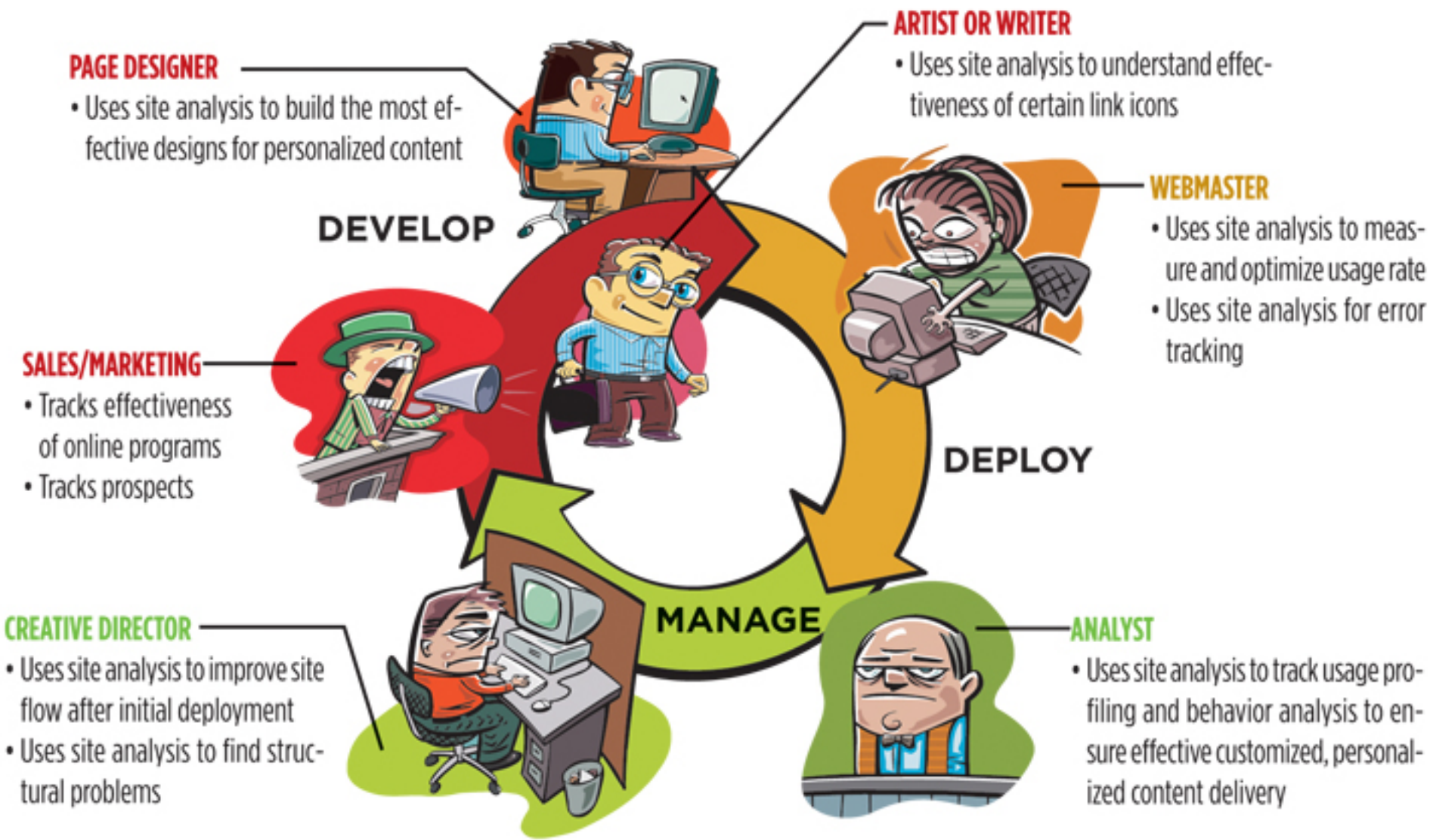# The Web Analytics Cycle