**Blog Information**

Author: N/A iHS

URL Slug: /google-business-profile-guidelines-and-name-change-for-multiple-locations/

Category: Listings

**Main Content**:

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| Main Content | Info |
| Primary Keyword: | Google business profile name |
| Word Count Goal: | 800-1200 words |
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Secondary Keywords / Keyword Variations:

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| --- |
| Google business profile name change, google business profile name guidelines |

Semantic Terms:

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| --- |
| google s guidelines, business information, google search, profile on google, business owners, update your business, phone number, business profile manager, click save, google my business, google maps, sign into your google, edit profile, real world, business profile, local searches, local business, search ranking |

Internal Links:

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**## Information Brief**

***### Search Intent:***

Users searching for "google business profile name" are likely looking for information and guidelines on how to properly name their Google Business Profile, especially for businesses with multiple locations or specific legal considerations.

***### Thesis*:**

Google has specific guidelines for naming Business Profiles, and businesses should carefully follow them to maintain compliance, maximize visibility on Google Search and Maps, and accurately represent their brand across multiple locations.

***### Core Ideas*:**

1. Google Business Profile Name and Legal Business Name: Google generally recommends using the business' real-world, legal name as listed on official documents like business licenses or incorporation paperwork. However, some flexibility is allowed if the legal name is very long or includes unnecessary extra words.
   1. Legal Name Requirement: Google wants business names to match what is used face-to-face with customers and on signs, stationery, etc. Avoiding made-up names helps maintain transparency.
   2. Exceptions for Long Names: If the legal name is excessively long, businesses can shorten it by removing unnecessary words like "LLC", abbreviating if clear, or using a suitable Descriptor.
2. Multi-Location Business Naming Guidelines: Businesses with multiple locations need to follow additional guidelines to ensure consistency and prevent redundant listings.
   1. Branding and Descriptors: Chains can use brand names and clear descriptors like "Store" or location names/numbers to distinguish locations.
   2. Avoid Redundant Listings: Don't create duplicate listings for the same location using different name variations. Keep names consistent.
3. Representing Your Business Accurately: Google's core principle is ensuring business information on their platforms accurately represents the real-world business.
   1. No Misleading Names: Business names should not be misleading by implying affiliations, qualities, or services that don't match reality.
   2. Choosing Clear Categories: Select the most specific and accurate categories available to properly portray your business type.
4. Updating Business Profile Information: Businesses should keep their Google Business Profile up-to-date by editing details like name, address, hours, photos, etc.
   1. Verification Process: Some edits may require re-verifying ownership before Google publishes changes.
   2. Guidance from Google: Google provides support resources and advisors to guide optimizing your Business Profile.
5. SEO Optimization for Google Business Profile Title: Optimizing your business name on Google can improve local search visibility.
   1. Include Keywords: Incorporate relevant keywords for your products/services naturally into the name when possible.
   2. Use Location Names: For local businesses, including your city/region in the name or description can be beneficial.
   3. Match User Searches: Structure the name to match how users search, prioritizing business type or location for better rankings.
   4. Adhere To Guidelines: While SEO optimizing your title, you still need to keep as close as possible adherence to the guidelines. Simply changing your title to include keywords while breaking guidelines is still prohibited.

***### Sources:***

* https://localsearchforum.com/threads/google-business-profile-name-does-it-have-to-be-the-same-as-their-business-license.60261/
* https://support.google.com/business/answer/3039617?hl=en#zippy=%2Cbusiness-name
* https://www.pinmeto.com/blog/google-business-profile-name-guidelines

**## Blog Heading Structure**:

H1: Google Business Profile Name Tips: Multi-Location, SEO, & More

* Intro, overview of why GBP naming is relevant to a practice.
* Overview of how to change your GBP name (can make a separate H2 if needed, or could work into the intro. I’ll let the writer decide what flows best.

H2: Aligning Your Business Name with Legal Requirements

* Google generally requires using your medical practice’s real-world, legal name as it appears on official documents like business licenses or incorporation paperwork.
* This legal name requirement helps maintain transparency by ensuring your business name matches what customers see in person and on branding materials.
* However, Google allows some flexibility if your legal business name is excessively long by permitting removal of unnecessary words like "LLC", abbreviations if clear, or using a suitable descriptor.

H3: Representing Your Business Accurately

* Google's core principle is ensuring the information on their platforms accurately represents the real-world business details.
* GBP names should not be misleading by implying affiliations, qualities, or services that don't align with reality.
* Select the most specific and accurate categories available to properly portray your practice type.

H2: Naming Guidelines for Multi-Location Businesses

* Practices or groups with multiple locations need to follow additional guidelines to ensure naming consistency and prevent duplicate listings.
* Avoid creating redundant listings for the same location using different name variations - keep the name fully consistent.
* Google’s general rule on this is if it has a separate wing, department, entrance, etc, it can have it’s own separate listing. [(Individual practitioners section from google)](https://support.google.com/business/answer/3038177?hl=en&sjid=7614247445583314500-NA#zippy=%2Cindividual-practitioners)

H2: Optimizing Your Business Name for Local SEO

* While adhering to Google's guidelines, you can optimize your business name on your Google profile for better local search visibility.
* Naturally incorporate relevant keywords for your products or services into the name when possible.
* For local practices, including your city or region in the name or description can improve local rankings.
* Structure the name to match how users search, prioritizing either your business type or location for best results.

H3: Keeping Your Profile Up-To-Date

* Businesses should regularly update details like name, address, hours, photos etc. on their Google Business Profile to ensure accuracy.
* Some edits may require re-verifying ownership before Google publishes the changes.
* Google provides support resources and advisors to guide you through optimizing and maintaining your Business Profile listing.

Outro / CTA