

# PAID & ORGANIC SEARCH TRACKER

Expense Template for Search Engine Optimization (SEO) & Pay Per Click (PPC)

PERIOD / MONTH

PREPARED BY

TOTAL ALLOCATED BUDGET

APPROVED BY

TOTAL PPC SPEND

TOTAL SEO SPEND

TOTAL COMBINED SPEND

REMAINING BUDGET

PAY PER CLICK (PPC) EXPENSES

**PPC Subtotal**

SEARCH ENGINE OPTIMIZATION (SEO) EXPENSES

**SEO Subtotal**

**NOTES, COMMENTS, & PERFORMANCE REMARKS**