

Business Naming Checklist

Branding Considerations

- Easy to pronounce and spell
 - Relevant to your product, service, or values
 - Short and memorable
 - Not too niche (allows room for growth)
 - Feels right to you and your audience
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Name Availability Check

- Not already in use by another business
 - Available on Companies House
 - Domain name available (e.g., .co.uk or .com)
 - Social media handles available and consistent
 - No conflicting or similar trademarks
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Legal Compliance

- Doesn't use sensitive or restricted words (e.g. "Royal," "Charity," "Bank")
 - Isn't misleading or offensive
 - Complies with naming rules for your chosen business structure
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Optional Protection

- Consider registering the name as a trademark for brand protection
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Final Testing

- Ask for feedback from potential customers or peers
- Make sure the name doesn't have negative connotations in other cultures
- Say it aloud—does it sound natural and professional?