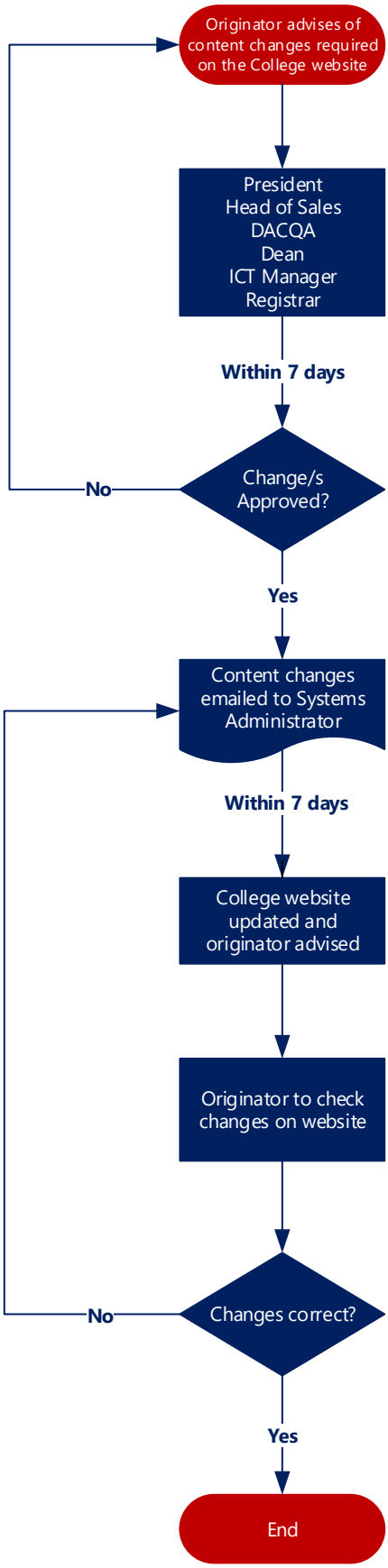Website Content Update Procedure