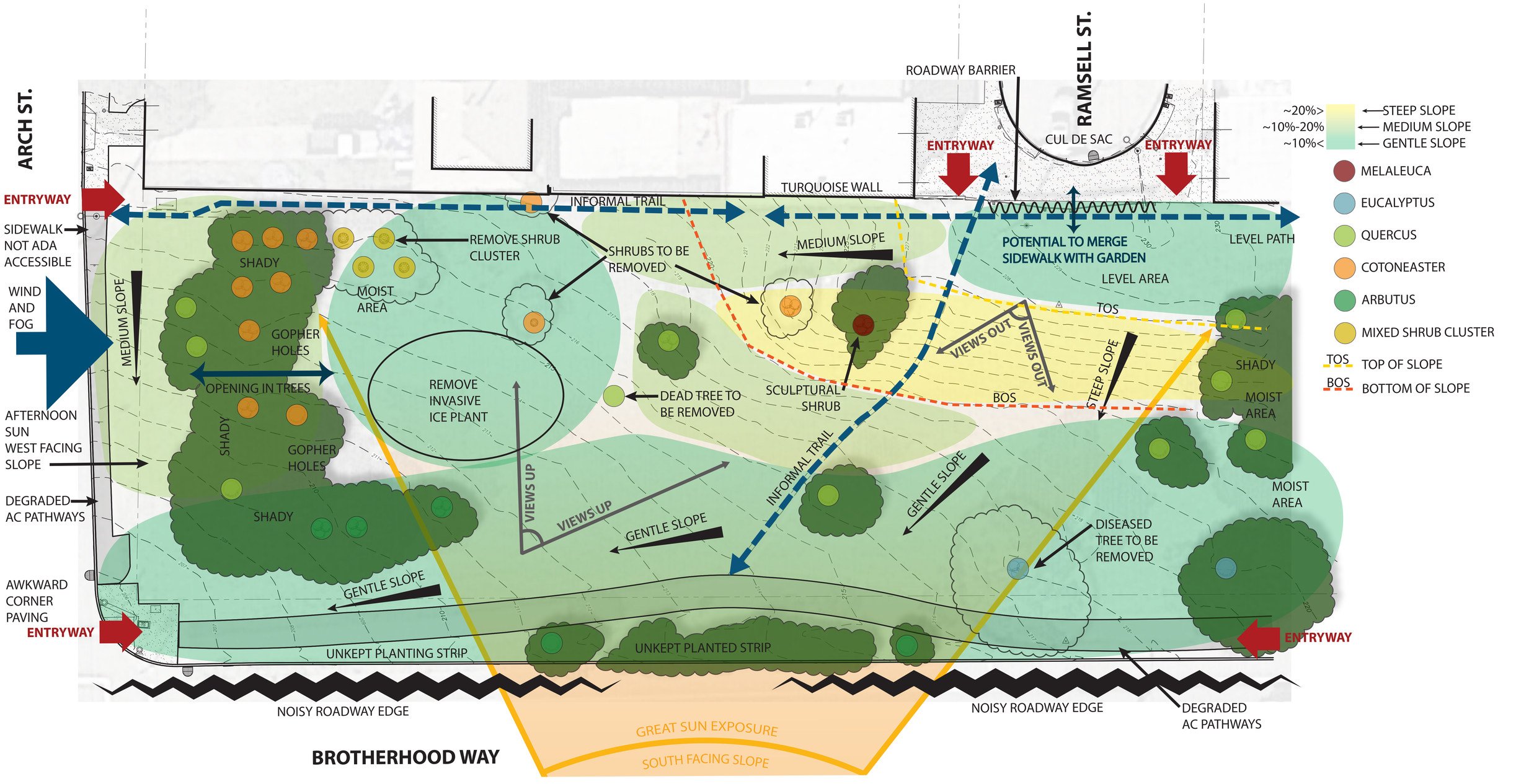SITE ANALYSIS