# Google Form Structure - Client Onboarding

Copy this structure to create your Google Form.

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## FORM SETTINGS

**Form Title:** Client Onboarding - Website Setup

**Form Description:**

Welcome! Please fill out this form so we can build your custom website. This should take about 10-15 minutes. All fields marked with * are required.

Once submitted, we'll begin building your site and have it live within 48-72 hours.

Questions? Email: jeff@cherysolutions.com or call: [Your Phone]

**Settings to enable:**

- ☑ Collect email addresses
- ☑ Limit to 1 response
- ☑ Send respondent a copy of their response

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## SECTION 1: BUSINESS INFORMATION

**Section Title:** Business Information **Section Description:** Tell us about your business

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**Question 1:**

- Type: Short answer
- Question: "Business Name" *
- Required: Yes
- Example: "Atlanta Emergency HVAC"

**Question 2:**

- Type: Short answer
- Question: "Doing Business As (DBA) name (if different from legal name)"
- Required: No

**Question 3:**

- Type: Multiple choice
- Question: "What industry are you in?" *
- Required: Yes
- Options:
    - HVAC
    - Plumbing
    - Electrical
    - Roofing
    - Pool Service
    - Landscaping
    - Other

**Question 4:**

- Type: Short answer
- Question: "If you selected 'Other', please specify"
- Required: No
- Show only if: "What industry are you in?" = "Other"

**Question 5:**

- Type: Short answer
- Question: "How many years have you been in business?"
- Required: No
- Example: "15 years"

**Question 6:**

- Type: Short answer

- Question: "City and State" *
- Required: Yes
- Example: "Atlanta, GA"

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**Question 7:**

- Type: Short answer
- Question: "Primary Service Area (cities/counties you serve)" *
- Required: Yes
- Example: "Fulton County, DeKalb County, Cobb County"

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**Question 8:**

- Type: Short answer
- Question: "Owner/Contact Name" *
- Required: Yes

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**Question 9:**

- Type: Short answer
- Question: "Primary Business Phone Number" *
- Required: Yes
- Validation: Regular expression matches "(555) 555-5555" format
- Example: "(404) 555-0100"

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**Question 10:**

- Type: Short answer
- Question: "Business Email Address" *
- Required: Yes
- Validation: Email

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**Question 11:**

- Type: Paragraph
- Question: "Business Street Address (include city, state, zip)"
- Required: No

**Question 12:**

- Type: Multiple choice
- Question: "Do you already own a domain name?" *
- Required: Yes
- Options:
    - Yes, I own a domain (we'll help you point it to your new site)
    - No, I need to purchase one ($12/year, added to setup fee)

**Question 13:**

- Type: Short answer
- Question: "If yes, what is your domain name?"
- Required: No
- Show only if: "Do you already own a domain name?" = "Yes, I own a domain"
- Example: "atlantahvac.com"

# SECTION 2: BRANDING & DESIGN

**Section Title:** Branding & Design **Section Description:** Help us match your brand

**Question 14:**

- Type: File upload
- Question: "Upload Your Logo (PNG or SVG preferred)" *
- Required: Yes
- File types: .png, .svg, .jpg, .jpeg
- Max files: 1
- Max file size: 10 MB

**Question 15:**

- Type: Short answer
- Question: "Primary Brand Color (if you have one)"
- Required: No

- Help text: "Enter a hex code (e.g., #234654) or color name. Leave blank to use our default."
- Example: "#0066CC"

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**Question 16:**

- Type: Short answer
- Question: "Secondary/Accent Color (if you have one)"
- Required: No
- Help text: "Leave blank to use our default orange."
- Example: "#FF6600"

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# SECTION 3: WEBSITE CONTENT

**Section Title:** Website Content **Section Description:** This content will appear on your website

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**Question 17:**

- Type: Short answer
- Question: "Main Headline for Homepage" *
- Required: Yes
- Help text: "What's the first thing visitors should see?"
- Example: "24/7 Emergency HVAC Services in Atlanta"

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**Question 18:**

- Type: Short answer
- Question: "Subheadline" *
- Required: Yes
- Help text: "Supporting text under your main headline"
- Example: "Fast Response • Expert Technicians • Fair Pricing"

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**Question 19:**

- Type: Paragraph
- Question: "Short Description (2-3 sentences)" *

- Required: Yes
- Help text: "Describe what you do and why customers should choose you"
- Example: "When your AC breaks in the Georgia heat, you need help FAST. Our certified technicians respond within 1 hour for emergency service."

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**Question 20:**

- Type: Paragraph
- Question: "About Us (3-5 sentences)" *
- Required: Yes
- Help text: "Tell customers about your business, experience, and approach"
- Example: "With over 20 years of experience, Atlanta Emergency HVAC specializes in fast, reliable HVAC repair and installation..."

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**Question 21:**

- Type: Paragraph
- Question: "List Your Services (8 services, one per line)" *
- Required: Yes
- Help text: "Enter one service per line. Examples: Emergency AC Repair Emergency Heating Repair AC Installation Heating Installation Maintenance Plans Duct Cleaning Thermostat Installation Air Quality Services"

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**Question 22:**

- Type: Checkboxes
- Question: "Select 5 Trust Badges to Display" *
- Required: Yes (Must select exactly 5)
- Options:
  - 24/7 Emergency Service
  - Licensed & Insured
  - 20+ Years Experience
  - Same-Day Service
  - 100% Satisfaction Guaranteed
  - Locally Owned & Operated
  - Certified Technicians
  - Free Estimates
  - Family Owned
  - Fully Licensed

**Question 23:**

- Type: Paragraph
- Question: "Frequently Asked Question #1" *
- Required: Yes
- Help text: "Format: Question on line 1, Answer on line 2"
- Example: "How quickly can you respond to emergencies? We respond within 1 hour. Our technicians are on-call 24/7."

**Question 24:**

- Type: Paragraph
- Question: "Frequently Asked Question #2" *
- Required: Yes
- Help text: "Format: Question on line 1, Answer on line 2"

**Question 25:**

- Type: Paragraph
- Question: "Frequently Asked Question #3" *
- Required: Yes
- Help text: "Format: Question on line 1, Answer on line 2"

**Question 26:**

- Type: Paragraph
- Question: "Frequently Asked Question #4 (optional)"
- Required: No

**Question 27:**

- Type: Paragraph
- Question: "Frequently Asked Question #5 (optional)"
- Required: No

**Question 28:**

- Type: Paragraph
- Question: "Service Areas (list all cities/neighborhoods you serve, one per line)" *
- Required: Yes
- Example: "Midtown Atlanta Buckhead Virginia Highland Decatur Sandy Springs"

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**Question 29:**

- Type: Short answer
- Question: "Monday Hours" *
- Required: Yes
- Example: "8:00 AM - 5:00 PM" or "24/7 Emergency Service"

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**Question 30:**

- Type: Short answer
- Question: "Tuesday Hours" *
- Required: Yes

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**Question 31:**

- Type: Short answer
- Question: "Wednesday Hours" *
- Required: Yes

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**Question 32:**

- Type: Short answer
- Question: "Thursday Hours" *
- Required: Yes

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**Question 33:**

- Type: Short answer
- Question: "Friday Hours" *
- Required: Yes

**Question 34:**

- Type: Short answer
- Question: "Saturday Hours" *
- Required: Yes

**Question 35:**

- Type: Short answer
- Question: "Sunday Hours" *
- Required: Yes

# SECTION 4: PHOTOS & MEDIA

**Section Title:** Photos & Media **Section Description:** Upload photos of your work

**Question 36:**

- Type: File upload
- Question: "Hero Image (main background image for homepage)" *
- Required: Yes
- File types: .jpg, .jpeg, .png
- Max files: 1
- Max file size: 10 MB
- Help text: "High quality image (1920x1080 or larger). Can be of your team, your work, or related to your services."

**Question 37:**

- Type: File upload
- Question: "Gallery Images (photos of your work, before/after photos)" *
- Required: Yes
- File types: .jpg, .jpeg, .png
- Max files: 15
- Max file size: 10 MB per file

- Help text: "Upload 8-12 photos. These will appear in your gallery section. Before/after photos work great!"

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**Question 38:**

- Type: File upload
- Question: "About Us Image (team photo or work photo)"
- Required: No
- File types: .jpg, .jpeg, .png
- Max files: 1
- Max file size: 10 MB
- Help text: "Optional: A photo of your team or you at work"

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**Question 39:**

- Type: Multiple choice
- Question: "If you don't have enough photos, can we use professional stock photos?"
- Required: No
- Options:
  - Yes, please use stock photos as needed
  - No, only use the photos I provided

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# SECTION 5: INTEGRATIONS

**Section Title:** Integrations **Section Description:** Connect your phone, Google, and other services

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**Question 40:**

- Type: Short answer
- Question: "What phone number should we forward calls to?" *
- Required: Yes
- Help text: "This is YOUR real phone number. We'll get you a tracking number that forwards to this."
- Example: "(404) 555-0100"

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**Question 41:**

- Type: Short answer
- Question: "Preferred area code for your tracking number"
- Required: No
- Help text: "What area code do you want for the tracking number customers will call? Usually matches your service area."
- Example: "404"

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**Question 42:**

- Type: Paragraph
- Question: "Custom SMS Auto-Response (optional)"
- Required: No
- Help text: "When someone texts your tracking number, what message should they receive? Leave blank to use our default."
- Example: "Thanks for contacting [Business Name]! We received your message and will call you back within 30 minutes."

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**Question 43:**

- Type: Short answer
- Question: "Google Business Profile URL"
- Required: No
- Help text: "Your Google review page link (e.g., https://g.page/your-business). We need this to embed reviews."
- Example: "https://g.page/atlanta-hvac"

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**Question 44:**

- Type: Paragraph
- Question: "Google Maps Embed Code"
- Required: No
- Help text: "Go to Google Maps → Search your business → Share → Embed a map → Copy the HTML code and paste here"

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**Question 45:**

- Type: Multiple choice
- Question: "Need help setting up Google Business Profile or Google Maps?"
- Required: No
- Options:
    - Yes, please help me set these up (+$50 setup fee)
    - No, I'll provide the links

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# SECTION 6: BILLING & AGREEMENT

**Section Title:** Billing & Agreement **Section Description:** Final details

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## Question 46:

- Type: Multiple choice
- Question: "Payment Plan" *
- Required: Yes
- Options:
    - $497 setup fee + $297/month (cancel anytime)
    - $0 setup fee + $297/month (6-month commitment)

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## Question 47:

- Type: Multiple choice
- Question: "Preferred Payment Method" *
- Required: Yes
- Options:
    - Credit Card (we'll send Stripe link)
    - ACH/Bank Transfer
    - Invoice (Net 15 terms)

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## Question 48:

- Type: Short answer
- Question: "Billing Email Address"
- Required: No
- Validation: Email

- Help text: "Where should we send invoices? Leave blank to use the email at the top of this form."

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**Question 49:**

- Type: Checkboxes
- Question: "Agreement" *
- Required: Yes (must check)
- Options:
    - I confirm all information provided is accurate and approve the website setup. I understand the site will be live within 48-72 hours and monthly billing begins upon launch.

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**Question 50:**

- Type: Paragraph
- Question: "Additional Notes or Special Requests"
- Required: No
- Help text: "Anything else we should know?"

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# CONFIRMATION MESSAGE

**After form submission, show this message:**

Thank you! Your website setup is confirmed.

What happens next:
1. We'll review your submission within 24 hours
2. If we need anything else, we'll email you
3. Your site will be live within 48-72 hours
4. We'll send you the tracking phone number and website URL

Questions? Email jeff@cherysolutions.com

- Chery Solutions LLC

**Email notification settings:**

- Send you (admin) an email when form is submitted
- Send respondent a copy of their responses

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## VIEWING RESPONSES

Responses will automatically populate in a Google Sheet with columns for each question.

You can:

- Filter by industry
- Sort by submission date
- Export to build their config file

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## FORM LINK

Once created, the form link will look like: `https://forms.gle/xxxxxxxxx`

**Share this link with clients when they sign up.**

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END OF FORM STRUCTURE