

# Local Service PPC Campaign Information Sheet

## Business Information

Business Name

Website URL

Contact Person

Contact Email

Phone Number

Business Address

## Services & Targeting

List of Services Offered

Target Areas (Cities/ZIP Codes)

Target Customer Profile

## Campaign Details

Monthly Ad Budget

Main Campaign Goals

Special Offers/Promotions

Top Competitors

## Ad Content Preferences

Unique Selling Points

Preferred Keywords

Ad Headline Ideas

Call to Action Text

## Additional Notes