

As a ghost-writer for Croud, I wrote the below article for Rovva. Published by Rovva in May 2021. Below is my original article.

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Meta Description	<i>Know the difference between a PO box and a virtual address? This guide will break it down for you.</i>
Meta Title:	<i>PO Box vs Virtual Office - Which One Is Right For You? Rovva</i>

PO Box vs Virtual Office

A mailing address might be pretty low on your list of priorities when starting a small business. But with more and more people across the world choosing to work remotely, you may want to decide between a physical and virtual address sooner rather than later.

This guide will take you through the main differences between PO box vs virtual address, so you can choose the most convenient, cost-effective and secure address for your needs.

What's the difference between a PO box and a virtual address?

A PO box (Post Office box) is exactly what it says; a physical box at an address where mail, packages and other physical items can be delivered to you. These are usually located at your local Post Office itself, and boxes can be rented for use and locked for your own safety.

A virtual address on the other hand pertains to a location you can access from anywhere. This can be any [virtual office space](#), including your home address, a physical office in a prominent commercial area of your city or a registered office address. They need to be real street addresses and can be used for multiple purposes.

Factors to consider when choosing between a PO box address and a virtual address

Before taking a decision, analyse why you need an address in the first place. Will you be receiving a lot of physical mail? Are you going to add the address to your business cards for people to visit you? Or are you looking for the cheapest option required to register your business?

As of February 2021, more than half of working adults in the UK are working from home, and [almost 80%](#) of them say that their productivity has been stable or become more efficient since working remotely. Clearly this is an important investment to make for your business, and the below points will help you make the right decision.

- Your brand image

A PO box can sometimes be perceived as impersonal and suspicious. Your clients may wonder why you don't have a real street address, and a PO box can be seen as contacting a box instead of a real business. A virtual address in a prime location can make you appear important and accessible to all.

- Ease of access

With a physical PO box you need to schedule out time to go to the post office to collect your mail. If you are busy and need something important immediately, this can be a waste of your precious time. You are also restricted to the timings of the post office.

- Privacy

If you deal with important and confidential information, then you will need to take your address and mail privacy into account when deciding. PO boxes are a lot more private and only you will have access to it with your physical key, but anyone can track you down. You also risk getting a lot more junk mail shoved into your PO box. With a virtual address in a public location, people usually need to make an appointment to reach you and you can stay anonymous by having mail [sent to you](#).

- Searchability

Want your business to be found on Google? Then a virtual address is better than a PO box. When users search for you on a search engine, if you have a PO box they will be taken to that post office and [Google My Business](#) does not allow listings that don't have an actual location. Reach more clients online by using a virtual address instead.

Are you ready for a virtual address?

As we've seen in recent years, remote and flexible working is the way to go for small businesses in almost any industry. A virtual address enables you to kickstart your digital journey by not letting you get tied down to a single physical location.

RELATED: [What is the difference between a mailing address and a physical address?](#)

Nowadays, businesses choose to obtain a PO box address only for specific privacy reasons, and is not an option for those of you who want to get an LLC or corporation registered. Manage your mail and your business the smart way by [setting up a virtual office](#) in any major city across the world today.