**PPC STRATEGY TEMPLATE**

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| --- | --- | --- |
| **CAMPAIGN NAME** |  | **CAMPAIGN NAME** |
| NAME |  | NAME |
| **AD KEYWORDS** | **NEGATIVE KEYWORDS** |  | **AD KEYWORDS** | **NEGATIVE KEYWORDS** |
| Keywords | Keywords |  | Keywords | Keywords |
| **AD VARIATION A** |  | **AD VARIATION A** |
| **Headline 1** |   |  | **Headline 1** |   |
| **Headline 2** |   |  | **Headline 2** |   |
| **Description 1** |   |  | **Description 1** |   |
| **Description 2** |   |  | **Description 2** |   |
| **Path 1** |   |  | **Path 1** |   |
| **Path 2** |   |  | **Path 2** |   |
| **Final URL** |   |  | **Final URL** |   |
| **AD VARIATION B** |  | **AD VARIATION B** |
| **Headline 1** |   |  | **Headline 1** |   |
| **Headline 2** |   |  | **Headline 2** |   |
| **Description 1** |   |  | **Description 1** |   |
| **Description 2** |   |  | **Description 2** |   |
| **Path 1** |   |  | **Path 1** |   |
| **Path 2** |   |  | **Path 2** |   |
| **Final URL** |   |  | **Final URL** |   |

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|  |  |  |  |  |
| **CAMPAIGN NAME** |  | **CAMPAIGN NAME** |
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| **AD KEYWORDS** | **NEGATIVE KEYWORDS** |  | **AD KEYWORDS** | **NEGATIVE KEYWORDS** |
| Keywords | Keywords |  | Keywords | Keywords |
| **AD VARIATION A** |  | **AD VARIATION A** |
| **Headline 1** |   |  | **Headline 1** |   |
| **Headline 2** |   |  | **Headline 2** |   |
| **Description 1** |   |  | **Description 1** |   |
| **Description 2** |   |  | **Description 2** |   |
| **Path 1** |   |  | **Path 1** |   |
| **Path 2** |   |  | **Path 2** |   |
| **Final URL** |   |  | **Final URL** |   |
| **AD VARIATION B** |  | **AD VARIATION B** |
| **Headline 1** |   |  | **Headline 1** |   |
| **Headline 2** |   |  | **Headline 2** |   |
| **Description 1** |   |  | **Description 1** |   |
| **Description 2** |   |  | **Description 2** |   |
| **Path 1** |   |  | **Path 1** |   |
| **Path 2** |   |  | **Path 2** |   |
| **Final URL** |   |  | **Final URL** |   |

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