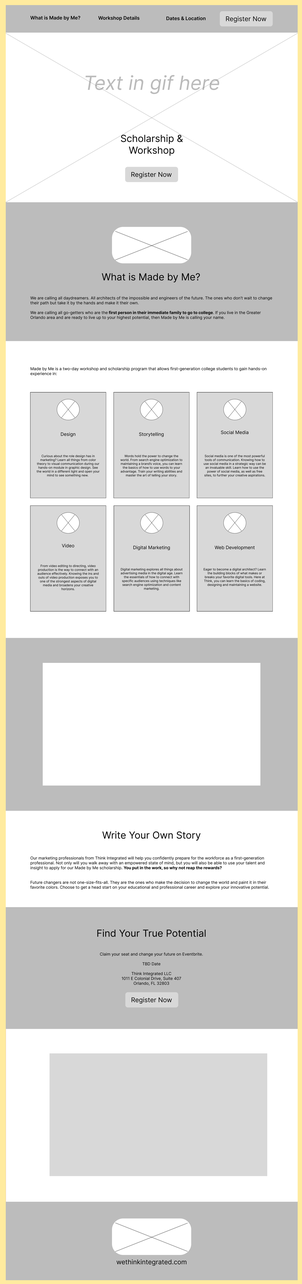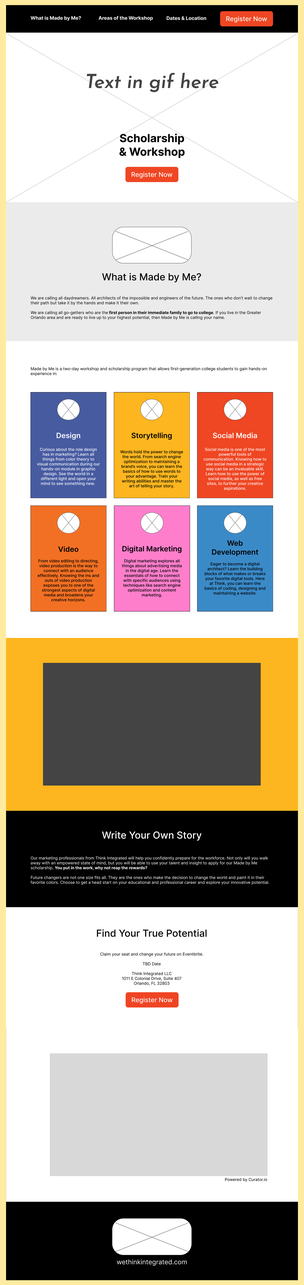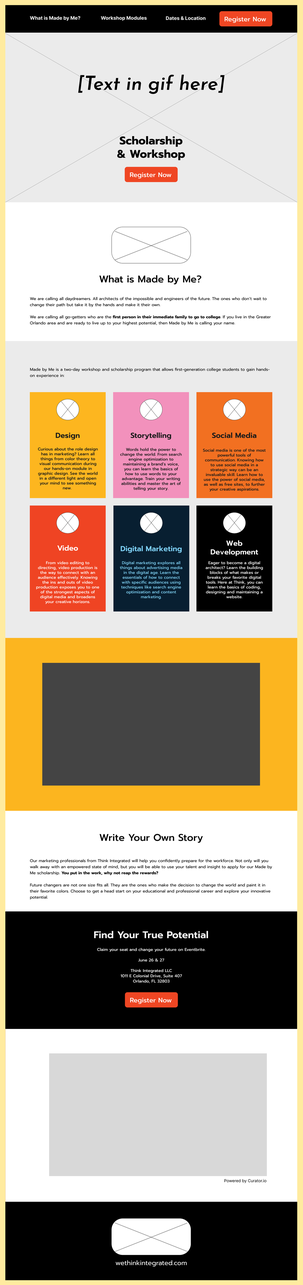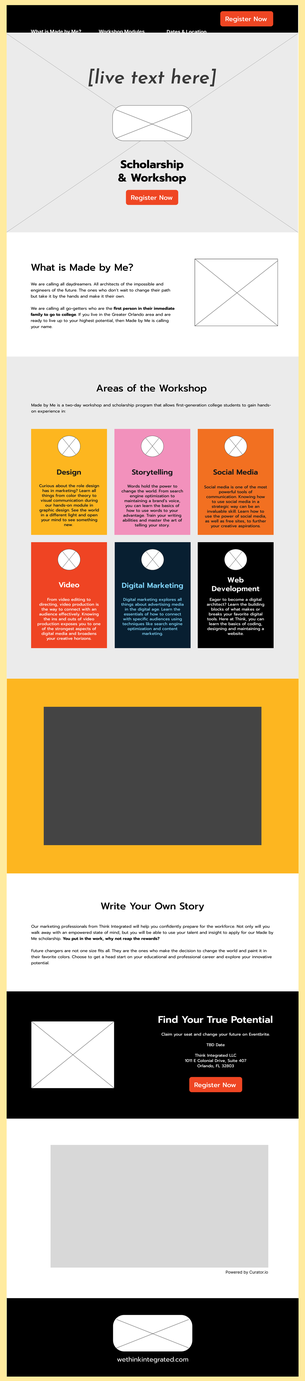Evolution of Landing Page Design