

# DIGITAL SEARCH ADVERTISING COST TRACKER

COMPANY / CLIENT

REPORTING PERIOD

TOTAL BUDGET LIMIT

DATE CREATED / UPDATED

## 1. PAY PER CLICK (PPC) CAMPAIGN EXPENSES

**PPC Subtotal**

## 2. SEARCH ENGINE OPTIMIZATION (SEO) EXPENSES

**SEO Subtotal**

**3. EXPENSE SUMMARY**

TOTAL BUDGETED (PPC + SEO)

TOTAL ACTUAL SPEND (PPC + SEO)

REMAINING BUDGET / VARIANCE