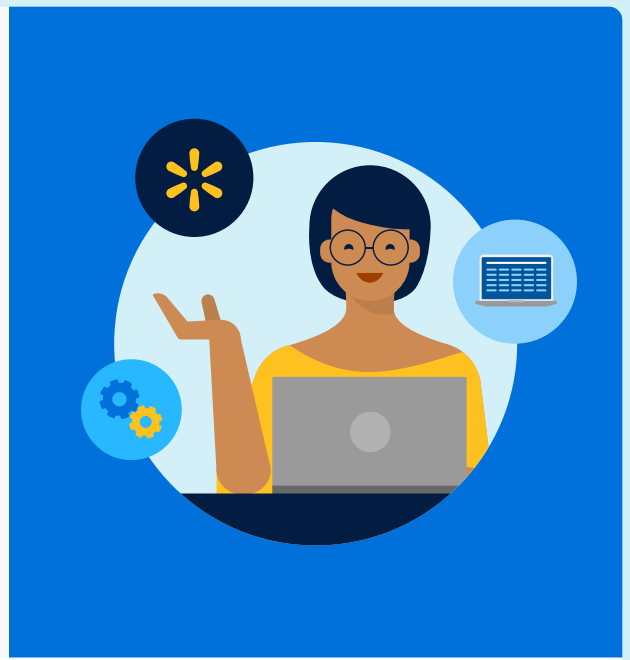


# Display name best practices

You're responsible for choosing your display name. The information in this document is intended to provide helpful suggestions to consider when creating a display name. However, it's important to comply with all marketplace policies and guidelines, including the Seller Code of Conduct, to avoid any consequences to your Marketplace account.

Last updated on Mar 11, 2025 Reading time: 2 min



## 1 Make it memorable, professional and positive

- Choose a **short, unique name** that stands out from competitors—think about using **alliteration** (e.g., *Breezy Basics*, *Turbo Trends*), **rhyme** (*Snappy Happy*, *Cozy Dozy*) or **wordplay** (*Knot & Thread*, *Paw-some Pet Supplies*) to enhance recall
- Try making it **easy to pronounce and remember**, so customers can effortlessly refer you to others—names like *SwiftStyle* or *PureGlow* are effortlessly pronounced and better than overly complex names
- Think about choosing a professional, trustworthy name that conveys reliability and positivity, such as *Supreme Goods* or *Brilliant Finds*, while avoiding names that could appear unprofessional or negative, like *Cheap-o Deals* or *Last Chance Products*

## 2 Think long-term and broad

- Try to avoid being **too specific** (e.g., *Cozy Quilt Corner*), as it could potentially limit future product expansion—instead, think about choosing broader names like *Hearth & Home* to allow for diversification
- Choose a name that aligns with your **brand values**, such as *EcoTrend* (for sustainability-focused products) or *Summit Gear* (for adventure and outdoor gear)
- Try to make sure the name remains **flexible** across different categories—*HomeNest* could work for both home decor and kitchenware, whereas *Kitchen King* is limited to kitchen items only

## 3 Consider searchability and keywords

- If selling a **specific product**, incorporating a keyword can improve visibility. Examples include:
  - *Book Haven* (for books)
  - *GearUp Fitness* (for workout equipment)
  - *PetSupply Pro* (for pet products)
- However, try not to make it too narrow—*LaptopCentral* could potentially limit future expansion beyond computer electronics, whereas *TechHorizon* keeps options open

## 4 Balance creativity with professionalism

- Think about creating a name that's **both creative and professional**—something catchy yet credible. Examples might include:
  - *TimberTrail* (outdoor and wood-based products)
  - *AquaFlow* (water-related products)
  - *NestWorks* (home and living essentials)
- Avoid **generic names** like *Everyday Products LLC* or *Shop & Save Market*, as they're forgettable and lack personality

## Resources

 [Manage company information in Seller Center](#)

 [Marketplace Seller Code of Conduct](#)

 [Prohibited Products Policy: Offensive Content](#)