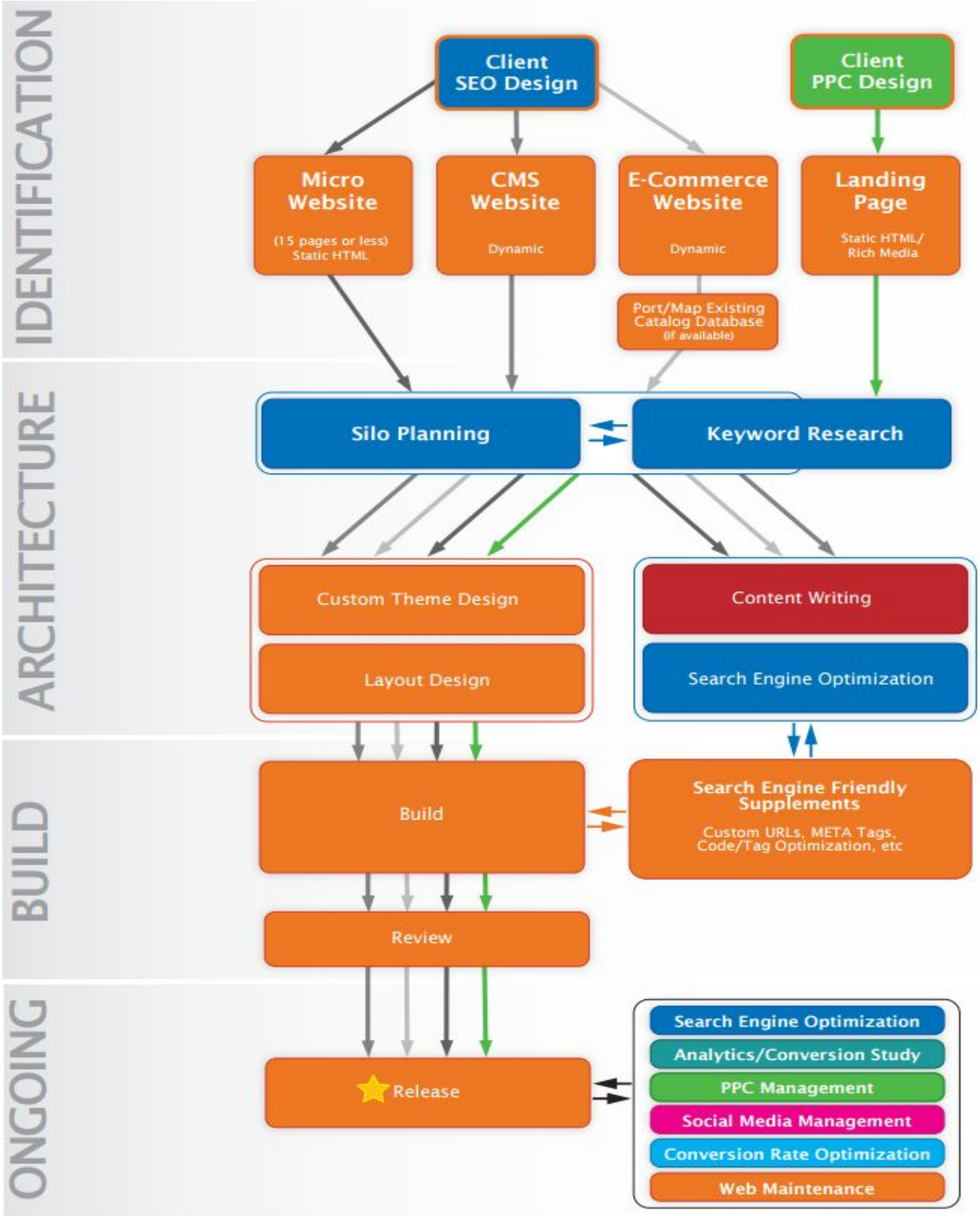Web Design Checklist