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Some Whys and Technical Tips for Changing Your Business Name

Whys:

- 1. You've come up with something better** - It's rare that you pick the perfect name from the start. Somewhere down the line, you may come up with something that more accurately expresses what your product is about, or appeals to a wider audience.
- 2. Your product and business have evolved** - Your company and offering might have matured into something very different from what you started with, in which case a rebranding may be very much in order.
- 3. Someone else is using the name** - When someone bigger or with more marketing muscle is already using the brand, it could be a good idea to avoid market confusion and go with something else.

Technical Tips:

- 1. Get help** - The technical aspects of a name change will inevitably need some knowhow. If you're not skilled yourself or don't have a person in-house, check out Fiverr or Upwork for someone who can do what's needed.
- 2. Avoid using your brand in file names** - If you foresee changing names anytime in the future, keep your file names brand-free. This will prevent things breaking when it comes to renaming material.
- 3. Be aware of the order of difficulty when using your existing name** - This is, again, with consideration for future rebranding. The order is as follows:
 - a. Text** - This is the easiest to change. A simple search-and-replace query can change your old business name to the new one on all your pages, instantly.
 - b. Images** - Next in difficulty is images. Ideally, if you can, don't put your brand name on an image, if you don't really have to.
 - c. Videos** - The most difficult level is video. If you're mentioning your brand every two seconds, that is a problem that can only be solved by reshooting the video. Or you can have a message on your page indicating it was recorded when the business name was so and so.
- 4. Preserving SEO rankings and URLs** - If you've had your business online for some time, you may have a lot of links coming to you using your old domain name, which you would want to keep valid. The solution is actually easy. You can even use a free tool like cloudflare.com, specifically Page Rules in Cloudflare. If you don't know how to do it, ask someone technical. Page Rules is basically a rule that says, if people try to go to, say, superfastbusiness.com/john, they'll be redirected to the current URL, JamesSchramko.com/john, with a 301 redirect, which is a Google-friendly redirect. This SEO-preserving redirect tells Google to update their stuff with the new domain name.

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