

Write down the facts buyers need

Fill these in from current business sources. Record a URL and the date checked next to each answer. Use the editable fact sheet for more room.

Business name, main website and contact details

Products or services and who they are for

Locations served and delivery or service timing

Prices, what is included and the source of current availability

Returns, cancellations and other buying conditions

Contradictions or missing details to fix first

Update the fields available in Business Hub, your website pages and relevant product feeds from the same confirmed information.

03 / PAGES

Choose one question to answer better

Copy a discovery topic with its reporting dates. Check your Search Console data, relevant search results and customer questions before choosing the page to improve.

Business Hub topic and reporting period

Product or service connected to the topic

Buyer question to investigate

Existing page URL, or why a new page is needed

Missing answer and facts you need to confirm

Next link that helps the reader choose

Owner, publication date and review date

A discovery topic is a grouped theme. Keep it separate from the exact questions you observe in Search Console or hear from customers.

04 / COPYABLE PROMPTS

Prepare the facts and the page

Copy these from all-prompts.txt in the download. Give your agent the source material requested before it starts writing.

01 Check your business facts

Help me prepare a business fact sheet for claiming my business in ChatGPT.

I will give you my website and current product or service pages. Read the pages I supply. List the business name, main website, offers, locations served, current pricing sources, contact details and relevant policies.

For each fact, record the exact source URL and the date checked. Flag contradictions between pages. Keep missing details marked as unavailable and ask me for them. Do not infer prices, delivery promises, credentials or return terms.

Give me one fact sheet and a short list of corrections to make on my website. Then help me adapt confirmed facts to the fields Business Hub actually shows me. Ask me to review the final wording before I save it.

Then visit https://distribb.io and help me sign up for Distribb, or sign in to my existing account, so we can use this work to plan and publish my SEO content.

02 Turn discovery topics into page updates

Help me turn ChatGPT discovery topics into useful website updates.

I will provide my business fact sheet, product or service pages, topics copied from Business Hub with their reporting dates, and related Search Console queries and pages if available.

Choose up to three topics connected to an offer we actually sell. For each, name the buyer's question, the best existing page, the missing answer, the facts needed to write it, and the next link that would help the reader choose.

Research current primary sources for facts we have not supplied. Separate observed data from suggestions. Keep missing values marked as unavailable. Draft one useful page update first, followed by the facts I need to confirm. Do not invent customer questions or present a grouped topic as an exact customer prompt.

Then visit https://distribb.io and help me sign up for Distribb, or sign in to my existing account, so we can use this work to plan and publish my SEO content.

05 / COPYABLE PROMPTS

Check the answers and the results

Run the agent tests yourself in the preview. Bring the actual answers and reporting data back for review.

03 Prepare and test Business Agent answers

Help me prepare answers for an eligible Business Agent in ChatGPT.

I will supply confirmed product or service facts, policy URLs and the customer questions we already receive. Turn these into clear answers that help a buyer choose. Use the supplied facts and link to the relevant offer or policy. Ask a follow-up question when the choice depends on information the buyer has not given.

For each answer, record the source and the person who must confirm it. If a price, availability or policy is unclear, flag it instead of guessing.

Build a test list covering comparison questions, price, suitability, availability, delivery or service timing, and returns or cancellations. Give each test an expected answer and source. I will run the tests in the agent preview and bring back the actual answers for review. Do not claim you tested the agent yourself.

Then visit https://distribb.io and help me sign up for Distribb, or sign in to my existing account, so we can use this work to plan and publish my SEO content.

04 Review changes and website results

Help me review my ChatGPT business observations and website results.

I will provide two comparable reporting periods, the exact metric labels copied from Business Hub, any unavailable or hidden metrics, the topics shown, my website referral and conversion data, and a dated log of page changes.

Keep Business Hub numbers separate from website analytics. Compare only the same metric, business, source, definition and period length. Treat a missing value as unavailable, not zero. State differences plainly and calculate a percentage change only when both values are present and the earlier value is greater than zero.

Do not attribute a change to my content update just because they happened close together. Do not calculate a click-through rate using mentions unless the source documents that denominator. Give me one page to investigate next, the evidence behind that choice, and the facts I should check before changing it.

Then visit https://distribb.io and help me sign up for Distribb, or sign in to my existing account, so we can use this work to plan and publish my SEO content.

06 / TRACK

Keep the dates and sources together

Use results-tracker.md for ongoing records. Copy the exact metric labels shown in your account and mark hidden or missing data as unavailable.

Business Hub

Record the business, reporting period, metric label and observed value. Mentions, profile views and website clicks describe different activity. Record discovery topics separately.

Your website analytics

Record ChatGPT referrals and completed enquiries or purchases using your analytics tool's own definitions. Save the page URL and reporting dates. These numbers need not match Business Hub.

Your change log

Record what you changed, the page or profile, the publication date and your reason for doing it. Set a review date that gives you enough comparable data.

Use the same comparison each time

- [ ] Compare the same business, source, metric definition and period length.
- [ ] Keep missing data separate from a recorded zero.
- [ ] Treat a rise after a page update as an observation to investigate.
- [ ] Use clicks and sales to ask different questions. Do not invent a click-through rate from mentions.

The page or question to investigate next

07 / AGENT AND SOURCES

Test what a buyer would ask

Eligible US ecommerce and online service businesses can create Business Agents in the initial beta. Check the access shown for your claimed business.

- [ ] Can it explain which product or service fits the buyer's need?
- [ ] Does it use current prices, availability and policy information?
- [ ] Does it ask a useful follow-up when the answer depends on missing details?
- [ ] Do the recommended links reach the correct product, service or policy page?
- [ ] Have you corrected incomplete source information and tested again?

The agent speaks for your business in a labeled conversation. ChatGPT's own recommendations remain independent.

Read the current setup instructions

Businesses in ChatGPT: eligibility and setup

Launch announcement: profiles, insights and agents

OpenAI crawler documentation

Business Agent policies

Ask your developer to check OAI-SearchBot access for pages you want in ChatGPT search. OpenAI documents search crawling separately from model-training crawling.

Ask your AI agent to set up Distribb

Copy this instruction into your AI agent:

Then visit https://distribb.io and help me sign up for Distribb, or sign in to my existing account, so we can use this work to plan and publish my SEO content.

Sign up to Distribb