AIFreeForever

The Business Naming Guide for 2026

A good business name is easy to say, easy to spell and easy to remember. This guide covers the four kinds of business names, naming patterns by industry, what makes a good name, the checks to run before you choose and a page to shortlist your favourites.

The four kinds of business names

Kind	What it is	Example results
Invented	A new word that did not exist before. Easy to trademark, often a free domain.	Nexora, Zentify, Clouvia
Compound	Two words joined to hint at what you do, while staying brandable.	GreenVault, CodeNest, BrightPath
Descriptive	Says exactly what the business does. Clear, but harder to trademark.	Swift Delivery, Green Market
Evocative	Suggests a feeling or a quality rather than the product.	Zenith, Lumina, Ember

Naming patterns by industry

- **Tech and SaaS.** Invented words and modern compounds: [Concept]+ly, [Tech term]+ify, [Action]+Hub. Short names look clean in an app.
- **Ecommerce and retail.** Names customers can type and share, that hint at the products but leave room to grow: Threadly, Petjoy.
- **Agencies and creative studios.** More artistic and unexpected: Storycraft, Ideaforge, Pixel & Co.
- **Local services.** Friendly, trustworthy and easy to say on the phone: Fresh Cut Salon, Neighborhood Auto.

What makes a good business name

- **Memorable.** Say it once to a friend and ask them to recall it an hour later.
- **Easy to say and spell.** No silent letters or odd spellings.
- **Fits your industry.** A law firm and a toy shop need different names.
- **Room to grow.** Avoid boxing yourself into one product or one town.

Before you choose

- **Check the domain.** Look the domain idea up at a registrar like GoDaddy or Namecheap. The generator suggests a domain but cannot see which ones are taken.
- **Search trademarks.** Search the USPTO database (or your country's trademark office) for similar names in your field.
- **Check social handles.** Look for the name on Instagram, X, Facebook, LinkedIn and TikTok.
- **Get feedback.** Ask people in your audience what the name makes them think of.

Shortlist your favourite business names

Fill this in, then make more names on the Business Name Generator.

What your business does, its industry and the style you want

Three names you like, with their domains (checked or not yet)

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