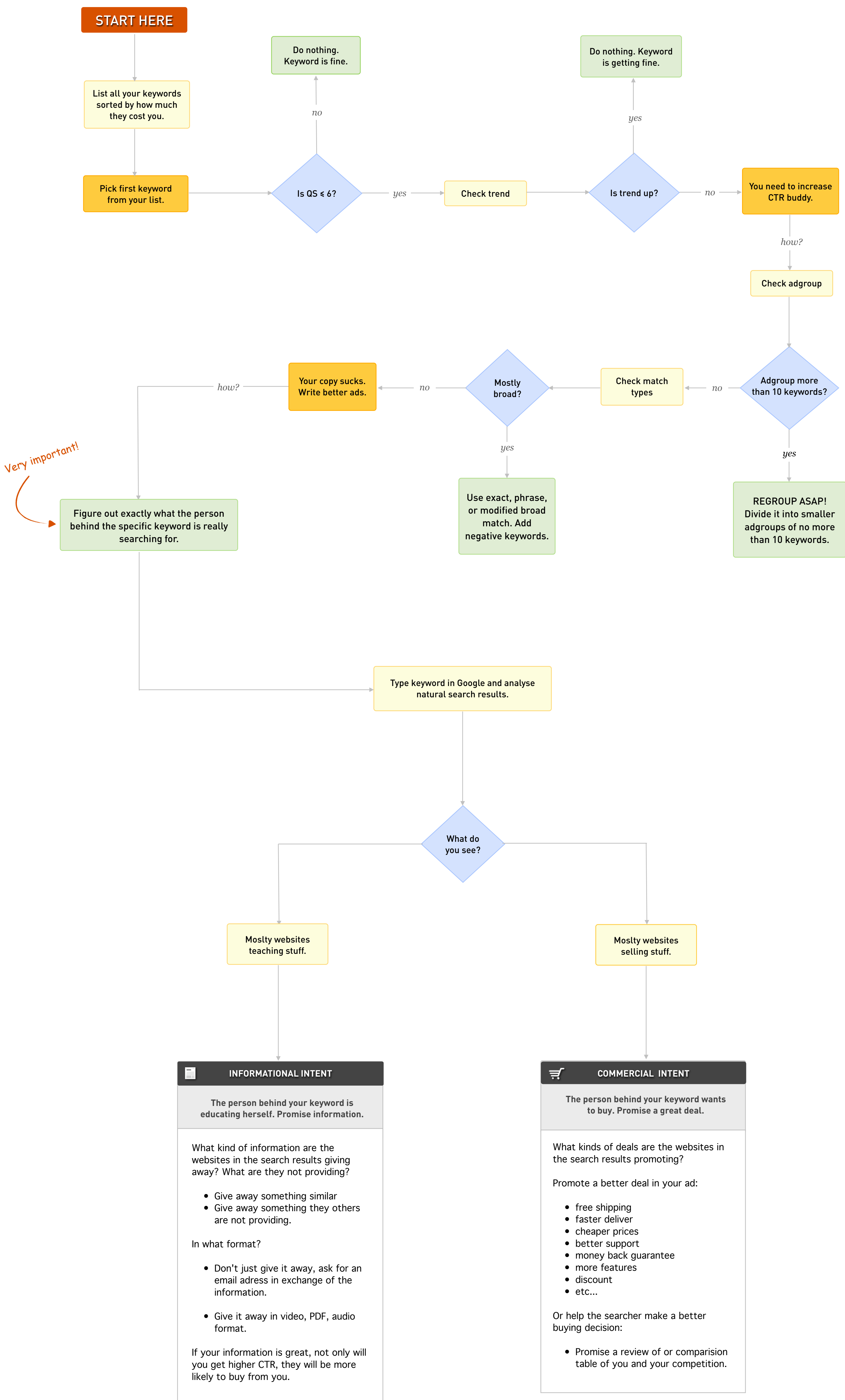


# How to get cheaper Google AdWords traffic with higher Quality Scores.



Every search is a question. Your job is to show that you understand the question and that you have an answer that is better than anyone competing for your prospects attention...  
In less than 85 characters!

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