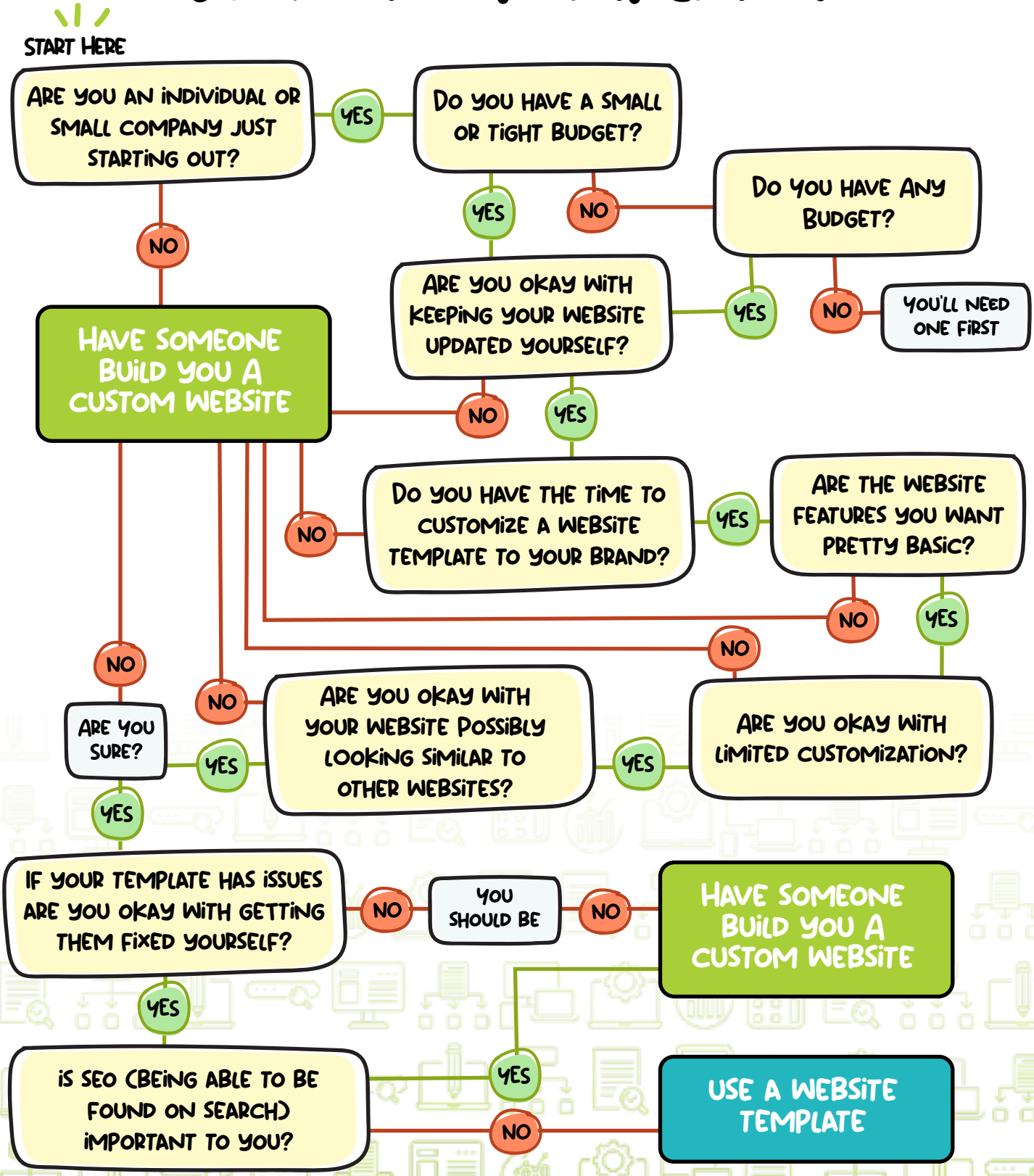SHOULD YOU USE A WEBSITE TEMPLATE?