

SEARCH MARKETING BUDGET & EXPENSE SHEET

Company/Project

Period

Prepared By

Date

TOTAL BUDGET ALLOCATED

TOTAL ACTUAL SPENT

REMAINING BALANCE

Search Engine Optimization (SEO) Expenses

| Expense Category / Activity | Budgeted Cost | Actual Cost | Variance (+/-) | Status |
|-----------------------------|---------------|-------------|----------------|--------|
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| SEO Subtotal | | | | |

Pay Per Click (PPC) Expenses

| Platform / Campaign | Budgeted Cost | Actual Cost | Variance (+/-) | Status |
|---------------------|---------------|-------------|----------------|--------|
|---------------------|---------------|-------------|----------------|--------|

| Platform / Campaign | Budgeted Cost | Actual Cost | Variance (+/-) | Status |
|---------------------|---------------|-------------|----------------|--------|
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| PPC Subtotal | | | | |

Other Search Marketing Expenses

| Expense Description | Budgeted Cost | Actual Cost | Variance (+/-) | Status |
|-----------------------|---------------|-------------|----------------|--------|
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| | | | | |
| Other Subtotal | | | | |