Belly Button Bleeding:

Umbilical Infection Vs. Bleeding Disorders

Umbilical infection	Bleeding disorders
No signs of bleeding in other body parts	Bruises and bleeding from mucosal
Not an inherited condition	Positive family history
No internal hemorrhages	Internal hemorrhages such as intracranial hematomas
Physically fit babies	Physical abnormalities may be present
Normal skin color and bilirubin levels	Jaundice
First aids and treatment for infections cure the condition	Requires blood transfusion and other treatments based on the cause

References:

- Approach To The Bleeding Newborn; National Library Of Medicine
- 2 Umbilical Cord Symptoms; Seattle Children's Hospital



Source: https://www.momjunction.com/articles/belly-button-bleeding-in-newborn-causes-when-to-worry_00739685/