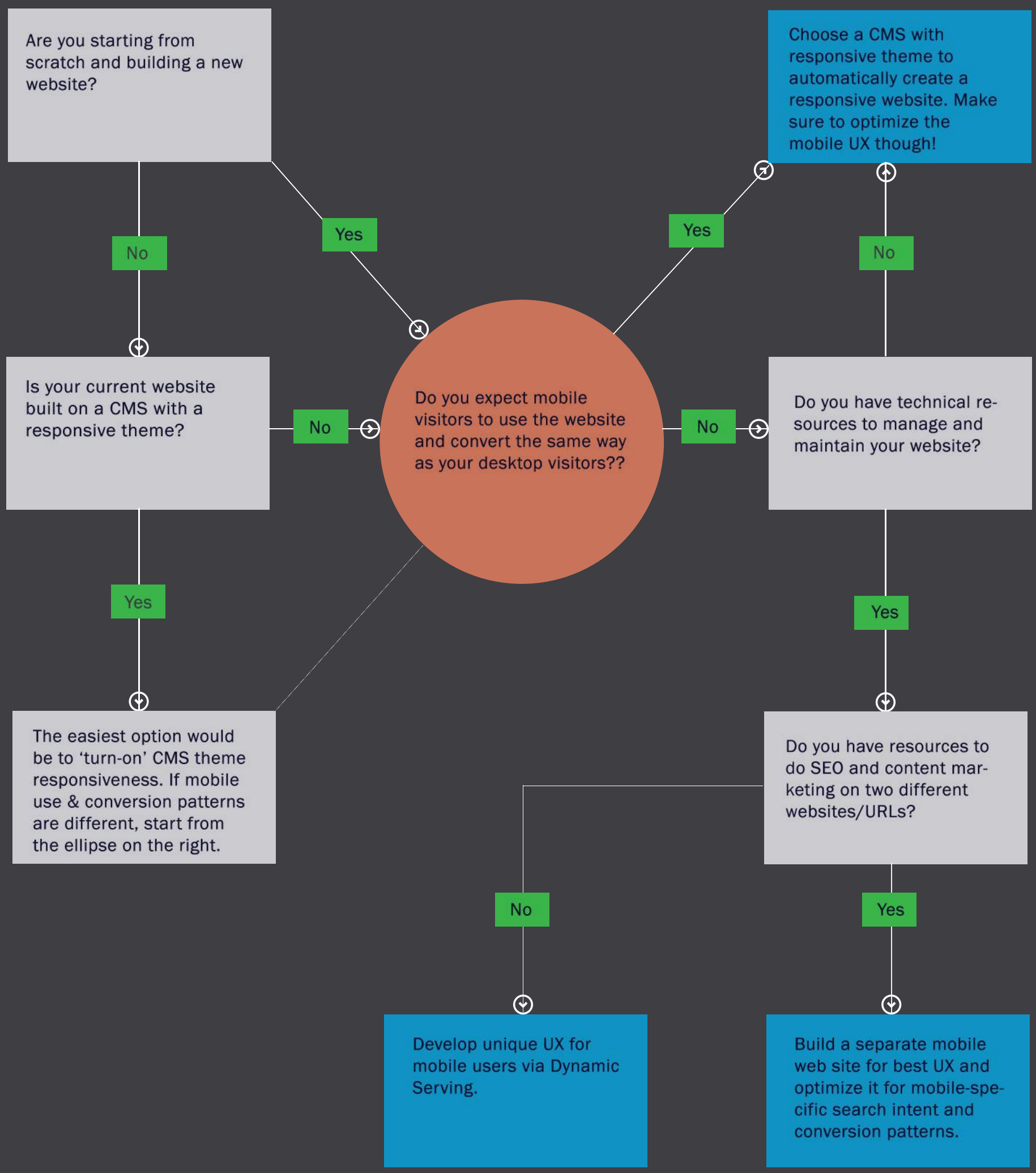Mobile Site Development: Guidelines for Best Approach