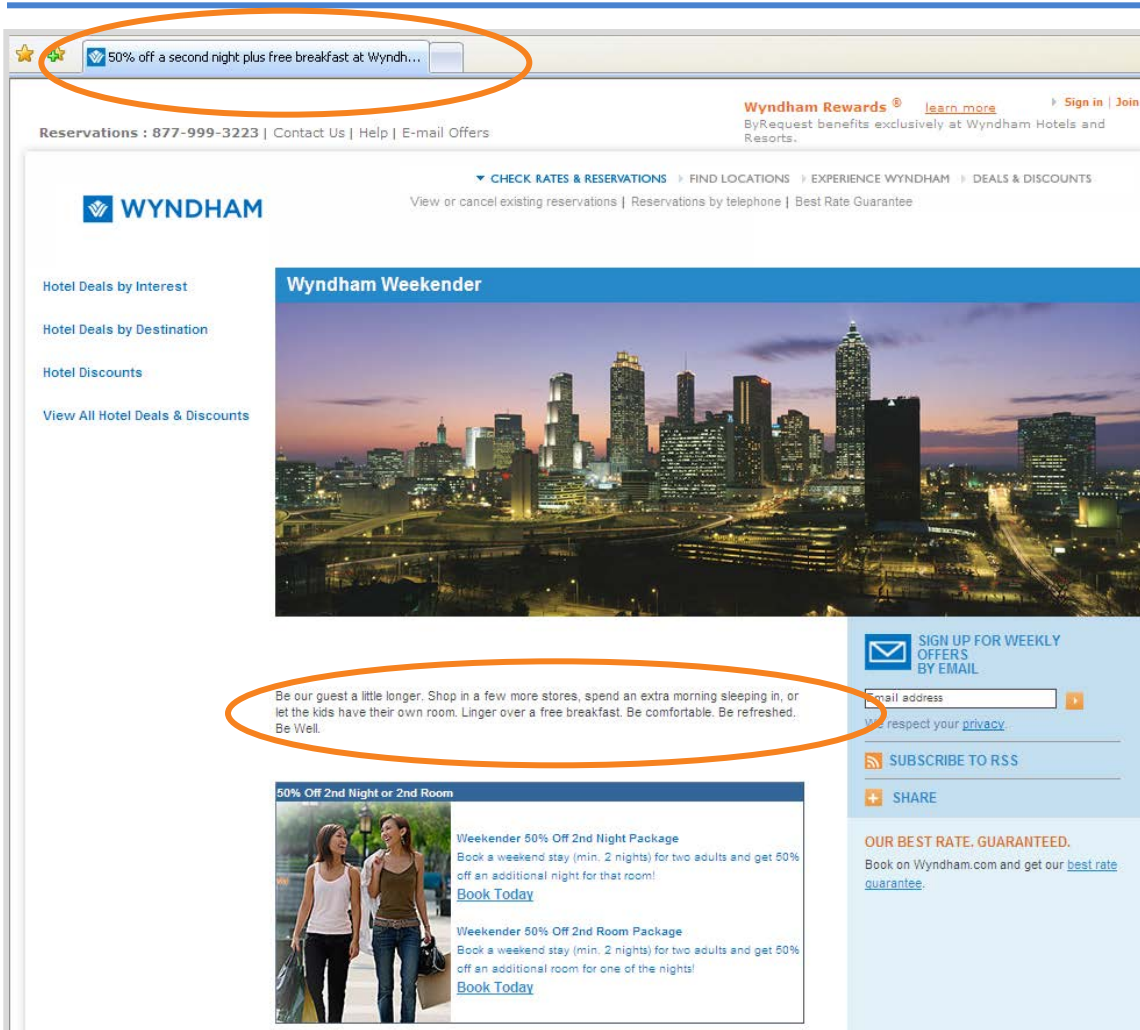# CSI (Content Strategy Inspection)

- **Browser title bar says: "50% off a second night plus free breakfast at Wyndham"**
- **Small text,**
- **not in context with front page add,**
- **not connected to hero image**
- **value prop is specific things but they are in a vacuum**