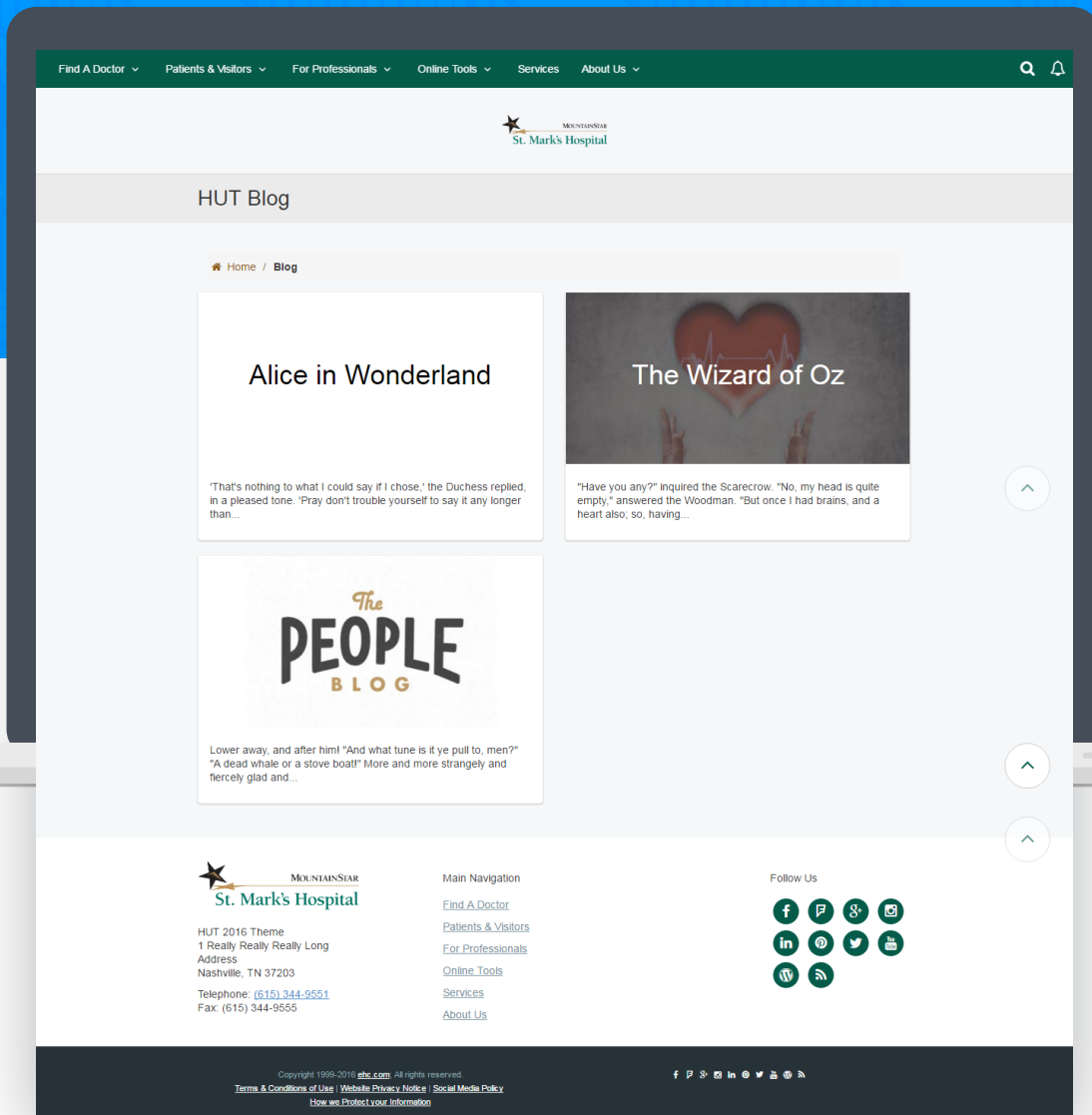


Blogging With HUT



ENGAGE YOUR COMMUNITY

Connect with patients and their families through content tailored to their interests - all while reinforcing your brand

BUILD SEO AND IMPROVE SITE TRAFFIC

Increase your site's visibility by supplying more fresh, timely, and trending content

RESPONSIVE AND MOBILE

A mobile-friendly interface designed to adapt to any device on which your posts are viewed

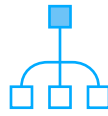


Features



FEATURED PHOTOS & CAPTIONS

Help your content stand out with bold imagery and text



MULTIPLE BLOGS PER HOST

Want to run several blogs on different topics? Keep them all under the same roof on your site



CUSTOMIZED LOGO

In tandem with Entity Branding, utilize a custom logo to help personalize your content and build a brand for your blog



SHARING CAPABLE

Readers can share your content directly from the post to social networks like Facebook, Twitter, and LinkedIn as well as via email



RELATED CONTENT

Now your blog posts can tie into existing content relations across your entire website



FEATURED POSTS

Select your most recent, relevant, or important blog post to be prioritized as the most eye-catching element on the page



SCHEDULED POSTING

Prepare multiple blog entries and schedule them to post throughout the month or year, keeping your readers engaged with a steady stream of content



CATEGORIES & TAGS

Create a large body of tagged content that readers can sort through easily with categories and tags like "pregnancy," "cancer," and "preventive healthcare"



POST READ TIMES

Let your readers know exactly how much time they can expect to spend reading your content

Coming soon:

INCORPORATION INTO SITE SEARCH

Blog results are accessible via whole-site search, providing visitors with blog content alongside facility and medical information

CUSTOMIZATION THROUGH APPSTACKS

The blog appstack can be used on the site's homepage to display recent and featured blog posts