Product Copy									
Content Inventory						Content Audit			
Screenshot	**Rank 1**	**Rank 2**	**Rank 3**	**Content Type**	**Current Content**	**Updated Content**	**Priority**	**Implementation**	**Notes**
https://jmp.sh/JjkTH0g	Home Page	Packages		CTA	Packages	Schedule Shoot	High	Yes	2 CTA's on the home page that lead to the same action, but have differing microcopy.Updating to avoid confusion.
https://jmp.sh/q4OwBqT	Home Page	Header	Mission Statement	Mission Statement	Our mission is to help agents sell more property and close more deals.	We help agents sell more properties and close more deals.	Low	Yes	
https://jmp.sh/mDOnrpD	Home Page	Navigation Menu		Navigation Menu	Home, Packages	Add a 'Projects' Page	Medium	Postponed	Simplify where to find project examples by adding a specific page
https://jmp.sh/2lYwVdM	Home Page	Feature Image Content 3		Written Content	Virtual staging helps you to turn your empty home into a showplace by creating the appearance of furniture and other decorations without actually having to buy or store anything.	Virtual Staging Increase interest and save time and money with the digital alternative to home staging	Medium	Yes	
https://jmp.sh/nKXPHuj	Order Form	Property details	Address not found	Error Message	We could not map this address. Please click on the map to set the precise location. Once the address and location have been verified, click the "Confirm Address" button located below the map.	Invalid Address Please enter a valid address and click "Confirm Address" below.	Medium	Yes	