

12 TIPS FOR CHOOSING A NAME FOR YOUR CHILDCARE

Check the United States Patent and Trademark Office website to see if another business has trademarked the name.



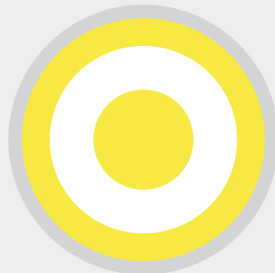
Use uncommon phrases – common word combinations means it will be more difficult to get ranked in Google.

Check the Secretary of State's records. Your business application may be rejected when if your name is taken or is too similar to an existing business' name.



Choose a childcare name that's easy to pronounce & sounds good aloud.

Search the name in Google to see what comes up – don't forget to search check the image and video tabs.



Choose a name that's unique for your daycare or preschool.

Search Google maps your area to make sure that there are no other businesses with that name, or a very similar name.



Choose a name that doesn't limit your childcare business growth. "Mayra's Toddler Care" is limiting if you want to add school-age care or infants.

Search godaddy.com to determine if the domain name is available for your website. A .com extension is preferred over alternatives.



Alliterative names are easy to remember. Think Coca-Cola, Dunkin' Donuts, Best Buy, and of course, Paper Pinecone.

Avoid intentional misspellings like Kidz in the name of your daycare or preschool or hard-to-spell words – both make you harder to find online.



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TIP

Make a list of words & test different combinations. Ask family & friends what sounds best, but ultimately, choose a name that makes you happy.