AI search, merging profiles, Chat

The Tuesday Review #2 · 10 November 2026

If...	Then...
You have never looked at your robots.txt	Open yourwebsite.com/robots.txt. Look for OAI-SearchBot and Claude-SearchBot.
It names either one with Disallow, or disallows everything	Ask whoever manages your site if that is deliberate. OpenAI says a change can take about 24 hours to be picked up.
You find an old profile and a new one for the same business	They are duplicates. Report a suggestion on Google Maps to ask for a merge. Reviews are combined; your replies may be lost.
You moved, or ownership changed, and made a new profile	Ask Google to move the reviews from the old profile. Next time, update the existing profile instead.
You offer several services from one business	List them all on one profile.
You run genuinely separate businesses from one address	Each needs its own name, clearly different signage and to be eligible. Same location: Google asks for evidence of permanent signage showing both.
A separate business sells from your reception	It can have its own profile if it has its own name and clearly different signage. Google decides whether it qualifies.
You want customers to message you from Google	Edit profile, Contact, Chat. Add a WhatsApp link or a mobile number for texts. Both added: customers only see text.
There is no Chat option on your profile	Google says it is limited to select regions.

> **This week's one thing**
> Search your business name on Google Maps and count how many profiles are yours. More than one means it is worth sorting out.

Allowing crawlers does not guarantee an AI assistant will name your business. Nobody can promise that. Merge requests are reviewed by Google and not guaranteed.

Sources: developers.openai.com/api/docs/bots · support.claude.com/en/articles/8896518 · support.google.com/business/answer/12756178, /3098204, /3038177, /15013580

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