

SEO & PPC CAMPAIGN EXPENSE SPREADSHEET

Campaign:

Date/Period:

Prepared By:

Category / Item	Description / Vendor	Budgeted Amount	Actual Cost	Variance
Keyword Research Tools				
SEO Audit Software				
Content Creation / Copywriting				
Link Building / Outreach				
Technical SEO Optimization				
SEO Agency / Consultant Fees				
Local SEO Listings Management				
Total SEO Expenses				

Category / Platform	Campaign Name / Details	Budgeted Spend	Actual Spend	Variance
Google Ads (Search)				
Google Ads (Display/Remarketing)				
Microsoft / Bing Ads				
Social Media Ads (Meta)				
Social Media Ads (LinkedIn)				
PPC Management Software				
PPC Agency / Management Fees				
Landing Page Software / Design				
Total PPC Expenses				

Total Budgeted Marketing

Total Actual Spend

Total Remaining (Variance)

Campaign Notes & Observations