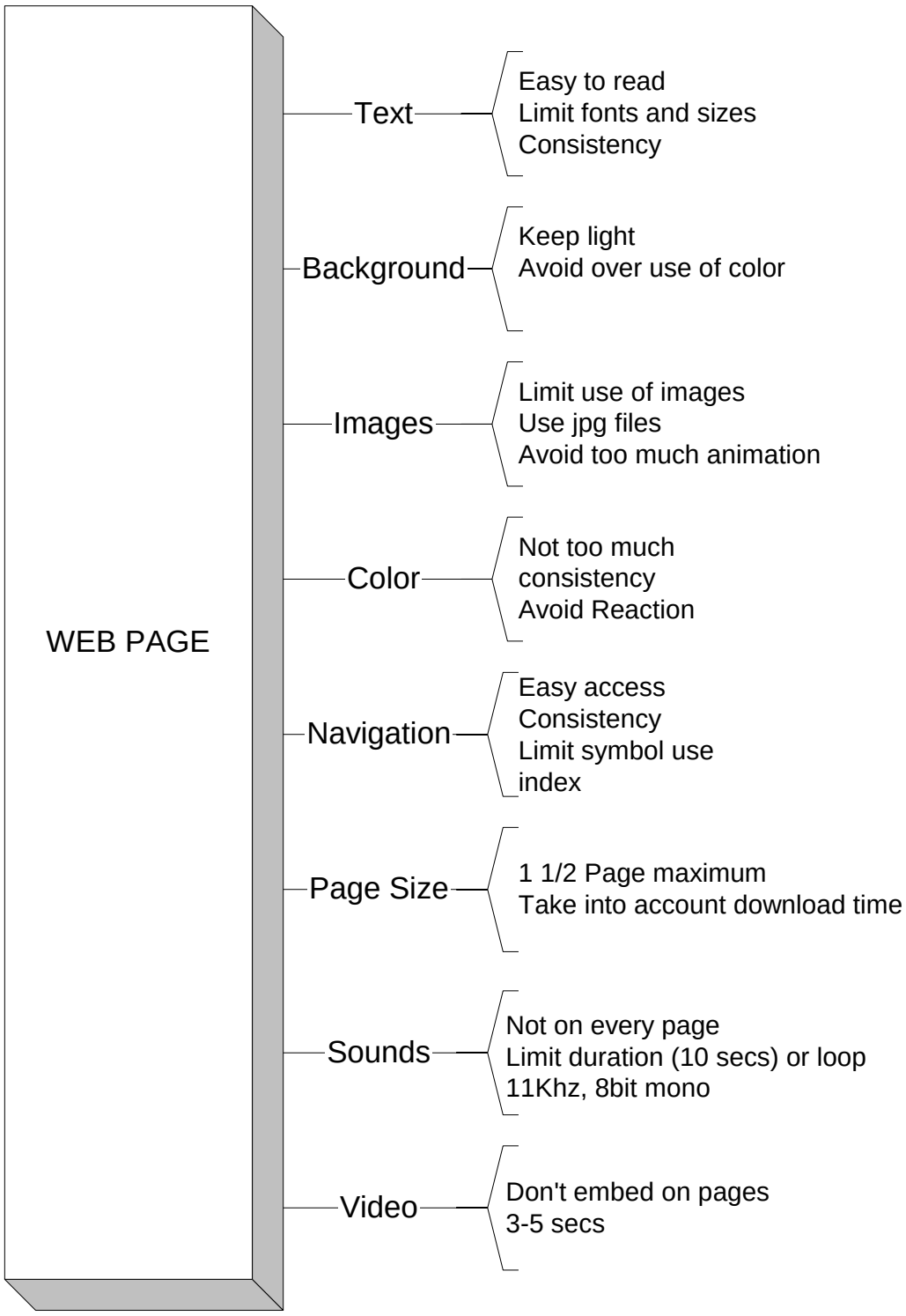Basic Rules of Web Development