

# Trusted, Timely, Science-Based

## Get free content for your web site through CDC's Content Syndication service.

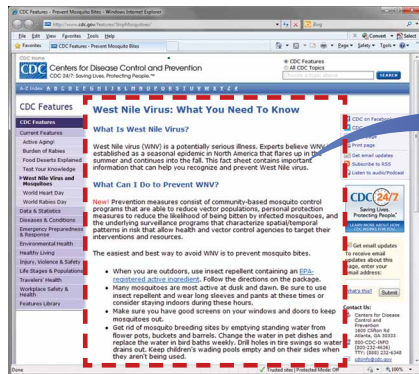
Syndication gives you the ability to add CDC content directly to your web sites. When content is updated at the source, those updates appear immediately on your site, saving you valuable time and ensuring that CDC content on your site is as up to date as possible.

### What are the Benefits?

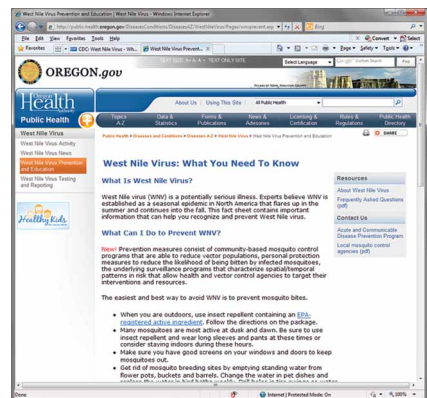
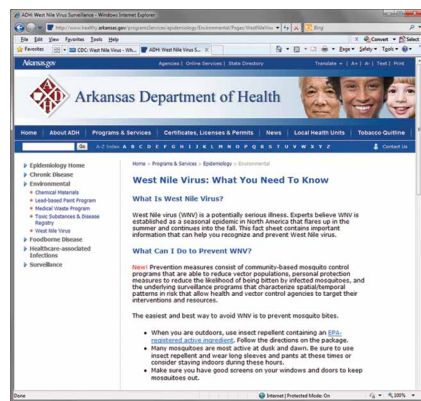
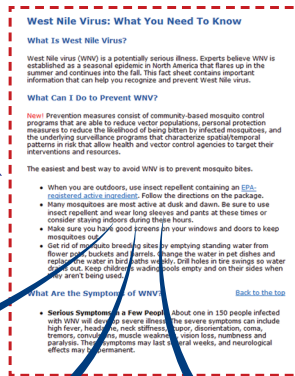
Content Syndication...

- Provides a minimal-maintenance solution for keeping up-to-date, trusted, science-based information on your website.
- Allows you to maintain the look-and-feel of your site while supplementing local information with relevant national information.
- Gives you choice and control of the topics and quantity of CDC content on your site.
- Provides access to CDC information without ever requiring your visitors to leave your web site.
- Allows for more efficient use of your critical resources. Syndicated content is updated automatically, which frees you from having to manually monitor CDC sites and cut-and-paste new information.

### CDC's Web Site



### Syndicated Content



Syndicated content displays within **your** web site.



Department of Health and Human Services  
Centers for Disease Control and Prevention

# It's as easy as 1, 2, 3!

Visit [www.cdc.gov/syndication](http://www.cdc.gov/syndication).

- 1. Register:** You are always free to browse the site without registering, but when you register, you'll receive updates when content is added or when the site is enhanced. You'll also receive a unique Registration ID that is helpful for monitoring traffic to and from syndicated pages.
- 2. Discover:** Find content that will complement and integrate with your site. CDC has information on many topics, including recent outbreaks, emergency preparedness, and healthy living.
- 3. Get Content:** Add as many pages as you like to your list and when you are ready, use our site to get the syndication code. You can then paste the code directly into your web site. Need help? Contact us at [IMTech@cdc.gov](mailto:IMTech@cdc.gov).

## 1 Register

Sign up and you'll receive a unique ID and email updates when new content is added.

## 2 Discover

Browse to find pages that will complement your site.

## 3 Get Content

Get syndication code and copy it into your site.

## What CDC Partners Are Saying

*"Content syndication makes our website more robust and timely. Syndicating content is easy and frees us from having to update sections of the site."*

Racheal Odom  
Arkansas Department of Health

*"As we revised our website, we brainstormed ideas to make it more accessible, accurate and informative for the community. When we learned about the CDC's Did You Know? content, we felt it would be a great addition to our website. Health information is ever-evolving and this syndication tool helps keep our online visitors engaged and informed."*

Corinn Dembkoski  
City of Nashua, New Hampshire, Division of Public Health and Community Services

## Get Help

Contact us at [IMTech@cdc.gov](mailto:IMTech@cdc.gov). We'll help you get started!

[www.cdc.gov/syndication](http://www.cdc.gov/syndication)