

Google Business Profile Client Intake Form

01 Business, contact and location details

Complete the fields, save a copy, and return it to Innovative Web Designs.

Use N/A where a question does not apply. Do not include passwords or verification codes.

1 Business identity

Public business / trading name

Legal entity name (if different)

ABN / registration number (if applicable)

Website URL

Public business phone

Public business email

2 Primary contact

Contact name

Position / role

Contact email

Contact phone

3 Location and customer visits

Full business address (include suburb, state and postcode)

☐ Customers visit this address

☐ We travel to customers

Service areas / suburbs / regions (if applicable)

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02 Business information, services and opening hours

4 What your business does

Main business type / preferred category

Other relevant business types

Business description (what you do, who you help, and what makes you different)

Key services / products (include pricing or a price-list link if relevant)

Opening date (if known)

Booking / appointment / ordering URL

5 Regular opening hours

Enter opening and closing times, Closed, 24 hours, or By appointment.

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Holiday / seasonal hours, closures or appointment notes

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03 Existing profile, brand assets and client approval

6 Existing profile and access

☐ Profile already exists ☐ New profile needed ☐ Unsure

Existing Google Maps / Business Profile link (if known)

Current profile owner / managing email (if known)

Client Google account email for profile access

Access / verification status, duplicate listings or issues to resolve

Arrange access by invitation. Keep account passwords and verification codes private.

7 Brand assets and links

Tick what you can supply separately or include a shared folder link below.

☐ Logo ☐ Business / team photos ☐ Product / service photos

Shared folder / asset download link

Social profile links / menu / other useful links

8 Approval and additional notes

Goals, preferred contact method or additional instructions

☐ I confirm I am authorised to provide these details for this business.

Approved by (typed name)

Date (DD/MM/YYYY)