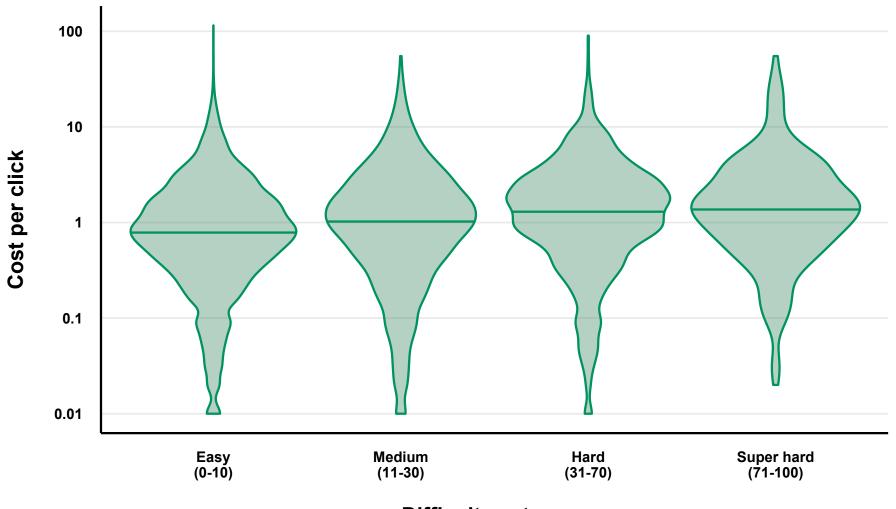Keyword difficulty and cpc