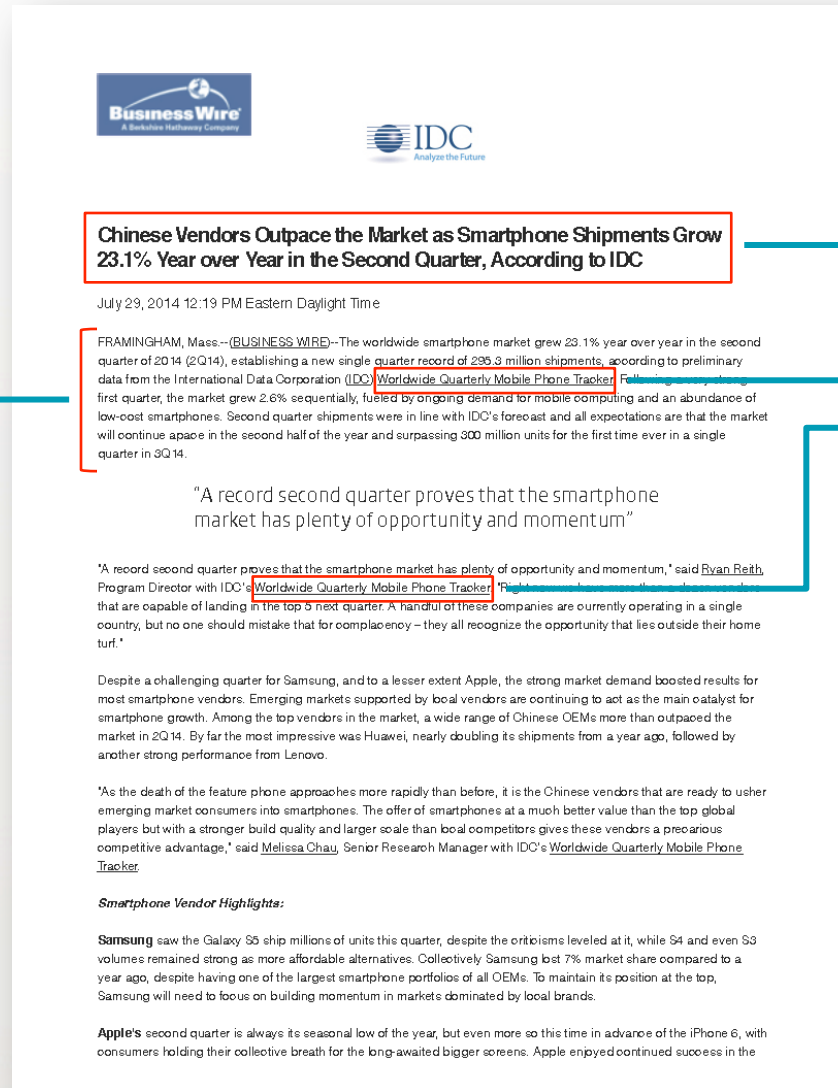


FORMAT



Descriptive value in first paragraph

70 character headline maximum (concise)

- Natural anchor text
- Link to relevant content with calls to action
- Move vanity (home page) links to boilerplate



WHAT'S NEXT IS EVERYDAY.

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