

What's in A Name?

By Dan McManus

Your GMB profile name is one of the biggest ranking signals. Using the words that consumers use in searches such as “florist” or “flower delivery” will give you an instant advantage. To do this correctly, you need to actually change the shop’s name, but in some cases it is worth the effort. “Donna’s Flowers” could become “Donna’s Flower Delivery” or “Donna’s Floral Shop”. If you do this, follow through and change your name on your website, in listings, etc. Also, file a form with your city claiming the name you choose as a DBA (doing business as). Filing a DBA is a standard process that many businesses do. Tip: don't change your name just on the GMB or add words into the name section that are strong search terms. That can get your listing suspended

-D.M.