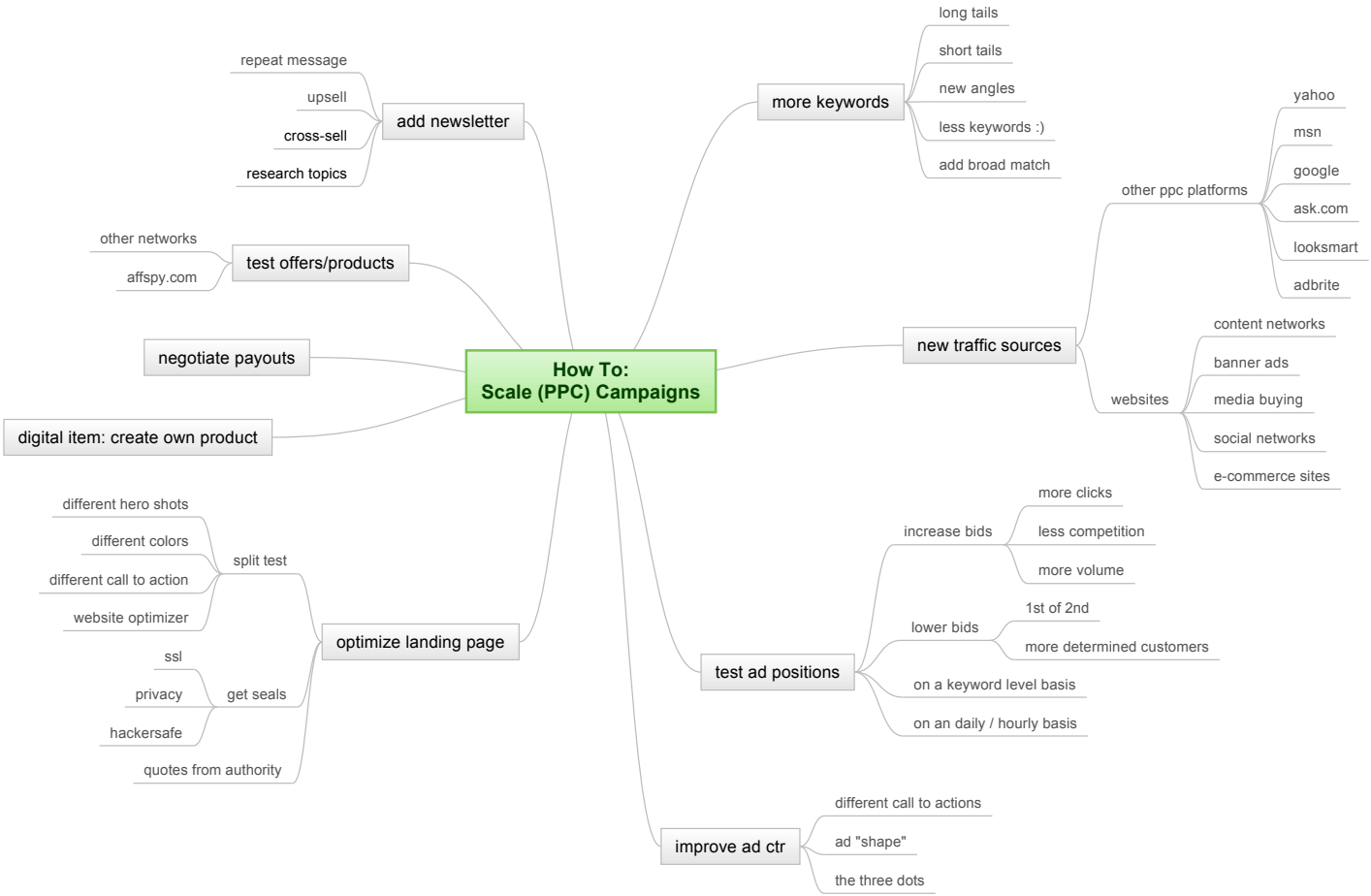Scaling a PPC Campaign (by Ran Aroussi, www.makemoneyonline.co.il)