

Client Onboarding Form – Google Business Profile Optimisation/Management Services

Thank you for signing up! Your package includes optimisation for a **single keyword cluster of up to 5 keywords** related to **one of your primary services**. If you wish to target additional services, please contact us about upgrading your plan.

To optimise your Google Business Profile (GBP) effectively, please provide the following details. Once we receive this form, we will evaluate the information and arrange a call to discuss and finalise an effective strategy tailored to your business needs. The more information you share, the better we can tailor your profile to attract customers and improve your local search ranking.

1. Core Business Information

- **Business Name:** _____
- **Business Address (Full Address, even if hidden on Google):**
Street: _____

City: _____

Postcode: _____
- **Business Phone Number:** _____
- **Business Email:** _____

2. Business Location Type

How does your business operate? (Check one that applies best)

- Physical Location (Customers visit my premises)** – e.g., a retail store, restaurant, salon.
- Physical Location (Address is visible, but customers do NOT visit)** – e.g., a home-based business that lists an address but serves clients remotely.
- Service Area Business (SAB)** – I serve customers at **their** location and **do not show my address on Google**.

If you are a Service Area Business, what **cities, towns, or regions** do you serve?

3. Business Operating Hours

- **Regular Business Hours:**
Monday-Friday: _____ to _____
Saturday: _____ to _____
Sunday: _____ to _____

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- **Appointment-Only Hours (if applicable):** _____
 - **Special/Holiday Hours:** _____
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4. Business Description & Services

Provide a short and compelling description of what your business offers:

List the **top 5-10 services or products** your business provides (these should be services customers actively search for):

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. _____
 9. _____
 10. _____
-

5. Keywords & Customer Search Intent

What keywords do you believe potential customers would type into Google to find your business? (e.g., "Plumber," "Emergency plumber near me," "Boiler repair services," "Bathroom installation expert," "24/7 plumbing services," "Leak detection specialist")

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

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6. Ideal Customer Type

Who are your ideal customers? (Check all that apply)

- Homeowners (B2C)** – I primarily serve individual consumers and residential clients.
 - Small & Local Businesses (B2B)** – My services are designed for local businesses and startups.
 - Corporate Clients (B2B/Enterprise)** – I work with larger companies or enterprise-level clients.
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7. Business Attributes

- **Attributes (Check relevant options)**
 - Family-Friendly
 - Wheelchair Accessible
 - Online Appointments Available
 - 24/7 Service
 - Other: _____
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8. Visual Elements (Photos & Videos)

You will receive a **Google Drive folder link** where you can upload photos. Please consider including:

- **Logo (JPG or PNG)**
 - **Interior/Exterior Photos**
 - **Team Photos (if applicable)**
 - **Product/Service/Events/Job Photos**
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9. Additional Information

- **Do you have any special offers/promotions you'd like to highlight?**
 - Yes, details: _____
 - No
- **Any other information you want to include in your GBP setup?**

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Next Steps

Once we receive this form, we will evaluate and put together an outline plan and then call you to discuss. Once agreed we will optimise your Google Business Profile and create a strategic posting plan to help your business rank higher and attract more customers.

 **Submit this form to forms@westpromediaservices.com**

Thank you for choosing West Pro Media Services