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Choose a Google-Compliant Business Name

Mavilyn Carlos - 2026-07-24 - [Local SEO](#)

A common question we hear is whether your Google Business Profile (GBP) needs to use your legal company name.

The short answer: No. Your business does not have to use its legal name on Google.

However, it's important that **the same public-facing business name is used consistently everywhere online**. Google's goal is to show the business name that customers actually recognize in the real world.

What Name Should You Use?

Your Google Business Profile should match the **name customers see publicly**, such as:

- Your building signage
- Your website header
- Your branding on social media
- Your marketing materials

What If Your Legal Name Is Different?

This is very common and usually not a problem. Many businesses operate under a brand name that differs from their legal entity.

For example, a business's legal entity could be SC Health and Wellness Ltd while they operate publicly under the brand SCFIT. As long as SCFIT is the name used publicly and **consistently** online, it works perfectly well for their Google listing.

Why Consistency Matters

Google uses information from many sources to understand and verify a business. When your name appears differently across the internet, it can create confusion for Google's systems.

This can lead to:

- Lower local search rankings
- Duplicate or mixed listings
- Verification issues
- Confusion for customers and AI search systems

The key is **consistency**, not whether the name is legal or branded.

Business Name Best Practices

Follow these guidelines to keep your listings strong and avoid SEO issues.

1. Choose One Public Business Name

Ask yourself: **What name do customers see on your sign or website header?**

That should be the single name you use everywhere online.

2. Use the Same Name Across Key Platforms

Your business name should match exactly on:

- Google Business Profile
- Your website
- Facebook, Instagram, and LinkedIn
- Major directories like Yelp, Apple Maps, and Bing Places
- Local business directories

Even small variations can create confusion for search engines.

3. Keep Your Contact Details Identical (NAP Consistency)

Your **Name, Address, and Phone number (NAP)** should match across platforms.

Make sure the following stay consistent everywhere:

- Address format
- Phone number
- Website URL

For example, "123 Main Street" vs. "123 Main St." can sometimes register as different locations in certain directories.

4. Avoid Keyword Stuffing in Your Business Name

Google requires your business name to reflect your **real-world brand**, not a list of services.

Avoid names like:

- *SCFIT - Best Gym in London*
- *SCFIT Personal Training & Weight Loss*

This can violate Google's guidelines and potentially cause listing issues.

Should You Register Your Brand Name?

Registering your brand name as a **trade name / DBA (Doing Business As)** is **recommended but not always required**.

Doing this can help with:

- Business verification
- Brand protection
- Establishing stronger trust signals online

Requirements vary depending on your country or region.

When Registering the Brand Name Becomes More Important

You should strongly consider registering your trade/brand name if:

- **You plan to open multiple locations.** This helps protect the brand and maintain consistency across locations.
- **Your industry has similar business names.** If another business already has a similar name, registering yours can help avoid conflicts.
- **You experience Google verification issues.** Some verification processes require documentation linking the brand to your business entity.

How Kilo Approaches Naming Issues

If a business name conflict or verification issue occurs, our approach is typically to improve clarity and consistency.

This can include:

- Strengthening Name/Address/Phone consistency
- Improving directory citations through our optional, add-on [BrightLocal citation service](#)
- Clarifying branding signals on the website
- Adding structured data to the site

These signals help Google correctly identify and trust your business.

Key takeaway: Your Google Business Profile should reflect **the name customers actually know your business by, and that name should be used consistently everywhere online.**

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