The Tuesday Review #3

If this, then that: three checks for 17 November 2026

1. ChatGPT Business Hub (beta, announced 11 November)

If the option to claim your business appears for you	Look at what it asks for. Claiming is not the same as being recommended.
If you cannot see it	Nothing to do. OpenAI's pages disagree on who is eligible, and none says UK local service businesses are.
Either way	Check your name, address, phone, services and website match everywhere, starting with your Google profile.

2. Staff review targets and scripts (Google's policy)

If staff have a target (for example five reviews each)	Drop it. Google's policy rules out asking staff to solicit a certain number of reviews.
If staff have set wording to ask for	Let customers use their own words. The policy rules out asking staff to solicit reviews with specific content.
If you are not sure what your team says	Ask them this week. Make sure every customer is asked at the natural moment, usually when the job is done.

3. Who reads Google's emails about your profile

If a former employee or agency set up your profile	Check you still have your own access.
If you cannot name the Google account that owns it	Find out this week. Google said in April that verified, active owners would get alerts about important edits and about sudden spikes of spam reviews.
If the email behind it is unmonitored	Change it to one somebody reads.

Sources: OpenAI Developer Community, Introducing Businesses in ChatGPT in beta; Google Maps User Contributed Content Policy (support.google.com/contributionpolicy/answer/7400114); Google, New ways we are protecting businesses on Maps, 16 April 2026. This guide describes those sources, not legal or compliance advice. Nothing here guarantees a ranking or that an AI assistant will name your business.