



Google Forms vs Salesforce Web-to-Lead: Which Should You Use?

Both are free. They solve different problems.

Short answer: use Web-to-Lead when you are capturing simple sales leads on a web page you control. Use Google Forms with a native sync app when you need anything other than a Lead, or you need conditional logic, file uploads, or a shareable link. Many organisations run both.

Every time somebody asks in the Trailblazer Community how to get a web form into Salesforce, at least one answer says "just use Web-to-Lead." It is good advice for about a third of the people asking, and unhelpful for the rest.

Here is how to tell which group you are in.

What is Web-to-Lead?

Web-to-Lead is a feature Salesforce has shipped for years. You generate an HTML form snippet in Setup, paste it into a web page, and submissions post directly into your org as Lead records. No integration, no cost, no middleware.

For a marketing team capturing inbound enquiries on a website they control, it is genuinely hard to beat.

Where does Web-to-Lead run out?

It only creates Leads. That is not a limitation you can work around. If you are collecting volunteer signups, job applications, event RSVPs, support intake, internal IT requests, or post-program surveys, none of those are Leads. Forcing them into the Lead object pollutes your sales pipeline and confuses your reporting.

There is a daily submission limit. Salesforce caps Web-to-Lead submissions per day, with excess going to a pending queue. Most orgs never touch it, but a viral campaign or a bot attack will. Check the current limit in Salesforce documentation, as it has changed over time.

Form building is on you. You get raw HTML. Conditional logic, multi-page forms, progress bars, required-field validation, mobile styling, file uploads: none of it is included.

No file uploads. Web-to-Lead does not accept them.

It needs a web page you control. If you want to send a form link in an email, post it in Slack, or hand out a QR code at an event, you need somewhere to host the HTML.

Spam is your problem. Web-to-Lead is a public POST endpoint. Without your own CAPTCHA and validation, you will collect junk.

Where does Google Forms win?

Anyone can build one. This is the real reason Google Forms is everywhere inside organisations that own a CRM. A program manager or event coordinator can build and publish a form in four minutes without involving an admin or a developer.

Logic, sections and validation are built in. Skip logic, required questions, response validation, and multi-section forms come free.

File uploads work. Useful for applications, expense submissions, and photo evidence from the field.

It is a link, not a page. Share it anywhere. Email, Slack, WhatsApp, a printed QR code.

Free, unlimited, already in your Google Workspace. No new vendor, no procurement.

Anonymous or authenticated, your choice. Google Forms can require a Workspace sign-in, which Web-to-Lead cannot do at all.

Side by side

	Google Forms + Auto Sync	Web-to-Lead
Cost	Free	Free
Objects it can feed	Any, via Flow	Lead only
Form builder	Full featured, no code	Raw HTML, build it yourself
Conditional logic	Yes	No

	Google Forms + Auto Sync	Web-to-Lead
File uploads	Yes	No
Needs a hosted web page	No, shareable link	Yes
Submission limits	None imposed by the app	Daily cap applies
Spam protection	Google's, plus optional sign-in	You build it
Who can create a form	Anyone	Admin or developer
Raw submission preserved	Yes, on Form_Response__c	No, mapped straight to Lead

SMARTER
FORMS
BRIGHTER
RESULTS

Which should you use?

SAME DATA. DIFFERENT NEEDS. A SMARTER WAY FORWARD.

Use Google Forms + Auto Sync when

- Need more than Lead
- Need file uploads
- Need logic or sections
- Need a shareable link
- Want raw submission preserved

Use Web-to-Lead when

- Sales leads
- Public website
- Simple form
- Zero extra tools

Use both when

Marketing uses Web-to-Lead while ops, events, HR, or programs use Google Forms.

DIFFERENT
TEAMS
SAME
GROWTH

What is the catch with Google Forms, and how do you fix it?

The obvious problem: Google Form responses do not go into Salesforce by themselves. They go into a Google Sheet, where they sit.

That is the gap Google Form Auto Sync fills. It is a free native AppExchange package that captures every submission as a Salesforce record the moment it is submitted, with no middleware in between. The form posts directly to a REST endpoint in your own org.

Combined, you get Google Forms' form-building strengths with Web-to-Lead's directness, and without Web-to-Lead's Lead-only constraint.

Why does the routing difference matter?

Web-to-Lead maps form fields to Lead fields at capture time. If the mapping is wrong or the form changes, you get bad Leads and no record of what the person actually submitted.

Google Form Auto Sync captures the whole submission on Form_Response__c first, then you route it with a record-triggered Flow. Two practical consequences:

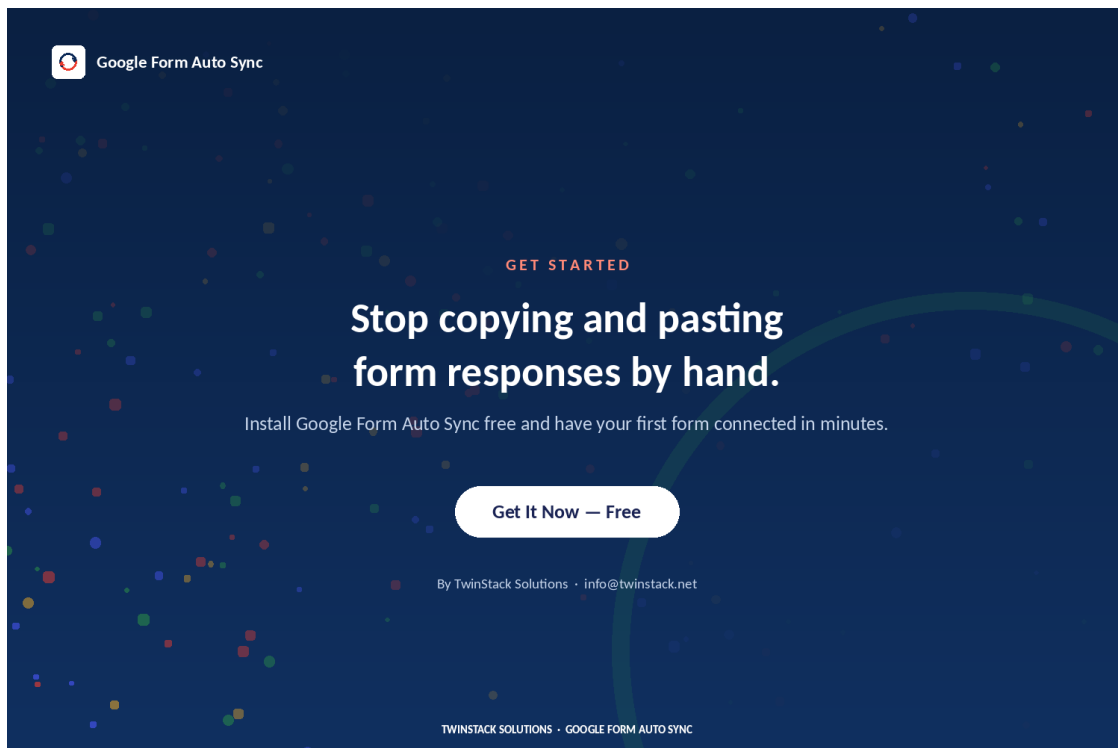
- **The original is preserved.** If your Flow has a bug, the raw data is still there and you can reprocess it. With Web-to-Lead, a bad mapping means the data is gone.
- **You choose the destination.** Lead, Contact, Case, Campaign Member, Program Engagement, a custom object. Different forms can route to different objects.

So which should you use?

Use Web-to-Lead when you are capturing sales leads, on a public web page you control, with a simple field set, and you want zero moving parts.

Use Google Forms plus Auto Sync when you need anything other than a Lead, you need conditional logic or file uploads, you do not have a web page to host a form, non-technical staff need to create forms themselves, or you want the raw submission preserved for audit.

Use both when your marketing site runs Web-to-Lead for enquiries while your operations, HR, events and program teams run Google Forms for everything else. This is what most organisations actually end up doing, and there is nothing wrong with it.



[Get Google Form Auto Sync free on the AppExchange →](#)

Salesforce platform limits change. Verify current Web-to-Lead limits in Salesforce Help before designing around them.

Google Form Auto Sync is built and maintained by TwinStack Solutions, a Salesforce partner. Questions about setup: info@twinstack.net