

Google Calendar Booking

For a Small Business Website

A beginner-friendly, step-by-step free sample lesson

What you will build

A simple appointment system where a customer visits your website, clicks Book an Appointment, chooses an available time, enters their information, and the appointment lands on your Google Calendar automatically.

NO TECH TALK REQUIRED - COMPUTER FIRST - BEGINNER LEVEL

Google Calendar - Appointment Schedule - Booking Page - Website Embed

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Think of this as a tiny receptionist that works 24 hours a day.

- 1 Customer visits your website
- 2 Customer clicks Book an Appointment
- 3 Google shows only the times you made available
- 4 Customer chooses a time and fills in their details
- 5 The booking appears on your Google Calendar

Why this is useful

You spend less time trading emails like 'Is Tuesday at 2 okay?' Customers can choose from the times you actually want to offer, and booked times are added to Calendar automatically.

You need a Google Account and a computer with a web browser. Google says appointment schedules are created from the computer version of Calendar, not from the mobile app.

Decide these things first

- ☐ What kind of appointment are people booking? Example: Free Consultation, Estimate, Service Call.
- ☐ How long should one appointment be? Example: 15, 30, or 60 minutes.
- ☐ Which days and hours are you willing to take bookings?
- ☐ How will you meet? In person, phone call, Google Meet, or decide later.
- ☐ What information do you need from the customer before the appointment?

Keep the first version simple

Start with one appointment type. You can improve the system later after you see how customers actually use it.

3. Create the Appointment Schedule

The important Google Calendar step

Google Calendar -> Create -> Appointment schedule

On the left side, Google will open the appointment-schedule setup. Work from top to bottom.

Title

Use a customer-friendly name such as Free 30-Minute Consultation or Tire Service Appointment.

Duration

Choose how long one booking should last.

Availability

Choose the days and hours customers are allowed to book.

Scheduling window

Control how far ahead people can book and how close to the appointment they may book.

Buffer time

Leave breathing room between appointments if you need travel, notes, cleanup, or preparation.

Maximum bookings

Set a daily limit if you do not want the entire day filled.

4. Build the Customer Booking Page

What the customer will see

After your availability is set, click Next. Now you are building the page your customer will actually use.

How you will meet

Choose Google Meet, an in-person location, phone call, or 'to be specified later.'

Description

Write two or three plain sentences explaining what the appointment is for and what the customer should expect.

Booking form

Google includes first name, last name, and email. Add only the extra questions you really need.

Email verification

Consider requiring verification to reduce fake or spam bookings.

Confirmations and reminders

Set the confirmations/reminders available to your account so customers are less likely to forget.

5. A Good Booking Form for a Small Business

Ask enough - but not too much

Every extra question creates friction. Ask only for information that helps you prepare for the appointment.

REQUIRED	First name
REQUIRED	Last name
REQUIRED	Email address
USEFUL	Phone number - only if your business uses phone contact
USEFUL	What service do you need?
USEFUL	Short description of the job or question
OPTIONAL	Address or service location, if needed

Privacy tip

Do not ask customers to enter passwords, Social Security numbers, payment-card details, medical details, or other sensitive information into a simple appointment form.

6. Test the Booking Page Before You Touch the Website Remember you are the customer

Save the schedule, then open its booking page. Google lets you copy the booking-page link directly from the Booking pages section.

Booking pages

->

Copy link

->

Open in browser

Run this test

- ☐ Can you clearly understand what the appointment is for?
- ☐ Are the correct days and times available?
- ☐ Does the page hide times when you are already busy?
- ☐ Can you complete the form without confusion?
- ☐ Does the test booking appear on your Google Calendar?
- ☐ Did the confirmation email arrive?

Best habit

Always test the customer experience yourself before adding the booking system to a live website.

7. Put a 'Book Now' Button on the Website

Easiest method

This is the simplest method and works well on almost any website builder.



Choose Button with pop-up. Type the words you want on the button, such as:



Then copy Google's code and paste it into an HTML, Embed, Custom Code, or Code Block on the business website. The exact name depends on the website builder.

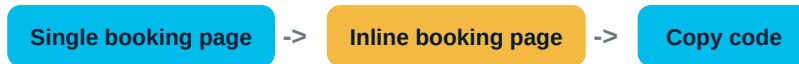
If the website cannot accept code

Use the even simpler method: copy the booking-page link and attach it to an ordinary website button. The result is still perfectly usable.

8. Embed the Booking Page Right on the Website

Cleaner, more integrated option

If the website supports HTML/embed blocks, the customer can book without leaving the page.



YOUR WEBSITE

Schedule an appointment below:

GOOGLE BOOKING PAGE APPEARS HERE

Available dates and times

Website compatibility

Google documents inline booking-page support for common builders including Google Sites, Shopify, Squarespace, Weebly, Wix, WordPress.com, and WordPress.org.

After adding the button or booking page, publish the website and test it like a stranger would.

- ☐ Open the live website - not just the editor preview.
- ☐ Try the booking button on a computer.
- ☐ Try it on a phone.
- ☐ Book a test appointment using a different email address if possible.
- ☐ Make sure the appointment lands on the correct Google Calendar.
- ☐ Make sure the time is no longer offered after it is booked.
- ☐ Cancel the test appointment when you are finished.

One more important point

The booking page itself is public to anyone who has its link. Google notes that your booking page can show your account name and profile photo, so check those before publishing.

I do not see Appointment schedule.

Use Google Calendar in a supported desktop browser. Account type and subscription can affect some appointment features.

Customers can book when I am busy.

Edit the schedule and make sure the calendars you want checked for conflicts are included.

The website button does nothing.

Use the plain booking-page link instead of embed code and test again.

The embedded page is too small.

If your site allows it, adjust the width/height in the embed code or use a full-width embed block.

I need several different services.

Some multi-schedule or premium appointment features depend on your Google account or subscription.

I changed my hours.

Edit the appointment schedule availability. The booking page will update with the new available times.

- ☐ Appointment schedule created
- ☐ Business hours and appointment length set
- ☐ Customer booking questions added
- ☐ Booking page tested
- ☐ Website button or inline booking page added
- ☐ Desktop test completed
- ☐ Mobile test completed
- ☐ Test appointment received correctly

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This free sample uses one common business task. A full lesson can be built around your actual business, website, services, staff, forms, customer workflow, and level of computer experience - using plain language and step-by-step instructions.

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Google changes its menus from time to time. These official help pages were used to verify the workflow in this lesson:

Create an appointment schedule

<https://support.google.com/calendar/answer/10729749>

Share your appointment schedule

<https://support.google.com/calendar/answer/10733297>

Learn about appointment schedules

<https://support.google.com/calendar/answer/11608416>

Appointment slots were replaced

<https://support.google.com/calendar/answer/190998>

Important

Some appointment-schedule features require an eligible Google Workspace or Google One subscription. A personal Google Account can still create a booking page, but premium capabilities can vary by account and plan.