Andy Deck has created a visualization of the content of the web by mapping its content into an image. CultureMap samples a variety of search engines to build an illustration of the prevalence of each term within the pages of the Web. Visitors substitute their own top-level terms, trying alternative portal categories, some of which may reflect more accurately the content of the Web. CultureMap takes the viewer through a visualization of proportion, disproportion, direction, and indirection in the content and no content of the World Wide Web.