

SEARCH MARKETING BUDGET & SPENDING TEMPLATE

SEO & PPC Expense Tracking

| | | | |
|---------------------------|--|-----------------------|--|
| Company / Project: | | Budget Period: | |
| Prepared By: | | Date Created: | |

1. Search Engine Optimization (SEO) Expenses

| Category / Item | Budgeted (\$) | Actual (\$) | Variance (\$) |
|---|---------------|-------------|---------------|
| SEO Tools & Software (e.g., Ahrefs, Semrush, Moz) | | | |
| Keyword Research & Content Optimization Tools | | | |
| Content Creation (Copywriting, Blog Posts, Landing Pages) | | | |
| On-Page & Technical SEO Audits | | | |
| Link Building & Digital PR Campaigns | | | |
| Local SEO Citation & Profile Management | | | |
| SEO Agency / Consultant Fees | | | |
| Total SEO Expenses | | | |

2. Pay Per Click (PPC) Expenses

| Category / Item | Budgeted (\$) | Actual (\$) | Variance (\$) |
|--|---------------|-------------|---------------|
| Google Ads Search Campaigns (Ad Spend) | | | |
| Google Ads Display & Remarketing (Ad Spend) | | | |
| Microsoft Advertising / Bing Ads (Ad Spend) | | | |
| PPC Management Tools (e.g., Optmyzr, AdEspresso) | | | |

| Category / Item | Budgeted (\$) | Actual (\$) | Variance (\$) |
|---|---------------|-------------|---------------|
| Landing Page Builder & Hosting Software | | | |
| Ad Creative & Asset Production (Banners, Copywriting) | | | |
| PPC Agency / Management Fees | | | |
| Total PPC Expenses | | | |

3. Summary & Totals

| Summary | Budgeted (\$) | Actual (\$) | Variance (\$) |
|---------------------------------------|---------------|-------------|---------------|
| Total SEO Budget & Spending | | | |
| Total PPC Budget & Spending | | | |
| GRAND TOTAL (Search Marketing) | | | |

Notes & Comments: