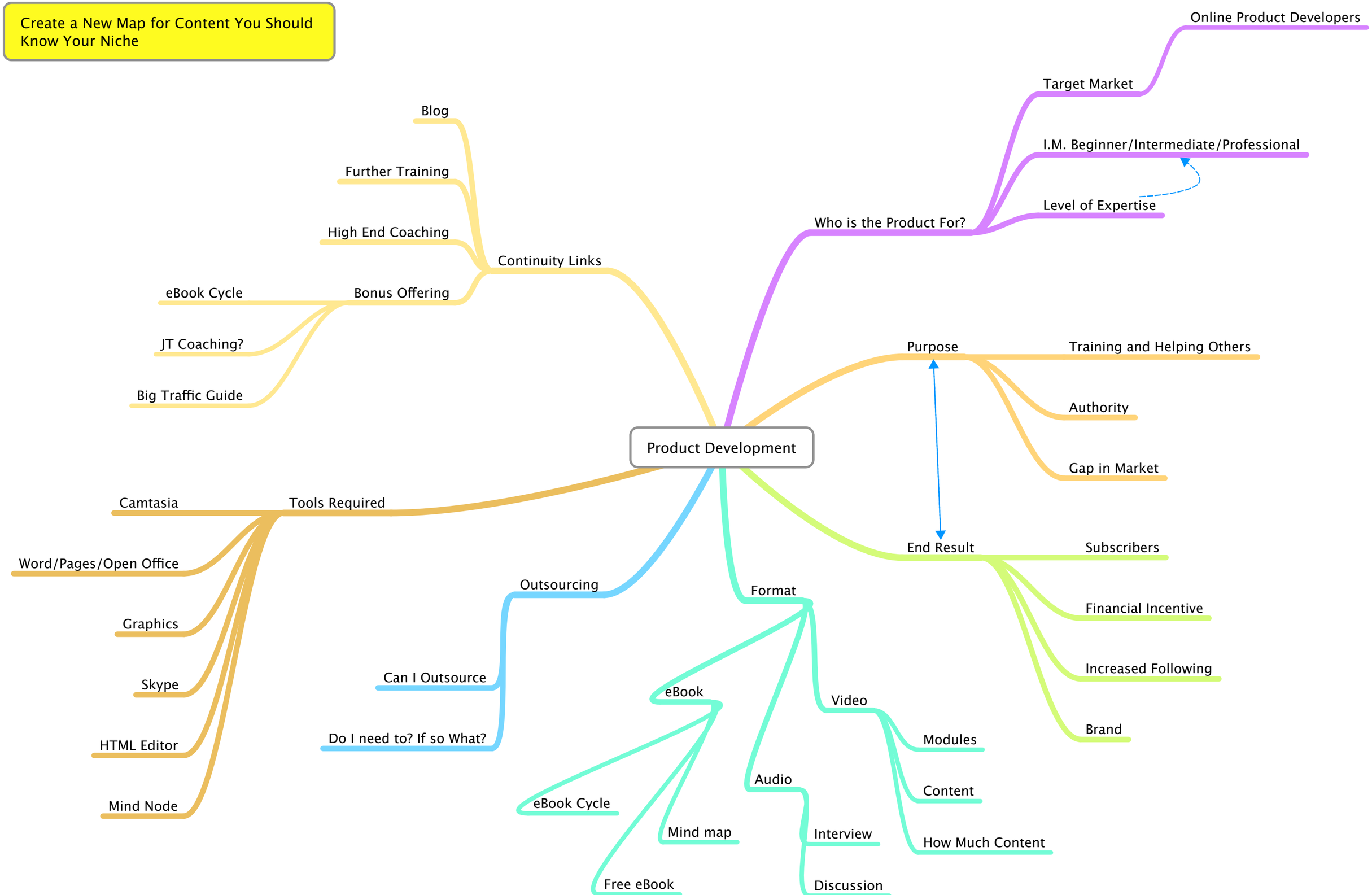Create a New Map for Content You Should Know Your Niche