

# Tricap Preferred

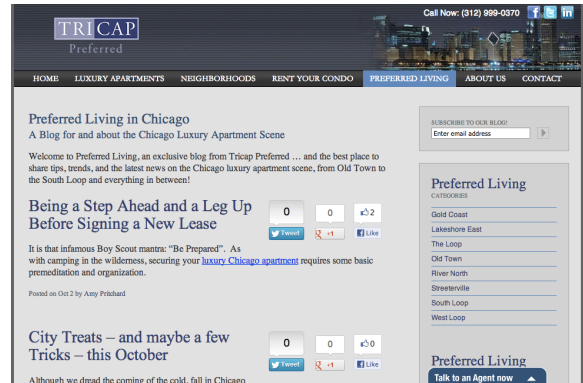
## Blog Case Study

Like most consumers, apartment hunters turn to the Internet as they begin the arduous task of finding the perfect apartment. And Tricap wanted to be there to help.

Tricap Preferred, a new apartment locator service specializing in popular downtown Chicago neighborhoods, retained Taylor Johnson to help launch its [web site](#) and produce its “[Preferred Living](#)” blog.

Taylor Johnson knows that the most successful blogs are sticky...they engage readers and keep them coming back. To maintain this vital but delicate relationship, Taylor Johnson writes content for Tricap that is relative and important to apartment hunters. Posts including checklists; neighborhood profiles; “[Things to Do](#)” calendars; and decorating tips help build trust with the renter and lead to the all-important contact with a Tricap leasing agent. These posts not only establish Tricap Preferred as neighborhood experts, but more importantly they provide a service to their target market even after they find an apartment.

The result of Taylor Johnson’s work is a highly successful, fully optimized and searchable blog that positions Tricap Preferred as the expert in the downtown Chicago luxury rental market.



Above: Tricap’s Preferred Living blog