CHECKLIST · MARKETING

Google Ads will let some business names differ from the website domain

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digitaladvisors.com.au/journal/google-ads-business-name-domain-october-2026/

- [ ] **Find the business name in your account.** In Google Ads, open Assets under the Campaigns menu for Search campaigns. For Performance Max, open the campaign, then Campaign settings, then Brand guidelines.
- [ ] **Compare it with your domain and verified name.** Your verified name is on the Account page under Admin, then Policy. Note any ad where the business name matches neither.
- [ ] **Test yourself against the three conditions.** The name is your recognised name or brand, you have a direct relationship with the domain owner that Google can verify (it hasn't said how), and your products or services are offered directly on that domain.
- [ ] **Check whether you're in an excluded group.** Third-party resellers, independent booking intermediaries, affiliate distributors and secondary sellers don't qualify under the October change.
- [ ] **Remove standalone brand names you only resell.** A brand you resell can't be your business name on its own. If you are an authorised reseller or dealer, add qualifying language, as in Google's example "Acme of San Antonio".
- [ ] **Ask your agency what it has set.** If someone else manages the account, ask which business name each campaign uses and whether it matches your domain or verified name.
- [ ] **Act on any policy warning by its deadline.** Google gives at least seven days before a suspension. Edit the ad or asset so it complies, appeal the decision from the account, or remove the ad.

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