



Checklist #4 : Choosing a name for your business

Starting a new business is a hugely exciting time. However, choosing the right name, which you and your clients will need to love, is one of the hardest things you will have to do.

Here's our checklist to help you come up with the right name for your new business, or your rebrand of an existing practice.

1

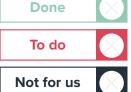
3

4

Build a shortlist of names

Think about the style of name you want. For example, should it:

- Include your name or a geographical location?
- Be descriptive of your beliefs and values?
- Be abstract?



Decide whether to include a descriptor of what you do

Making it really clear what it is you do in your name will help you pass our "split-second test". It will also probably have a marginal effect on your search result positioning.



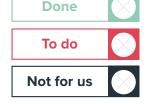
- Independent financial adviser
- Wealth management
- Financial planner
- Financial planning

To do Not for us

Is the domain available?

For each of the names on your shortlist check whether the domain is available. As this will be used in your website and emails, ideally it should exactly, or very closely, match your company name.

Use a site such as **123 Reg** to check what's available. We recommend using the .co.uk version, but register other options to stop competitors and fraudsters.

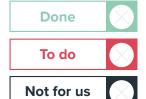


Companies House search

If you plan to trade as a limited company, you will need to check that your chosen name is available.

However, this is less important than the domain being available as you can often get around conflicts by using a trading name.

You can check whether your preferred company name is already being used by **clicking here** to visit Companies House.



5

6

What social media accounts are available?

If social media is part of your marketing strategy, again it is important that the accounts you need are available.

Run searches on your chosen channels to see what names are available.



Run Google searches

It's crucial you dominate the first page for searches run on your brand - in other words, the name of your business.

This is particularly important if you are to maximise the potential from referrals and recommendations, as well as sites such as Unbiased and VouchedFor. A search on the names remaining on your search list will tell you how easy it will be to achieve a first page listing. Avoid choosing generic names where the results page is dominated by large organisations or Google Ads you would rather not be associated with.



7

Testing

Your remaining names now need to be tested on a group of your target clients. This might not be the same as your friends and family!



Done

A final check

8

Once you've arrived at your ideal name a final double-check is sensible:



- Will you be easy to find and identify online?
- Will it engage with your audience?



We hope you found this useful

- **** 0115 8965 300
- www.theyardstickagency.co.uk
- The Yardstick Agency, 3rd Floor. 3-7 Middle Pavement Nottingham, NG1 7DX

