

SaaS Naming Checklist

Follow this detailed list to move from initial brainstorming to a fully secured brand. This checklist ensures you don't miss the legal or technical hurdles that often force startups to rebrand later.

Phase 1: Strategic Positioning

- Define your primary product category and target audience in one sentence.
- Identify your brand "vibe" as either Reliable, Modern, Friendly, or Descriptive.
- Select a primary naming strategy such as Compound, Portmanteau, or Metaphor.
- List three core benefits your name should subconsciously communicate to users.
- Decide if you are willing to use a <https://www.google.com/search?q=non-.com> extension like .io or .ai.

Phase 2: High-Volume Generation

- Generate at least 50 name variations without self-editing or filtering.
- Mix and match keywords from your product's niche with common SaaS suffixes.
- Use a thesaurus to find lateral concepts related to your core product function.
- Create a shortlist of your top 10 favorites based on visual appeal.
- Remove any names that are difficult to spell or exceed three syllables.

Phase 3: The Friction Test

- Perform the "Radio Test" by saying the name to three people to see if they can spell it.
- Say the name ten times fast to ensure it isn't a tongue-twister.
- Check that the name doesn't have unintended or negative meanings in other languages.
- Ensure the name doesn't sound too similar to a direct competitor in your category.
- Confirm the name is easy to pronounce for your Ideal Customer Profile.

Phase 4: Digital Availability Check

- Search ICANN or a domain registrar to see if the .com is available for under \$2,000.
- Check availability for a professional handle on LinkedIn.
- Verify if the name is available on X (formerly Twitter) for marketing purposes.
- Search Product Hunt to see if a similar tool has already launched with that name.
- Check if a "Get[Name].com" or "[Name]https://www.google.com/search?q=app.com" version is available as a backup.

Phase 5: Legal & Trademark Verification

- Search the USPTO TESS database for active trademarks in Class 9 or 42.
- Check your specific Secretary of State business registry for existing corporations.
- Conduct a global search on the WIPO database if you plan to sell software online globally.

- Perform a "Common Law" search on Google to find unregistered businesses using the name.
- Consult with a legal professional if you find a similar name in a related industry.

Phase 6: Final Asset Acquisition

- Purchase the primary domain name and set it to auto-renew immediately.
- Register the business entity.
- Claim all relevant social media handles even if you aren't ready to post.
- Set up your primary "hello@yourname.com" email address to test the look.
- Update your SaaS product strategy documents with the official brand name.