

# Thought Leadership Blog Builds Visibility, Credibility

## Social Media

### Case Study

In the summer of 2009 blogs were still a relatively new concept to the real estate industry. But Taylor Johnson began to witness a change. Consumers wanted questions answered faster, problems solved sooner and they wanted to know exactly what kinds of companies they were dealing with. Blogs solved many of these demands.

Taylor Johnson convinced its national commercial general contractor client, Englewood Construction, that it could fill a void in the blogosphere with content dedicated to commercial construction. Through an optimized blog, the construction firm could:

- Offer problem-solving solutions by sharing its thought leadership, real-world best practices, and strategy and operations tips.
- Raise its credibility as an expert resource for the media, peers and potential new business.
- Increase its search engine rankings in categories with the most potential for new business.
- Drive traffic from the blog to Englewood's main website.

Hesitant at first, Bill Di Santo, president of Englewood Construction, couldn't deny the proven success of Taylor Johnson's traditional media coverage for his firm. Finally, he gave us the nod to "do what we do best" and produce his company's blog.

## Links

- [Chuck Taylor testimonial video](#)
- [Englewood Corporate PR case study](#)

Dubbed "Hard Hat Chat," (for search engine purposes we secured the URL [www.CommercialConstructionBlog.com](http://www.CommercialConstructionBlog.com)) the blog quickly gained speed with compelling topics based on Englewood's core competencies and real-time responses to timely topics. For example, after a fire in a local mall, we wrote "[Commercial Construction Lessons Learned from the Sephora Fire at The Shops at North Bridge](#)". And in the wake of the BP Deepwater Horizon rig explosion, a post ran on "[Lessons from BP: The Ultimate Checklist for Commercial Construction Preventive Maintenance](#)".



These posts have landed Hard Hat Chat on the blogrolls and news feeds of industry websites, plus secured a spot in Engineering News Record Midwest's list of the top six companies to watch. Hard Hat Chat also won the 2011 Construction Writers Association Award for Best Blog.

By using rich key words, Hard Hat Chat now appears at the top of Google searches when typing in terms such as "commercial construction trends" or "commercial construction blog," which has driven new clients to Englewood.

From Jan. 1, 2010 to September 30, 2012, Hard Hat Chat welcomed 19,400 visitors, with 2,154 of them choosing to link to Englewood's corporate website. In fact, Hard Hat Chat is the fourth-highest traffic driver to Englewood's main website... all thanks to a smart agency and a willing client.

**"Taylor Johnson has become an important component of our business development effort. They truly care about our business, our people, and our brand."**

■ **Chuck Taylor, Englewood Construction**



Above: Winners of the 2011 CWA "Best Blog" award.