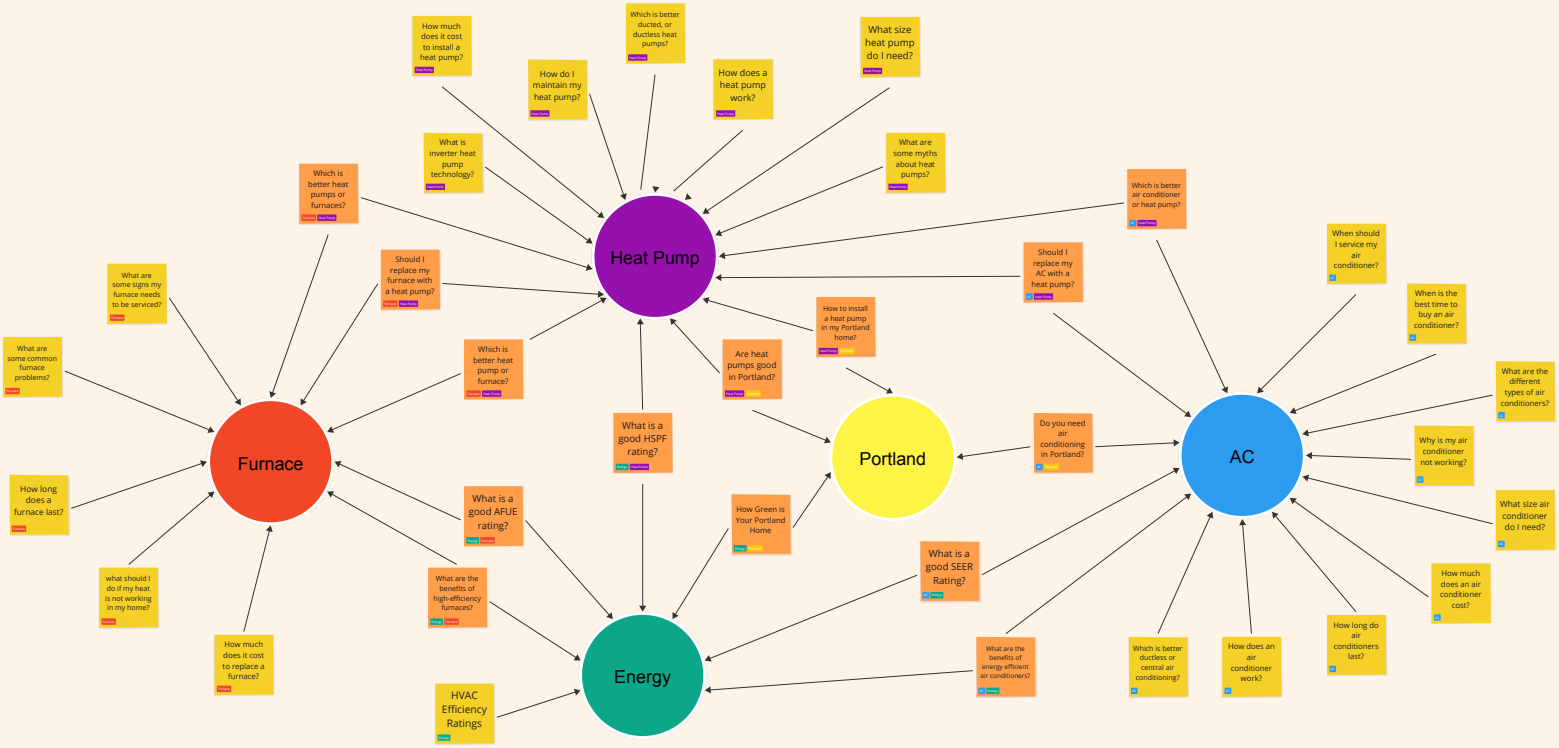Blog Topic Cluster