

How to Name Your Landscaping Business

Step-by-Step Guide & Checklist

Step-by-Step Guide

1. Define Your Position

- Decide the niche you'll serve (design-build, mowing & maintenance, sustainable/organic, commercial estates, etc.).
- The name must hint at that focus so prospects instantly know what you do.

2. List Core Keywords

- Write 5–10 terms your target customers search for (e.g., “lawn care,” “hardscape,” “tree service,” “outdoor lighting”).
- These words help spark ideas and boost SEO when they appear in the name or tagline.

3. Brainstorm 15–25 Candidates

- Combine keywords with differentiators—location, founder surname, a signature service, or a local landmark.
- Free generators ([Namelix](#), [NameSnack](#)) can speed this up, but filter out anything hard to spell or say.

4. Check Local Availability

- Search your state's business registry and Google Maps to avoid duplicating or sounding like a nearby competitor.
- If it's remotely similar, move on; confusion kills referrals.

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5. Verify Domain + Social Handles

- Aim for an exact-match .com; if taken, try short, clear variants (e.g., “greenscapersco.com”).
- Reserve matching Instagram, Facebook, and TikTok handles immediately.

6. Run Trademark & LLC Searches

- Use USPTO’s TESS database and your Secretary of State’s portal.
- A couple of minutes here can save thousands in rebranding later.

7. Register Your Entity

- File your DBA or LLC under the chosen name.
- Get an EIN so you can open a business bank account and start clean bookkeeping.

8. Lock Down Digital Assets

- Buy the domain, launch a basic landing page, set up a Google Business Profile, and claim review-site listings (Yelp, Angi) using the exact name.

Quick Checklist

- ☐ Name clearly reflects core service or niche
- ☐ No local conflicts in state registry or Google Maps
- ☐ Exact-match .com (or tight variant) secured
- ☐ Trademark search is clear
- ☐ Social handles claimed
- ☐ Registered with state (LLC/DBA) and EIN obtained