OU Blogs™

Manage Your Blog in OU Campus™

Blogging adds an authentic voice to your institution, creating a powerful connection with prospective and current students, parents, faculty, and alumni. Furthermore, blogging drives traffic to your website and can help you convert visitors into leads. OmniUpdate's OU Blogs integrates the power of blogging with OU Campus—the web content management system (CMS) you already know and love!

So now the same great functionality found in OU Campus can be used for all your blogging needs. OmniUpdate will help you create your blog subsites and templates according to your institution's specifications. Administrators can enforce a workflow and approval process that works best. Content from an existing blog can be migrated for a seamless transition. Blog features like comments, tags, and sharing buttons can easily be added. And, you'll get the most out of every post with tailored metadata, "featured" posts, content category designation, and RSS display feeds. Plus, analytics tracking will reveal everything you need to know about your blog visitors! Start sharing the good news about your college or university with OU Blogs integrated into your OU Campus CMS.

Benefits

- ■ **Customized Templates** — OmniUpdate implements two branded blog templates per site
- ■ **Excellent Support** — Get website and blog support from the OmniUpdate Customer Support Team
- ■ **Powerful Tools** — Achieve your blogging goals with:
  - ● **Scheduled Publishing** for timely delivery of content
  - ● **MultiEdit™** regions to help structure your blog
  - ● Automatically generated **RSS feeds** to spread the news
  - ● **Site-Level Analytics** to get an overview of blog performance
  - ● A more in-depth look at each blog post with **Page-Level Analytics**
  - ● **Final Check** to assess links, spelling, W3C validation, and/or accessibility before you publish
  - ● **Workflow and approval processes** for proper management of your blog's published content

OmniUpdate®
Empower Web Excellence

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