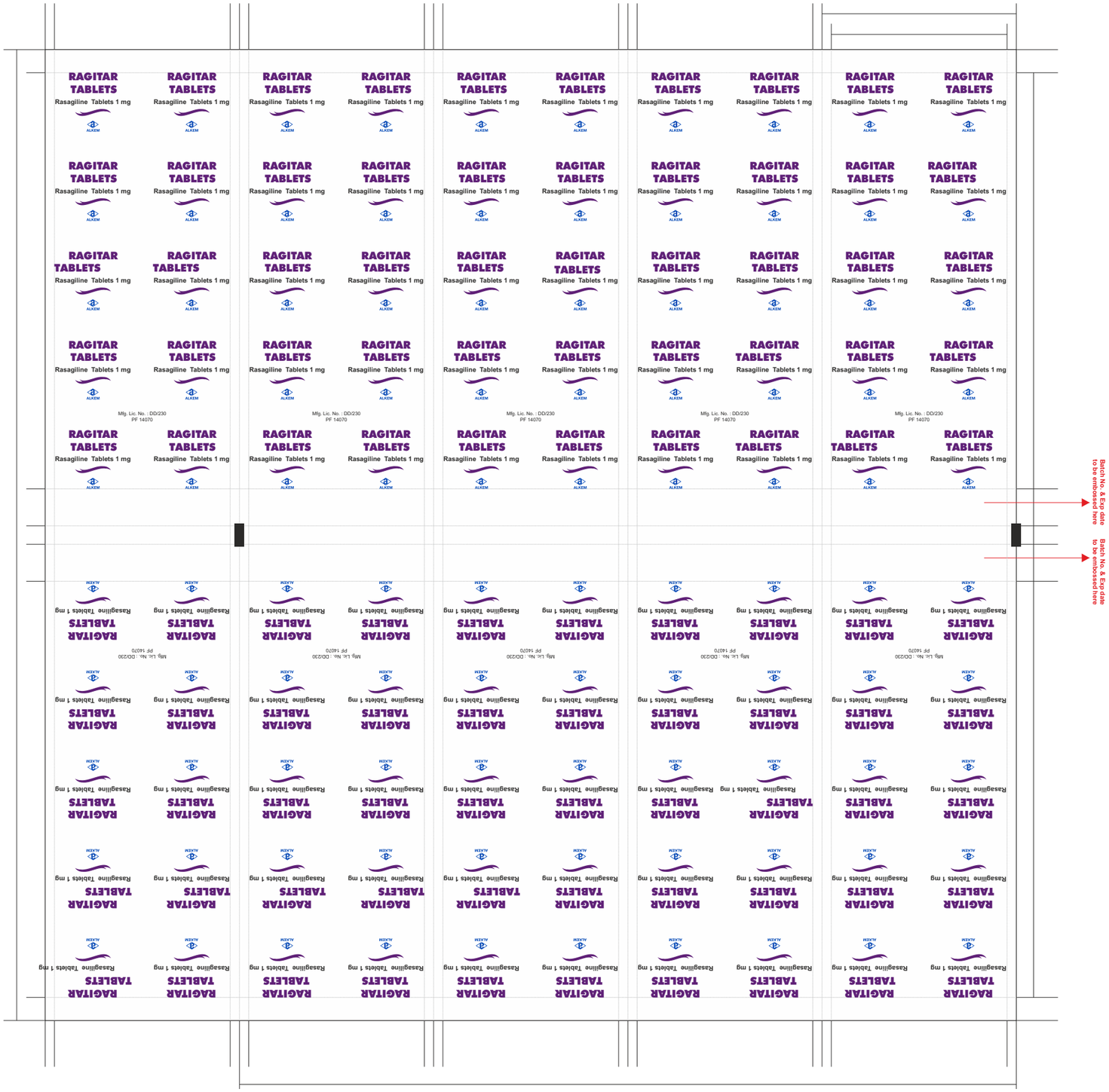Direction of Web Travel