



# **Weekly SERP Report**

**Bozzuto.com Keyword Rankings**

**Prepared for [www.bozzuto.com](http://www.bozzuto.com)**

## SERP Tracker Report

# Ranking Results

8/1/2011 - 8/31/2011

## Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
242 (+5)	450 (-12)	157 (+7)	118 (+4)

## Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
702 ▲	794 ▼	1432	115	102

## Average Rank

Google	Yahoo!	Bing
48 (63% ranked)	35 (64% ranked)	25 (32% ranked)

## All Keywords

GA visits from 8/8-9/6

1st Page ☐

2nd Page ☐

3rd Page ☐

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Washington Crossing Woburn MA	36	210	210	1	2	2 (+3)
Sherwood Crossing Elkridge MD	34	170	210	1	2	2
Chatsworth Park Manassas VA	32	140	260	1	1	1
The Glen Apartments Wheaton MD	24	140	140	1	2	2
The Metropolitan Bethesda MD	23	260	210	1	2	1
The Hampton Arlington VA	19	1,600	1,600	6 (+1)	-	-
Riverview Landing Eagleville PA	16	-	-	1	2	1
Gaslight Commons South Orange NJ	12	140	170	1	2	11 (+2)
belmont station elkridge md	10	320	260	7 (-6)	3	12
Luxury Apartments Washington DC	9	1,300	1,600	15 (+8)	9	6 (-1)
The Courts of Devon Gaithersburg MD	9	-	-	1	1 (+1)	1
Henderson House Baltimore MD	7	73	46	2 (-1)	2	1
Silverwood Farm Prince Frederick MD	7	-	-	1	2	1
The Lexington at Market Square Washington DC	7	-	36	1	2	1 (+8)
Arbors at Broadlands Ashburn VA	5	-	22	1	2	5
Monroe Place Herndon VA	5	140	140	4	3	11 (-1)
Poplar Glen Columbia MD	5	140	110	32 (-28)	4	10 (-9)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
The Lexington at Market Square DC	5	170	91	1	1	1 (+9)
excalibur pikesville md	4	-	-	1	2	1
Lakeside Apartments Centreville VA	4	390	390	4	9 (+1)	20 (+1)
Senate Square Washington DC	4	260	260	-	4	5 (+8)
Spring House at Brandywine West Chester PA	4	-	-	1	1	2 (-1)
Towson Woods Apartments Towson MD	4	140	58	1	1	5 (+6)
brookside frederick md	3	320	320	43 (-4)	2 (+1)	1 (+23)
Edgewater Apartments Philadelphia PA	3	-	36	28 (-5)	6	9 (+3)
eight 50 alicenna baltimore	3	-	-	1	1	1
Luxury Apartments Arlington VA	3	480	480	28	15 (-2)	-
Luxury Apartments DC	3	2,400	2,900	20 (+11)	2	67 (-66)
overlook manor frederick md	3	140	110	39 (-8)	3 (+5)	6 (+5)
Riverview Landing Norristown PA	3	-	-	1	2 (+1)	9
The Grays on Pennsylvania DC	3	210	260	31 (-30)	7 (-2)	-
apartment DC	2	201,000	165,000	-	-	-
apartment rentals Bethesda MD	2	210	210	70 (-12)	30 (+3)	-
apartments Centreville VA	2	2,900	2,900	50 (-16)	72 (-1)	-
apartments frederick md	2	9,900	9,900	98 (+8)	104	-
crystal park at waterford frederick md	2	-	-	2	2	3 (+3)
Four Winds at Oakton VA	2	-	-	17 (-13)	3	4 (-1)
Liberty Towers Jersey City	2	1,000	1,000	69 (-65)	4 (+4)	7 (+2)
luxury apartments Odenton MD	2	-	-	58 (+22)	8 (+2)	24 (+12)
residences on the avenue washington dc	2	170	91	35 (-4)	3	10 (-3)
The Jefferson at Fair Oaks Fairfax VA	2	-	-	1	2	10 (new)
The Residences at the Market Common Arlington VA	2	73	91	55 (-54)	3 (+1)	9 (-5)
apartment Arlington	1	135,000	135,000	-	-	-
apartment Columbia MD	1	14,800	12,100	57 (+2)	91 (+25)	-
apartments DC	1	201,000	165,000	112 (new)	96 (new)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Bethesda MD	1	1,000	1,000	69 (+26)	-	-
apartments Germantown MD	1	5,400	5,400	107 (new)	34 (-5)	-
apartments North Bethesda	1	1,000	1,000	36	22 (+2)	55
apartments Reston VA	1	5,400	5,400	-	23 (+18)	100 (new)
apartments Rockville MD	1	8,100	8,100	86 (-24)	105 (-8)	-
Greenwich Place Owings Mills MD	1	46	46	1 (+2)	1	1
Lodge at Seven Oaks Odenton MD	1	58	58	45 (-6)	3 (+2)	1 (+7)
Luxury Apartment DC	1	1,900	2,400	15 (+27)	4 (-2)	74 (-73)
Luxury Apartments Alexandria VA	1	260	320	99 (new)	65 (-5)	-
Luxury Apartments Bethesda	1	390	390	-	36 (-4)	31 (+51)
Masons Keepse Manassas VA	1	140	91	41 (-1)	5 (+1)	8 (-1)
MetroPointe Wheaton MD	1	58	73	8 (-1)	4	5 (+8)
New Apartments Washington DC	1	720	880	44 (+19)	7 (+1)	91 (-20)
Newseum Residences Washington DC	1	-	22	15 (+60)	5	4 (-1)
Observer Park Hoboken	1	590	320	54 (-50)	5	3 (+3)
Regatta Apartments Norristown PA	1	46	46	24 (new)	4 (+1)	9 (-4)
rent loft baltimore	1	-	-	-	-	-
rental apartments Germantown MD	1	-	-	59 (new)	96 (+1)	-
rental apartments Woburn MA	1	-	-	-	86	-
residences on the avenue dc	1	480	260	16	2	9 (-5)
Sherwood Crossing Columbia	1	-	-	1	1	2
Siena Park Arlington VA	1	140	390	50 (new)	4 (+2)	12 (-3)
St. Johns Wood Reston VA	1	91	110	18 (new)	6	10 (+2)
Stonington Farm Doylestown PA	1	110	140	1	2	1
The Arbors at Fair Lakes Fairfax VA	1	-	-	29 (-4)	1	1 (+3)
the avenue apartments dc	1	2,900	2,900	5 (-1)	2	2
The Ellington Washington DC	1	480	480	43 (+14)	6	20 (-3)
The Paramount Arlington VA	1	-	-	12 (-1)	2	1
The Townes at Harvest View Reisterstown MD	1	-	-	1	1	1 (+4)
1 Bedroom Apartments apartments Cedar Knolls		-	-	14 (-1)	1	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
1 Bedroom Apartments apartments Morristown		-	-	-	-	-
1 Bedroom Apartments Cedar Knolls		-	-	21 (-4)	1	17 (+4)
1 bedroom apartments Columbia MD		-	-	61 (+17)	13 (-4)	-
1 Bedroom Apartments DC		-	-	104 (-43)	93 (-65)	-
1 Bedroom Apartments Morristown		-	-	-	-	81 (new)
1 bedroom apartments Owings Mills MD		-	-	48 (-9)	5 (+1)	15 (+24)
1 Bedroom Apartments Washington DC		260	320	84 (-41)	45 (+29)	64 (-19)
100 Park at Wyomissing Square Wyomissing PA		-	-	16	5 (-2)	8 (+3)
1500 locust apartments philadelphia pa		-	22	42 (-4)	20 (+1)	15 (-3)
1500 locust philadelphia pa		260	260	75 (-13)	12 (+6)	-
1830 lombard philadelphia pa		-	-	30 (+4)	4 (+2)	4
1830 lombard apartments philadelphia pa		-	-	15 (+1)	4 (+1)	4
1901 west annapolis md		110	91	42 (-38)	6 (+6)	16
2 Bedroom Apartments Centreville VA		-	-	43 (-17)	6 (-2)	-
2 Bedroom Apartments DC		-	-	-	60 (+1)	-
2 Bedroom Apartments Elkridge MD		-	-	70 (+34)	3	6 (+12)
2 Bedroom Apartments Reston VA		-	-	-	8 (-6)	17 (-1)
2 Bedroom Apartments Washington DC		320	260	-	66 (-2)	59 (-22)
2 Bedroom Apartments West Chester PA		-	-	-	7 (+1)	21 (-5)
2 Bedroom Apartments Columbia		-	-	71 (-11)	111 (new)	-
220 Twentieth Street Arlington VA		46	91	40 (-6)	4 (-1)	6
220 Twentieth Street DC		-	-	31	2 (-1)	-
2401 pennsylvania apartments dc		-	-	12	1	1
2401 pennsylvania apartments washington dc		-	-	7 (+7)	1	1
2401 pennsylvania dc		-	-	44 (+12)	1	1
2401 Pennsylvania washington dc		-	-	7 (+49)	1	1

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
3 bedroom apartments Germantown MD		-	-	42 (-4)	6 (+1)	12 (-5)
3 Bedroom Apartments Alexandria VA		-	-	92 (new)	26 (+2)	-
3 Bedroom Apartments apartments Reisterstown		-	-	-	5	-
3 bedroom apartments Baltimore		-	-	89 (new)	20 (+4)	10 (-7)
3 Bedroom Apartments DC		880	720	107 (-29)	18 (-2)	40 (new)
3 Bedroom Apartments Medford MA		-	-	71 (new)	16 (-1)	-
3 bedroom apartments Owings Mills MD		-	-	62 (-9)	8 (-1)	10 (+5)
3 Bedroom Apartments Reisterstown		-	-	-	6 (-1)	5
3 Bedroom Apartments Reisterstown MD		-	-	78 (+14)	3	10 (-1)
3 Bedroom Apartments Reston VA		-	-	84 (-1)	3	24 (+20)
3 Bedroom Apartments Washington DC		210	210	-	26 (-2)	61 (-25)
360 State Street New Haven CT		260	590	45 (-8)	32 (+1)	30 (-21)
800 carlyle alexandria va		-	-	-	6 (-4)	-
800 carlyle apartments alexandria va		-	-	13 (-4)	8 (-6)	8 (+20)
aliceanna baltimore		1,900	1,900	-	3	-
apartment Germantown MD		4,400	5,400	88 (new)	31 (-4)	-
apartment washington dc		60,500	74,000	106 (+9)	38 (-5)	-
apartment Alexandria VA		33,100	33,100	-	-	-
apartment annapolis		12,100	12,100	52 (-1)	68 (+1)	-
apartment Arlington VA		40,500	40,500	-	106 (new)	-
apartment Ashburn VA		3,600	3,600	53 (+22)	68 (+14)	48 (-6)
apartment baltimore		74,000	74,000	-	-	-
apartment Bedford MA		-	-	28 (-2)	119 (-45)	-
apartment Bethesda		18,100	18,100	86 (-19)	41 (-1)	91 (-8)
apartment Bethesda MD		5,400	6,600	66 (-8)	54 (-7)	-
apartment Boston		135,000	165,000	-	-	-
apartment Bowie		-	-	109 (new)	-	-
apartment bowie-russet md		-	-	11	1	1

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment Capitol Heights MD		-	-	102 (-6)	32 (-8)	-
apartment Cedar Knolls		-	-	24	30	-
apartment Centreville VA		3,600	2,900	62 (-23)	66 (-4)	-
apartment Columbia		135,000	165,000	-	-	-
apartment Conshohocken PA		-	-	60 (+4)	80 (-2)	-
apartment Doylestown PA		-	-	-	33 (-1)	66 (-20)
apartment Eagleville PA		-	-	51 (+30)	19	42 (+1)
apartment elkridge md		1,600	1,300	73 (+30)	23 (+6)	61 (+8)
apartment Englewood		9,900	9,900	-	-	-
apartment Fairfax VA		12,100	12,100	73 (+24)	84 (+8)	-
apartment Falls Church VA		5,400	4,400	57 (-5)	72 (-10)	-
apartment for rent Germantown MD		880	880	82 (-4)	-	-
apartment for rent Reston VA		1,000	1,300	49 (+21)	113 (-25)	-
apartment for rent Alexandria VA		5,400	5,400	-	-	-
apartment for rent annapolis		2,400	2,900	88 (-6)	-	-
apartment for rent Arlington		14,800	14,800	-	-	-
apartment for rent Arlington VA		5,400	6,600	-	-	-
apartment for rent Ashburn VA		-	-	-	-	-
apartment for rent baltimore		14,800	14,800	-	-	-
apartment for rent Bedford MA		-	-	38 (-7)	-	-
apartment for rent Bethesda		2,400	2,900	80 (-27)	93 (+1)	-
apartment for rent Bethesda MD		1,300	1,300	69 (-8)	-	-
apartment for rent Boston		33,100	40,500	-	-	-
apartment for rent Bowie		-	-	-	-	-
apartment for rent bowie-russet md		-	-	11	-	-
apartment for rent Capitol Heights MD		-	-	93 (new)	94 (-1)	-
apartment for rent Cedar Knolls		-	-	26 (-4)	61 (-4)	-
apartment for rent Centreville VA		-	-	51 (-14)	-	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Columbia MD		2,900	2,900	66 (-14)	-	-
apartment for rent Conshohocken PA		-	-	61 (new)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment for rent DC		22,200	27,100	62 (+38)	-	-
apartment for rent Doylestown PA		-	-	-	-	-
apartment for rent Eagleville PA		-	-	76 (-6)	59 (new)	-
apartment for rent elkrIDGE md		-	-	72 (+22)	75 (+11)	-
apartment for rent Englewood		-	-	-	-	-
apartment for rent Fairfax VA		2,900	2,900	58 (+11)	-	-
apartment for rent Falls Church VA		-	-	58 (-11)	-	-
apartment for rent frederick md		2,400	2,900	54 (-7)	-	-
apartment for rent Gaithersburg MD		880	880	82 (-27)	-	-
apartment for rent Georgetown		3,600	4,400	-	-	-
apartment for rent Germantown MD		880	880	80 (+9)	-	-
apartment for rent hanover md		-	-	-	-	-
apartment for rent Henrico VA		-	-	81 (+3)	-	-
apartment for rent Herndon VA		1,000	880	77 (-31)	-	-
apartment for rent Hoboken		9,900	8,100	-	-	-
apartment for rent Jersey City		9,900	9,900	81 (+3)	-	-
apartment for rent Landover MD		-	-	-	-	-
apartment for rent laurel md		-	-	48 (-9)	-	-
apartment for rent Limerick		260	1,300	-	76 (+2)	-
apartment for rent Manassas VA		1,600	1,600	52 (-3)	-	-
apartment for rent Massapequa NY		-	-	34 (-8)	82 (-45)	-
apartment for rent Medford MA		720	720	55 (-18)	-	-
apartment for rent Morristown		-	-	103 (-7)	-	-
apartment for rent New Haven		2,900	3,600	-	-	-
apartment for rent New York		246,000	301,000	-	-	-
apartment for rent Newark		5,400	5,400	-	-	-
apartment for rent Norristown		-	-	64 (+24)	-	-
apartment for rent Norristown PA		-	-	63 (+32)	-	-
apartment for rent North Bethesda		-	-	25 (-1)	82 (+1)	-
apartment for rent North Bethesda MD		-	-	30 (-7)	74 (-9)	-
apartment for rent North Wales PA		-	-	49 (+7)	71 (-5)	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment for rent Oakton VA		-	-	100 (+3)	60 (new)	-
apartment for rent Odenton MD		-	-	-	-	-
apartment for rent Owings Mills		-	-	34 (-6)	29 (+3)	-
apartment for rent Owings Mills MD		-	-	28 (-5)	32 (-3)	61 (new)
apartment for rent Philadelphia		33,100	33,100	-	-	-
apartment for rent philadelphia pa		2,900	3,600	-	-	-
apartment for rent pikesville md		-	-	-	83 (new)	-
apartment for rent Prince Frederick MD		-	-	22 (-1)	63 (-30)	-
apartment for rent Reisterstown		-	-	-	109 (new)	-
apartment for rent Reisterstown MD		-	-	-	-	-
apartment for rent Reston VA		1,000	1,300	49 (+21)	113 (-25)	-
apartment for rent Richmond		18,100	22,200	-	-	-
apartment for rent Richmond VA		12,100	9,900	-	-	-
apartment for rent Rockville		-	-	-	-	-
apartment for rent Rockville MD		1,600	1,600	92 (-34)	-	-
apartment for rent Silver Spring		2,900	2,900	-	-	-
apartment for rent South Laurel		-	-	62 (new)	-	-
apartment for rent South Orange NJ		-	-	38 (-7)	-	-
apartment for rent Towson MD		-	-	67 (-20)	105 (new)	-
apartment for rent Upper Marlboro MD		-	-	36 (-5)	102 (-5)	-
apartment for rent Vienna VA		-	-	-	-	-
apartment for rent Washington DC		9,900	12,100	50 (+48)	19 (new)	-
apartment for rent West Chester PA		1,600	1,900	-	97 (new)	-
apartment for rent Wheaton MD		-	-	27 (-3)	74 (new)	-
apartment for rent white marsh md		-	-	-	-	-
apartment for rent White Plains NY		1,600	1,600	54 (-17)	-	-
apartment for rent Woburn MA		590	480	52 (-3)	-	-
apartment for rent Wyomissing PA		-	-	39 (+9)	45 (-10)	-
apartment frederick md		9,900	9,900	92 (+14)	101 (-4)	-
apartment Gaithersburg MD		6,600	5,400	-	-	-
apartment Georgetown		33,100	33,100	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment Germantown MD		4,400	5,400	86 (+21)	30 (-3)	-
apartment hanover md		1,300	1,000	26 (-5)	43	-
apartment Henrico VA		-	-	75 (-29)	55 (-2)	-
apartment Herndon VA		4,400	4,400	75 (+34)	91 (+3)	-
apartment Hoboken		27,100	27,100	-	105 (-5)	-
apartment Jersey City		27,100	27,100	-	-	-
apartment Landover MD		-	-	38 (-12)	34 (-2)	-
apartment laurel md		14,800	12,100	76 (new)	15 (+1)	-
apartment Limerick		1,300	4,400	86 (-9)	47	64 (new)
Apartment Luxury Baltimore		-	-	57 (-2)	38 (+33)	-
apartment Manassas VA		8,100	8,100	70 (+24)	43 (-4)	-
apartment Massapequa NY		-	-	29 (-8)	44 (+8)	-
apartment Medford MA		2,400	2,400	45 (-13)	72 (+10)	-
apartment Morristown		6,600	6,600	-	-	-
apartment New Haven		14,800	14,800	-	-	-
apartment New York		823,000	1,000,000	-	-	-
apartment Newark		27,100	27,100	-	-	-
apartment Norristown		-	-	73 (-6)	64 (+2)	-
apartment Norristown PA		-	-	66	43 (+25)	-
apartment North Bethesda		880	1,000	39 (-1)	32 (+1)	34 (+5)
apartment North Bethesda MD		-	-	29 (-7)	25 (-3)	56 (+1)
apartment North Wales PA		-	-	60 (+11)	60 (-5)	77 (-13)
apartment Oakton VA		-	-	-	22 (-6)	47 (+35)
apartment Odenton MD		-	-	80 (+7)	120 (new)	-
apartment Owings Mills		6,600	6,600	38 (-6)	36 (-7)	47 (new)
apartment Owings Mills MD		-	-	22 (-6)	23 (-1)	29 (new)
apartment Philadelphia		135,000	135,000	-	-	-
apartment philadelphia pa		12,100	14,800	-	-	-
apartment pikesville md		-	-	89 (-38)	31 (-2)	-
apartment Prince Frederick MD		-	-	22 (-2)	14 (-4)	73 (-11)
apartment Reisterstown		-	-	-	40 (+1)	67 (+2)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment Reisterstown MD		-	-	-	59 (+12)	-
apartment rental washington dc		2,900	4,400	-	31 (-3)	-
apartment rental Alexandria VA		1,300	1,300	77 (new)	100 (-3)	-
apartment rental annapolis		-	-	91 (-37)	116 (+3)	-
apartment rental Arlington		2,400	3,600	-	-	-
apartment rental Arlington VA		1,600	1,600	-	-	-
apartment rental Ashburn VA		-	-	-	116 (+5)	100 (-4)
apartment rental baltimore		1,600	2,400	-	-	-
apartment rental Bedford MA		-	-	38 (-5)	106 (+2)	-
apartment rental Bethesda		720	880	107 (-18)	29 (+6)	-
apartment rental Bethesda MD		320	320	68 (new)	31 (+4)	-
apartment rental Boston		9,900	14,800	-	-	-
apartment rental Bowie		-	-	95 (new)	-	-
apartment rental Capitol Heights MD		-	-	106 (-1)	72 (-8)	-
apartment rental Cedar Knolls		-	-	36 (+6)	50 (-8)	-
apartment rental Centreville VA		-	-	49 (+13)	58 (+1)	-
apartment rental Columbia		-	-	-	-	-
apartment rental Columbia MD		-	-	-	102 (-28)	-
apartment rental Conshohocken PA		-	-	52 (+16)	104 (-8)	-
apartment rental DC		6,600	9,900	-	-	-
apartment rental Doylestown PA		-	-	63 (+32)	64 (+2)	-
apartment rental Eagleville PA		-	-	53 (+8)	65 (-2)	91 (-25)
apartment rental Elkridge MD		-	-	74 (-3)	45 (+19)	-
apartment rental Englewood		-	-	95 (-9)	-	-
apartment rental Fairfax VA		480	590	51 (+5)	-	-
apartment rental Falls Church VA		-	-	70 (-13)	87 (-13)	-
apartment rental frederick md		-	-	57 (+15)	67 (+7)	-
apartment rental Gaithersburg MD		-	-	82 (+10)	107 (-9)	99 (new)
apartment rental Georgetown		720	880	-	-	-
apartment rental Germantown MD		-	-	46 (+30)	100 (+1)	-
apartment rental hanover md		-	-	-	57	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rental Henrico VA		-	-	53 (+23)	61 (-4)	-
apartment rental Herndon VA		-	-	80 (new)	101 (-1)	-
apartment rental Hoboken		3,600	3,600	104 (new)	-	-
apartment rental Jersey City		2,900	2,900	-	-	-
apartment rental Landover		-	-	-	102 (+15)	-
apartment rental Laurel		-	-	94 (+5)	111 (new)	-
apartment rental Laurel MD		-	-	59 (-21)	102 (-23)	-
apartment rental Limerick		-	-	-	73 (+1)	-
apartment rental Manassas VA		-	-	100 (+1)	113 (+2)	-
apartment rental Massapequa NY		-	-	30 (+1)	62 (+9)	-
apartment rental Medford MA		-	-	-	-	-
apartment rental Morristown		-	-	-	-	-
apartment rental New Haven		590	880	-	-	-
apartment rental New York		74,000	110,000	-	-	-
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	-	74 (+11)	-
apartment rental Norristown PA		-	-	49 (+22)	58 (+14)	-
apartment rental North Bethesda		-	-	45	84	-
apartment rental North Bethesda MD		-	-	44 (-13)	52 (+2)	-
apartment rental North Wales PA		-	-	71 (new)	67 (-6)	-
apartment rental Oakton VA		-	-	60 (+18)	41 (-2)	83 (-2)
apartment rental Odenton		-	-	-	112 (new)	-
apartment rental Owings Mills MD		-	-	-	25 (-5)	30 (new)
apartment rental Philadelphia		5,400	6,600	-	-	-
apartment rental philadelphia pa		480	590	-	-	-
apartment rental Pikesville MD		-	-	-	62 (-4)	93 (new)
apartment rental Prince Frederick MD		-	-	20	40 (-11)	-
apartment rental Reisterstown		-	-	-	82 (-2)	-
apartment rental Reisterstown MD		-	-	-	83 (+7)	-
apartment rental Reston VA		-	-	43 (+48)	50 (+27)	-
apartment rental Richmond		2,400	5,400	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rental Richmond VA		1,300	1,300	-	-	-
apartment rental Rockville		-	-	98 (-27)	-	-
apartment rental Rockville MD		260	320	85 (-18)	-	-
apartment rental Silver Spring		-	-	-	-	-
apartment rental South Laurel		-	-	-	16 (-6)	-
apartment rental South Orange NJ		-	-	45 (-9)	101 (+3)	-
apartment rental Towson MD		-	-	66 (new)	60 (+18)	-
apartment rental Upper Marlboro MD		-	-	43 (+1)	73 (-7)	-
apartment rental Vienna VA		-	-	-	121 (new)	-
apartment rental Washington DC		3,600	4,400	-	30 (+1)	-
apartment rental West Chester PA		-	-	-	85 (+31)	-
apartment rental Wheaton MD		-	-	49 (-18)	40 (-3)	95 (new)
apartment rental white marsh md		-	-	101 (-6)	-	-
apartment rental White Plains NY		390	390	-	96 (+6)	-
apartment rental Woburn MA		-	-	59 (+1)	80 (+1)	-
apartment rental Wyomissing PA		-	-	28 (+5)	33 (-5)	-
apartment rentals washington dc		2,900	3,600	-	47 (+4)	-
apartment rentals Alexandria VA		1,000	1,000	95 (-28)	84 (-13)	-
apartment rentals annapolis		-	-	-	82 (+6)	-
apartment rentals Arlington		1,900	2,400	-	-	-
apartment rentals Arlington VA		1,300	1,300	-	-	-
apartment rentals Ashburn VA		-	-	-	105	-
apartment rentals baltimore		1,300	1,600	84 (+5)	-	-
apartment rentals Bedford MA		-	-	44 (-4)	86 (+2)	-
apartment rentals Bethesda		480	590	-	39 (+5)	-
apartment rentals Boston		8,100	9,900	-	-	-
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	11	1	1
apartment rentals Capitol Heights MD		-	-	-	54 (-5)	-
apartment rentals Cedar Knolls		-	-	32 (-3)	46 (-9)	-
apartment rentals Centreville VA		-	-	58 (new)	47 (-5)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals Columbia		-	-	-	-	-
apartment rentals Columbia MD		-	-	-	89 (-40)	-
apartment rentals Conshohocken PA		-	-	54 (new)	94 (-5)	-
apartment rentals DC		5,400	6,600	-	-	-
apartment rentals Doylestown PA		-	-	-	53 (+3)	-
apartment rentals Eagleville PA		-	-	62 (-2)	58 (+5)	91 (-28)
apartment rentals elkridge md		-	-	84 (+1)	44 (+11)	-
apartment rentals Englewood		-	-	-	-	-
apartment rentals Fairfax VA		320	390	53 (new)	89 (-31)	-
apartment rentals Falls Church VA		170	170	-	67 (+3)	-
apartment rentals frederick md		-	-	93 (+10)	53 (+2)	-
apartment rentals Gaithersburg MD		-	-	-	90 (-7)	-
apartment rentals Georgetown		480	590	-	-	-
apartment rentals Germantown MD		-	-	112 (new)	93 (+8)	-
apartment rentals hanover md		-	-	-	57	-
apartment rentals Henrico VA		-	-	68 (-9)	52 (+3)	-
apartment rentals Herndon VA		-	-	102 (new)	88 (-3)	-
apartment rentals Hoboken		3,600	2,400	96 (new)	120 (-5)	-
apartment rentals Jersey City		2,400	2,400	-	-	-
apartment rentals Landover MD		-	-	-	83 (+13)	-
apartment rentals Laurel MD		-	-	82 (new)	99 (-28)	-
apartment rentals laurel md		-	-	-	99 (-27)	-
apartment rentals Limerick		-	-	-	54	-
apartment rentals Manassas VA		-	-	104 (new)	86 (+8)	-
apartment rentals Massapequa NY		-	-	34 (-4)	54 (+16)	-
apartment rentals Medford MA		140	110	73 (-3)	90 (+14)	-
apartment rentals Morristown		-	-	-	-	-
apartment rentals New Haven		480	590	-	-	-
apartment rentals New York		49,500	74,000	-	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	-	55 (+3)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals Norristown PA		-	-	95 (new)	50 (+13)	-
apartment rentals North Bethesda		-	-	52 (-2)	73 (-1)	-
apartment rentals North Bethesda MD		-	-	22 (-6)	51 (-8)	-
apartment rentals North Wales PA		-	-	57 (-3)	62 (+3)	-
apartment rentals Oakton VA		-	-	64 (new)	33 (-2)	83 (-2)
apartment rentals Odenton MD		-	-	-	103 (new)	-
apartment rentals Owings Mills		-	-	32 (-10)	46 (+1)	20 (new)
apartment rentals Owings Mills MD		-	-	31 (-6)	20 (+1)	21 (new)
apartment rentals Philadelphia		3,600	4,400	-	-	-
apartment rentals philadelphia pa		390	480	-	-	-
apartment rentals pikesville md		-	-	-	57 (-10)	93 (new)
apartment rentals Prince Frederick MD		-	-	14 (+1)	43 (-16)	99 (new)
apartment rentals Reisterstown		-	-	-	65 (-4)	-
apartment rentals Reisterstown MD		-	-	-	71 (+6)	-
apartment rentals Reston VA		260	260	47 (new)	41 (+20)	-
apartment rentals Richmond		1,900	3,600	-	-	-
apartment rentals Richmond VA		1,000	1,000	-	-	-
apartment rentals Rockville		-	-	-	117 (new)	-
apartment rentals Rockville MD		140	140	110 (-25)	-	-
apartment rentals Silver Spring		-	-	-	-	-
apartment rentals South Laurel		-	-	-	14 (-5)	-
apartment rentals South Orange NJ		-	-	63 (-1)	99 (+6)	-
apartment rentals Towson MD		-	-	77 (-34)	55 (+12)	-
apartment rentals Upper Marlboro MD		-	-	42 (-2)	62 (-4)	-
apartment rentals Vienna VA		-	-	-	-	-
apartment rentals Washington DC		2,900	3,600	-	47 (-3)	-
apartment rentals West Chester PA		260	320	111 (new)	67 (+41)	-
apartment rentals Wheaton MD		-	-	31 (new)	35 (-3)	-
apartment rentals white marsh md		-	-	-	-	-
apartment rentals White Plains NY		260	320	-	77 (+5)	-
apartment rentals Woburn MA		110	91	-	69 (+1)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals Wyomissing PA		-	-	39 (-2)	29 (-2)	-
apartment Reston VA		5,400	5,400	94 (-18)	26 (+23)	100 (new)
apartment Richmond		90,500	110,000	-	-	-
apartment Richmond VA		60,500	49,500	-	-	-
apartment Rockville		14,800	14,800	69 (-1)	93 (new)	-
apartment Rockville MD		8,100	8,100	86 (-37)	103 (-4)	-
apartment Silver Spring		33,100	33,100	-	-	-
apartment South Laurel		-	-	-	29 (-3)	-
apartment South Orange NJ		-	-	44 (-7)	65 (+4)	-
apartment Towson MD		3,600	4,400	-	29 (+4)	72 (new)
apartment Upper Marlboro MD		-	-	43 (-8)	39 (-12)	-
apartment Vienna VA		2,400	2,400	36 (+12)	46 (+13)	59 (-3)
apartment Washington DC		60,500	74,000	106 (new)	38 (-4)	-
apartment West Chester PA		8,100	8,100	84 (new)	106 (new)	-
apartment Wheaton MD		-	-	37 (-7)	14 (-1)	40 (+12)
apartment white marsh md		-	-	38 (+4)	97 (+2)	75 (new)
apartment White Plains NY		3,600	4,400	57 (-11)	-	-
Apartment With Garage DC		-	-	72 (new)	4 (+7)	-
Apartment with Garage Washington DC		-	-	48	8 (-1)	46 (-9)
apartment Woburn MA		2,400	2,400	89 (-5)	25 (+10)	-
apartment Wyomissing PA		-	-	35 (-6)	38 (+5)	-
apartments Germantown MD		5,400	5,400	113 (new)	28 (+2)	-
apartments Alexandria VA		33,100	33,100	-	-	-
apartments annapolis		12,100	12,100	54 (+42)	42	-
apartments Arlington		135,000	135,000	-	-	-
apartments Arlington VA		40,500	40,500	102 (-35)	107 (+6)	-
apartments Ashburn VA		3,600	3,600	-	47 (+19)	48 (new)
apartments baltimore		74,000	74,000	-	-	-
apartments Bedford MA		2,400	2,400	26	-	-
apartments Bethesda		18,100	18,100	76 (-10)	29 (+1)	79 (+4)
apartments Bethesda MD		6,600	6,600	50 (-3)	46 (-3)	93 (-51)



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments Boston		135,000	135,000	-	-	-
apartments Bowie		4,400	4,400	-	-	-
apartments bowie-russet md		-	-	-	1	1
Apartments Bronx Englewood		-	-	23 (new)	6 (-1)	28 (new)
apartments Capitol Heights MD		-	-	71 (+41)	28 (-8)	-
apartments Cedar Knolls		-	-	22 (-4)	53 (-1)	-
apartments Columbia		110,000	165,000	-	-	-
apartments Columbia MD		12,100	12,100	68 (-16)	70 (+32)	-
apartments Conshohocken PA		1,600	1,300	-	59 (-2)	-
apartments Doylestown PA		1,300	1,300	60 (-2)	31 (-4)	-
apartments Eagleville PA		-	-	-	18 (+1)	44 (-1)
apartments elkridge md		1,600	1,300	39 (+12)	26	61 (+8)
apartments Englewood		9,900	9,900	81 (+29)	-	-
apartments Fairfax VA		12,100	12,100	87 (+1)	62 (+9)	-
apartments Falls Church VA		5,400	4,400	51 (-11)	72 (-18)	-
apartments for rent Germantown MD		590	720	54 (new)	-	-
apartments for rent Alexandria VA		3,600	3,600	53 (+26)	-	-
apartments for rent annapolis		1,600	2,400	90 (+9)	-	-
apartments for rent Arlington		9,900	12,100	-	-	-
apartments for rent Arlington VA		4,400	5,400	-	-	-
apartments for rent Ashburn VA		590	590	-	-	-
apartments for rent baltimore		12,100	12,100	-	-	-
apartments for rent Bedford MA		-	-	43 (+4)	-	-
apartments for rent Bethesda		1,900	2,400	82 (-3)	117 (new)	-
apartments for rent Boston		27,100	33,100	-	-	-
apartments for rent Bowie		-	-	97 (new)	-	-
apartments for rent bowie-russet md		-	-	11	-	-
apartments for rent Capitol Heights MD		-	-	100 (-51)	90 (-1)	-
apartments for rent Cedar Knolls		-	-	32 (-4)	62 (-1)	-
apartments for rent Centreville VA		390	390	55 (-10)	-	-
apartments for rent Columbia		12,100	33,100	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Columbia MD		1,600	1,900	69 (-21)	-	-
apartments for rent Conshohocken PA		320	320	56 (+14)	104 (new)	-
apartments for rent DC		18,100	22,200	47 (+40)	-	-
apartments for rent Doylestown PA		390	390	90 (new)	-	-
apartments for rent Eagleville PA		-	-	52 (+5)	58 (new)	-
apartments for rent elkridge md		140	170	81 (-2)	70 (+14)	-
apartments for rent Englewood		-	-	-	-	-
apartments for rent Fairfax VA		1,900	1,900	67 (-1)	106 (+7)	-
apartments for rent Falls Church VA		720	720	81 (-20)	-	-
apartments for rent frederick md		1,600	1,900	89 (-31)	-	-
apartments for rent Gaithersburg MD		720	720	94 (-40)	-	-
apartments for rent Georgetown		2,400	3,600	-	-	-
apartments for rent Germantown MD		590	720	53 (new)	-	-
apartments for rent hanover md		140	140	92 (-13)	56 (new)	-
apartments for rent Henrico VA		-	-	97 (new)	-	-
apartments for rent Herndon VA		720	720	90 (-33)	-	-
apartments for rent Hoboken		9,900	8,100	-	-	-
apartments for rent Jersey City		8,100	9,900	75 (+36)	-	-
apartments for rent Landover MD		-	-	-	88 (new)	-
apartments for rent laurel md		1,000	1,000	73 (-4)	-	-
apartments for rent Limerick		210	1,600	-	-	-
apartments for rent Manassas VA		1,000	1,000	66 (+4)	-	-
apartments for rent Massapequa NY		110	110	34 (-5)	83 (-38)	-
apartments for rent Medford MA		590	720	51 (+60)	-	-
apartments for rent Morristown		-	-	-	-	-
apartments for rent New Haven		2,400	3,600	89 (new)	-	-
apartments for rent New York		246,000	301,000	-	-	-
apartments for rent Newark		4,400	5,400	-	-	-
apartments for rent Norristown		-	-	100 (-34)	-	-
apartments for rent Norristown PA		320	320	49 (+39)	-	-
apartments for rent North Bethesda		-	-	43	85 (+4)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent North Bethesda MD		-	-	29	79 (-10)	-
apartments for rent North Wales PA		-	-	53 (+11)	93 (-1)	-
apartments for rent Oakton VA		-	-	-	63 (-13)	-
apartments for rent Odenton MD		170	210	-	-	-
apartments for rent Owings Mills		-	-	63 (-13)	30 (+15)	-
apartments for rent Owings Mills MD		320	260	44 (-10)	31 (-2)	63 (new)
apartments for rent Philadelphia		33,100	33,100	-	-	-
apartments for rent philadelphia pa		2,900	3,600	-	-	-
apartments for rent pikesville md		-	-	-	-	-
apartments for rent Prince Frederick MD		-	-	23 (-2)	69 (-38)	-
apartments for rent Reisterstown		-	-	-	103 (new)	-
apartments for rent Reisterstown MD		-	-	-	-	-
apartments for rent Reston VA		720	880	48 (+6)	114 (-20)	-
apartments for rent Richmond		12,100	18,100	-	-	-
apartments for rent Richmond VA		8,100	8,100	-	-	-
apartments for rent Rockville		1,900	2,400	-	-	-
apartments for rent Rockville MD		1,000	1,300	87 (-15)	-	-
apartments for rent Silver Spring		2,400	2,400	-	-	-
apartments for rent South Laurel		-	-	68 (new)	-	-
apartments for rent South Orange NJ		390	320	43 (-9)	-	-
apartments for rent Towson MD		480	590	67 (new)	-	-
apartments for rent Upper Marlboro MD		-	-	47 (-9)	105 (-12)	-
apartments for rent Vienna VA		390	480	-	-	-
apartments for rent Washington DC		8,100	9,900	37 (+30)	-	27 (new)
apartments for rent West Chester PA		1,300	1,600	-	97 (new)	-
apartments for rent Wheaton MD		110	110	40 (-12)	-	-
apartments for rent white marsh md		-	-	-	-	-
apartments for rent White Plains NY		1,300	1,600	54 (-10)	-	-
apartments for rent Woburn MA		480	480	49 (+22)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Wyomissing PA		73	91	38 (+3)	37 (-2)	-
apartments Gaithersburg MD		6,600	6,600	-	-	-
apartments Georgetown		33,100	33,100	-	-	-
apartments hanover md		1,000	1,000	17 (-1)	39 (-2)	-
apartments Henrico VA		1,000	880	67 (+18)	59 (-5)	-
apartments Herndon VA		4,400	4,400	76 (new)	87 (+4)	-
apartments Hoboken		27,100	22,200	-	111 (-19)	-
Apartments In Tysons Corner Herndon VA		-	-	-	8	29
apartments Jersey City		27,100	27,100	-	-	-
apartments Landover MD		1,300	1,600	48 (-16)	32 (-1)	-
apartments laurel md		14,800	12,100	56 (new)	16	-
apartments Limerick		1,300	6,600	-	46 (-1)	64 (new)
apartments Manassas VA		8,100	8,100	45 (+35)	25 (+5)	-
apartments Massapequa NY		-	-	27 (-11)	44 (+8)	-
apartments Medford MA		2,400	2,400	41 (-9)	70 (+15)	-
apartments Morristown		6,600	6,600	85 (-1)	-	-
Apartments Near Metro Bethesda		-	-	46 (-8)	9	5
Apartments Near Metro North Bethesda MD		-	-	35 (-8)	2 (+1)	4 (+3)
apartments New Haven		14,800	18,100	-	-	-
apartments New York		823,000	1,000,000	-	-	-
apartments Newark		27,100	27,100	-	-	-
apartments Norristown		3,600	3,600	68 (-19)	-	-
apartments Norristown PA		1,900	2,400	71 (+16)	-	-
apartments North Bethesda MD		210	210	22 (-4)	21 (-1)	45 (+12)
apartments North Wales PA		590	720	66 (+1)	59 (-4)	77 (-13)
apartments Oakton VA		590	480	-	24 (-7)	-
apartments Odenton MD		1,600	1,300	86 (-2)	-	80 (-3)
apartments Owings Mills		6,600	6,600	43 (-6)	32 (-16)	65 (new)
apartments Owings Mills MD		2,400	2,400	27 (-12)	31 (-4)	23 (new)
apartments Philadelphia		135,000	135,000	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments philadelphia pa		14,800	14,800	108 (new)	-	-
apartments pikesville md		1,000	1,000	99 (-51)	25 (-4)	-
apartments Prince Frederick MD		-	-	18	17 (-2)	89 (-27)
apartments Reisterstown		-	-	-	39 (-2)	-
apartments Reisterstown MD		480	480	-	60 (+11)	-
Apartments Rental DC		-	-	-	-	-
Apartments Rental DC Arlington VA		-	-	36 (new)	26 (+12)	-
apartments Richmond		110,000	110,000	-	-	-
apartments Richmond VA		60,500	60,500	-	-	-
apartments Rockville		14,800	14,800	-	101 (+3)	-
apartments Silver Spring		33,100	33,100	-	-	-
apartments South Laurel		-	-	89 (new)	25	-
apartments South Orange NJ		1,300	1,000	39 (-7)	69 (+8)	87 (new)
apartments Towson MD		3,600	4,400	-	24 (+1)	72 (new)
apartments Upper Marlboro MD		1,000	880	41 (-12)	36 (-10)	-
apartments Vienna VA		2,400	2,400	78 (-22)	33 (+4)	59 (-1)
apartments Washington DC		74,000	74,000	-	29 (+2)	28 (new)
apartments West Chester PA		8,100	8,100	98 (new)	89 (+20)	-
apartments Wheaton MD		1,300	1,000	33 (-10)	15 (-2)	-
apartments white marsh md		1,600	1,300	43 (+1)	-	86 (new)
apartments White Plains NY		4,400	4,400	54 (-11)	-	-
apartments Woburn MA		2,900	2,400	86 (+7)	22 (+8)	-
apartments Wyomissing PA		480	590	31 (-2)	42 (-2)	-
arbors apartments white marsh md		-	-	33 (-11)	6 (-2)	2
arbors at arundel preserve baltimore		-	-	16 (-1)	4 (+3)	7 (+19)
arbors at arundel preserve hanover md		-	-	26 (new)	3 (-1)	7
arbors baltimore white marsh md		-	-	-	4 (+1)	-
Avenel at Montgomery Square Norristown		-	-	7 (+8)	3	3
Avenel at Montgomery Square North Wales PA		-	-	32 (+1)	7	6

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Bank Street Commons White Plains NY		46	58	41 (-2)	12 (-4)	16 (+3)
belmont station baltimore		-	-	21 (-20)	6 (-1)	-
Broadmoor Apartments Henrico VA		-	-	9 (+1)	7	48 (-41)
Broadmoor Apartments Richmond		720	590	58 (-6)	34 (-1)	-
brookside apartments		18,100	14,800	-	11 (+35)	10 (+34)
brookside apartments frederick maryland		-	-	79 (+16)	3 (+3)	2 (+20)
brookside frederick		-	-	33 (+3)	3	7 (new)
brookside frederick maryland		-	-	62 (-14)	3 (+1)	10 (new)
Carver 2000 Senior Mansion DC		-	-	6 (-4)	1	1 (+2)
Carver 2000 Senior Mansion Washington DC		-	-	6 (+13)	1	2
city center apartments philadelphia pa		-	-	80 (+28)	-	-
Clarendon Apartment Arlington VA		-	-	80 (+15)	42 (+8)	-
Clarendon Apartment DC		-	-	100 (-26)	80 (-42)	-
Concord Crystal City Arlington VA		-	22	12	3 (+1)	9 (new)
Concord Crystal City DC		-	-	48 (-44)	6 (-4)	14 (-7)
concord park at bowie-russet md		-	-	11 (+34)	1	5 (-4)
concord park at russet laurel md		-	-	1	1	16 (-15)
Crystal City Apartments apartments Arlington		-	-	52 (-6)	29 (+2)	31 (new)
Crystal City Apartments apartments DC		-	-	27 (-5)	33 (+12)	63 (-5)
Crystal City Apartments Arlington		-	-	74 (+26)	17	41 (-5)
Crystal City Apartments Arlington VA		320	390	71 (-11)	17	17 (new)
Crystal City Apartments DC		-	-	40 (-11)	28 (+31)	-
Enclave at Emerson Laurel MD		170	73	6	3 (-1)	3 (+4)
EOS Twenty-One Alexandria VA		-	28	-	5 (-1)	11 (-1)
excalibur baltimore		-	-	1	2	1
Gaslight Commons Newark		-	-	-	5	-
Halstead Arlington apartments Arlington		-	-	26 (+2)	3	14 (-1)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Halstead Arlington apartments DC		-	-	33 (+9)	2 (+1)	2
Halstead Arlington Arlington VA		-	-	34 (+10)	4	9 (+1)
Halstead Arlington DC		-	-	26 (+5)	4	2
Halstead Arlington VA		110	140	39 (+2)	3	10 (-1)
Harbor Apartments Baltimore		-	-	15 (+2)	6	34 (-3)
Highland Park DC		1,000	880	51 (new)	13 (+3)	-
Highland Park Washington DC		140	140	32 (+27)	7 (+2)	-
Honey Tree Richmond VA		320	390	53 (new)	4 (+5)	20 (-1)
Howard County Townhomes Laurel MD		-	-	53 (new)	2 (-1)	-
Hunters Glen Upper Marlboro MD		140	91	1 (+3)	1	1
Jericho Residences DC		-	-	10 (-2)	4	3 (+2)
Jericho Residences Landover MD		-	-	4	4	1 (+2)
Laurel Square Apartments Laurel MD		1,000	880	7	3	16 (-1)
Laurel Square Apartments South Laurel		-	-	10 (+6)	2	12 (-3)
Lodge at Seven Oaks Bowie		-	-	59 (-8)	3 (-1)	1 (new)
loft apartments baltimore		590	720	-	16 (+1)	45 (new)
London/Normandy House Arlington VA		-	28	2 (-1)	2	11 (+1)
London/Normandy House DC		-	-	2 (-1)	2	1
Lotus Square DC		390	320	20 (+12)	6	11 (-3)
Lotus Square Washington DC		110	73	10 (+2)	5 (+3)	9 (+4)
Low Rent Apartment Annapolis		-	-	85 (-11)	26	-
Luxury Apartment Reston VA		-	-	91 (new)	7 (+2)	79 (-33)
Luxury Apartment Arlington VA		480	480	24 (+5)	16 (-1)	-
Luxury Apartment Fairfax VA		-	-	86 (+8)	33 (-5)	61 (+3)
Luxury Apartment Philadelphia		1,600	1,900	103 (-34)	70 (+6)	-
luxury apartments annapolis		170	140	31 (+35)	8 (-1)	14 (+2)
Luxury Apartments apartments Bethesda		-	-	-	24 (-3)	-
Luxury Apartments apartments DC		-	-	18 (+1)	6	-
Luxury Apartments apartments North Bethesda		-	-	68 (+3)	12	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Luxury Apartments Bedford MA		-	-	15 (+1)	7 (+2)	-
Luxury Apartments Boston		4,400	5,400	48 (+1)	-	-
luxury apartments Bowie		-	-	-	-	-
Luxury Apartments Conshohocken PA		-	-	-	15 (-2)	31 (-5)
Luxury Apartments Doylestown PA		-	-	38 (-7)	4	8 (-1)
Luxury Apartments Eagleville PA		-	-	34 (new)	2	13 (-2)
Luxury Apartments Falls Church VA		-	36	-	6 (+1)	-
Luxury Apartments Manhattan apartments New York		-	-	-	-	-
Luxury Apartments Manhattan New York		880	1,000	-	-	-
Luxury Apartments Massapequa NY		-	-	-	2	8 (-3)
Luxury Apartments Newark		320	320	-	-	-
Luxury Apartments Norristown PA		-	-	27 (+1)	5 (+2)	72 (-33)
Luxury Apartments North Bethesda		-	-	-	15	18
Luxury Apartments Oakton VA		-	-	92 (new)	1 (+1)	6 (-2)
luxury apartments philadelphia pa		140	110	-	63 (-7)	-
Luxury Apartments Pikesville MD		-	-	67 (new)	9	35 (-8)
Luxury Apartments South Orange NJ		-	-	11 (new)	3	71 (-28)
luxury apartments Wheaton MD		-	-	20 (+2)	3	17 (+37)
luxury apartments white marsh md		-	-	-	10	-
Luxury Apartments White Plains NY		-	-	-	19	-
Luxury Apartments Woburn MA		-	22	11 (-1)	4	22 (new)
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	13 (-3)	4 (-1)	14 (+1)
Metro Apartments Fairfax VA		-	-	-	14 (-5)	35 (-4)
Metro Apartments Vienna VA		-	-	39 (+10)	7	18 (-8)
Monterey Bethesda		390	320	69 (+6)	10	6 (-1)
Monterey North Bethesda MD		-	-	18 (+1)	4	12 (-1)
Near Towson University Towson MD		-	-	-	13 (+3)	-
new apartments bowie-russet md		-	-	-	1	1
New Apartments DC		1,900	1,900	52 (+14)	2	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
new apartments laurel md		-	-	20 (+32)	17 (+1)	-
Newseum Residences DC		-	46	60 (new)	4	6 (+2)
Observer Park New York		-	-	20 (-19)	-	-
overlook manor apartments		58	58	37 (new)	2 (+4)	1 (+3)
overlook manor frederick		-	-	57 (-6)	3 (+1)	12 (-3)
overlook manor frederick maryland		-	-	32 (-5)	3 (+1)	7 (new)
Park Lane Seaport Boston MA		91	58	59 (+27)	9 (-5)	19 (+4)
Park Place at Van Dorn Alexandria VA		-	36	32 (+3)	8 (-2)	12
Park Place DC		2,900	2,400	-	5	13 (new)
Park Place Washington DC		1,000	1,000	118 (-47)	5	-
Pearson Square Falls Church VA		46	58	28 (-4)	3	10 (-1)
Pentagon City Apartments Arlington		-	-	74 (+16)	-	-
Pentagon City Apartments Arlington VA		91	73	76 (+11)	-	-
Pentagon City Apartments DC		-	-	46 (-8)	-	-
pet friendly apartments alexandria va		58	46	29 (-10)	25 (+14)	-
pet friendly apartments baltimore		-	-	36 (+34)	13 (+1)	67 (+2)
pet friendly apartments frederick md		-	-	16 (+3)	3	9
pet friendly apartments pikesville md		-	-	24 (new)	2	3 (-1)
pet friendly Germantown MD		-	-	61 (-19)	8 (+1)	52 (+45)
pet friendly Laurel MD		-	-	45 (-9)	24 (-8)	22 (-2)
Pet Friendly Manassas VA		-	-	47 (-13)	25 (-1)	17
Pet Friendly Prince Frederick MD		-	-	16 (-1)	2	14
pet friendly Rockville		-	-	96 (new)	105 (new)	-
pet friendly South Laurel		-	-	32 (+22)	67 (new)	-
Pet Friendly Upper Marlboro MD		-	-	20	5 (-1)	5 (+1)
Pet-Friendly Hoboken		-	-	46 (-13)	14 (+5)	18 (+57)
Pet-Friendly New York		12,100	12,100	-	-	-
Pinnacle Town Center Germantown MD		-	-	3 (-2)	2	1
Rapid Transit Alexandria VA		-	-	11 (+8)	14 (-10)	92 (-87)
Rapid Transit Manassas VA		-	-	10 (-3)	2	3 (-2)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Red Run Apartments Owings Mills MD		140	260	22 (-8)	4 (+2)	4 (+49)
Rent Loft Fairfax VA		-	-	-	118 (new)	-
rent loft hanover md		-	-	-	2	29 (new)
Rent Loft Richmond VA		-	-	-	72 (+1)	-
Rent Lofts apartments Bethesda		-	-	65 (+9)	4 (-1)	15
Rent Lofts Bethesda		-	-	89 (new)	7	14 (-3)
Rent Lofts Bethesda MD		-	-	68 (new)	7 (+1)	19 (+2)
Rent Lofts Columbia MD		-	-	-	8 (+1)	59 (new)
Rent Lofts DC		-	-	103 (new)	63 (-4)	-
Rent Lofts Gaithersburg MD		-	-	95 (-38)	6	30 (-6)
Rent Lofts Washington DC		-	-	-	70 (-40)	-
Rent Studio Jersey City		-	-	-	87 (-16)	64 (-4)
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	36 (+14)	35 (+2)	-
rent townhomes elkridge md		-	-	76 (new)	13 (-1)	-
Rent Townhomes Norristown PA		-	-	-	19 (+6)	-
Rent Townhomes Wyomissing PA		-	-	71 (new)	10	26 (+7)
rental apartment Germantown MD]		-	-	73 (new)	118 (new)	-
rental apartment Alexandria VA		-	-	92 (-26)	-	-
rental apartment annapolis		-	-	-	108 (-3)	-
rental apartment Arlington		-	-	-	-	-
rental apartment Arlington VA		-	-	97 (new)	-	-
rental apartment Ashburn VA		-	-	-	116 (-13)	-
rental apartment baltimore		1,600	2,400	-	-	-
rental apartment Bedford MA		-	-	36 (-10)	-	-
rental apartment Bethesda		-	-	-	45 (+9)	-
rental apartment Bethesda MD		-	-	96 (-43)	40	-
rental apartment Boston		9,900	14,800	-	-	-
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	-	1	1
rental apartment Capitol Heights MD		-	-	-	78 (+9)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Cedar Knolls		-	-	34 (-6)	68 (-2)	-
rental apartment Centreville VA		-	-	6	69 (-5)	-
rental apartment Columbia		-	-	106 (new)	-	-
rental apartment Columbia MD		-	-	98 (-34)	89 (-22)	-
rental apartment Conshohocken PA		-	-	54 (+23)	105 (-4)	-
rental apartment DC		6,600	9,900	-	-	-
rental apartment Doylestown PA		-	-	99 (-1)	74 (+1)	-
rental apartment Eagleville PA		-	-	67 (+3)	65 (+3)	99 (-32)
rental apartment elkrIDGE md		-	-	84 (new)	53 (+10)	-
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	78 (-23)	119 (-48)	-
rental apartment Falls Church VA		-	-	61 (-12)	100 (-8)	-
rental apartment frederick md		-	-	78 (+1)	90 (-1)	-
rental apartment Gaithersburg MD		-	-	-	111 (-3)	-
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	70 (+3)	116 (new)	-
rental apartment hanover md		-	-	-	72 (-3)	-
rental apartment Henrico VA		-	-	76 (+9)	-	-
rental apartment Herndon VA		-	-	10 (+48)	108 (-4)	-
rental apartment Hoboken		3,600	3,600	-	-	-
rental apartment Jersey City		2,900	2,900	-	-	-
rental apartment Landover MD		-	-	56 (new)	100 (new)	-
rental apartment laurel md		-	-	77 (+22)	121 (-12)	-
rental apartment Limerick		-	-	-	106 (-5)	-
rental apartment Manassas VA		-	-	52 (+20)	98 (+22)	-
rental apartment Massapequa NY		-	-	30 (-6)	67 (-10)	-
rental apartment Medford MA		-	-	53 (-17)	88 (+12)	-
rental apartment Morristown		-	-	-	-	-
rental apartment New Haven		-	-	-	-	-
rental apartment New York		74,000	110,000	-	-	-
rental apartment Newark		-	-	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Norristown		-	-	-	89 (-1)	-
rental apartment Norristown PA		-	-	76	62 (+1)	-
rental apartment North Bethesda		-	-	62 (-11)	68 (-1)	-
rental apartment North Bethesda MD		-	-	41 (-9)	56 (-14)	-
rental apartment North Wales PA		-	-	73	79 (-4)	-
rental apartment Oakton VA		-	-	64 (+3)	40	100 (-12)
rental apartment Odenton MD		-	-	-	-	-
rental apartment Owings Mills		-	-	40 (-7)	53	44 (new)
rental apartment Owings Mills MD		-	-	39 (-4)	23 (-4)	23 (new)
rental apartment Philadelphia		5,400	6,600	-	-	-
rental apartment philadelphia pa		-	-	-	-	-
rental apartment pikesville md		-	-	-	69 (-4)	-
rental apartment Prince Frederick MD		-	-	21 (-1)	45 (-25)	-
rental apartment Reisterstown		-	-	80 (+2)	77 (-2)	-
rental apartment Reisterstown MD		-	-	78 (new)	74 (+3)	-
rental apartment Reston VA		-	-	56 (+32)	55 (+27)	-
rental apartment Richmond		-	-	-	-	-
rental apartment Richmond VA		-	-	-	-	-
rental apartment Rockville		-	-	-	-	-
rental apartment Rockville MD		-	-	101 (-14)	-	-
rental apartment Silver Spring		-	-	-	-	-
rental apartment South Laurel		-	-	82 (new)	27 (-10)	-
rental apartment South Orange NJ		-	-	53 (-6)	93 (+12)	-
rental apartment Towson MD		-	-	80 (-29)	101 (+12)	-
rental apartment Upper Marlboro MD		-	-	33 (-2)	75 (+2)	-
rental apartment Vienna VA		-	-	69 (new)	-	-
rental apartment Washington DC		3,600	4,400	-	48 (-5)	-
rental apartment West Chester PA		-	-	-	84 (new)	-
rental apartment Wheaton MD		-	-	36 (-14)	41	-
rental apartment white marsh md		-	-	96 (-2)	-	-
rental apartment White Plains NY		-	-	50 (+17)	108 (+12)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Woburn MA		-	-	59 (+9)	80 (-1)	-
rental apartment Wyomissing PA		-	-	37 (+2)	37 (+7)	-
rental apartments Germantown MD]		-	-	60 (new)	119 (new)	-
rental apartments washington dc		2,900	4,400	-	55 (-5)	-
rental apartments Alexandria VA		720	720	35 (new)	-	-
rental apartments annapolis		-	-	88 (new)	-	-
rental apartments Arlington		1,900	2,900	-	-	-
rental apartments Arlington VA		1,000	1,300	-	-	-
rental apartments Ashburn VA		-	-	-	121 (-3)	-
rental apartments baltimore		1,600	2,400	-	-	-
rental apartments Bedford MA		-	-	-	-	-
rental apartments Bethesda		-	-	-	49 (-4)	-
rental apartments Bethesda MD		260	260	64 (new)	38 (+3)	-
rental apartments Boston		8,100	12,100	-	-	-
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	-	1	1
rental apartments Capitol Heights MD		-	-	74 (new)	77 (+14)	-
rental apartments Cedar Knolls		-	-	37 (-4)	70	-
rental apartments Centreville VA		-	-	6	76 (-6)	-
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	89 (new)	92 (-15)	-
rental apartments Conshohocken PA		-	-	85 (+12)	108 (-1)	-
rental apartments DC		6,600	8,100	-	-	-
rental apartments Doylestown PA		-	-	-	76 (+1)	-
rental apartments Eagleville PA		-	-	69 (+11)	75 (-10)	-
rental apartments elkridge md		-	-	86 (new)	48 (+12)	-
rental apartments Englewood		-	-	-	-	-
rental apartments Fairfax VA		-	-	45 (new)	-	-
rental apartments Falls Church VA		-	-	-	97 (-5)	-
rental apartments frederick md		-	-	84 (-77)	99 (-17)	-
rental apartments Gaithersburg MD		-	-	-	111 (+2)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments Georgetown		-	-	-	-	-
rental apartments hanover md		-	-	-	68 (+22)	-
rental apartments Henrico VA		-	-	92 (new)	-	-
rental apartments Herndon VA		-	-	72 (new)	108 (+9)	-
rental apartments Hoboken		3,600	2,900	112 (-104)	-	-
rental apartments Jersey City		2,400	2,900	-	-	-
rental apartments Landover MD		-	-	105 (-49)	99 (+19)	-
rental apartments laurel md		-	-	51 (-4)	119 (+2)	-
rental apartments Limerick		-	-	-	101 (+3)	-
rental apartments Manassas VA		-	-	69 (new)	118 (new)	-
rental apartments Massapequa NY		-	-	41 (-1)	78 (-8)	-
rental apartments Medford MA		-	-	-	85 (+24)	-
rental apartments Morristown		-	-	-	-	-
rental apartments New Haven		-	-	104 (-43)	-	-
rental apartments New York		60,500	90,500	-	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	88 (+4)	86 (-1)	-
rental apartments Norristown PA		-	-	66 (-7)	68 (+2)	-
rental apartments North Bethesda		-	-	85 (-3)	63 (-1)	-
rental apartments North Bethesda MD		-	-	45 (-9)	51 (-10)	-
rental apartments North Wales PA		-	-	61 (+13)	89 (-6)	-
rental apartments Oakton VA		-	-	72 (+5)	37 (+4)	100 (-12)
rental apartments Odenton MD		-	-	-	-	-
rental apartments Owings Mills		-	-	53 (+9)	58 (-9)	43 (new)
rental apartments Owings Mills MD		-	-	54 (-13)	19 (-1)	23 (new)
rental apartments Philadelphia		4,400	6,600	-	-	-
rental apartments philadelphia pa		390	480	-	-	-
rental apartments pikesville md		-	-	-	68 (-5)	-
rental apartments Prince Frederick MD		-	-	22 (+3)	48 (-29)	-
rental apartments Reisterstown		-	-	99 (new)	89 (-5)	-
rental apartments Reisterstown MD		-	-	-	73 (+2)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments Reston VA		210	210	42 (new)	55 (+25)	-
rental apartments Richmond		1,900	4,400	-	-	-
rental apartments Richmond VA		1,000	1,000	57 (new)	-	-
rental apartments Rockville		-	-	-	-	-
rental apartments Rockville MD		-	-	-	-	-
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	-	21 (-4)	-
rental apartments South Orange NJ		-	-	-	92 (+23)	-
rental apartments Towson MD		-	-	59 (new)	93 (+12)	-
rental apartments Upper Marlboro MD		-	-	48 (-6)	81 (+1)	-
rental apartments Vienna VA		-	-	82 (new)	-	-
rental apartments Washington DC		2,900	4,400	-	53 (-6)	-
rental apartments West Chester PA		-	-	-	78 (new)	-
rental apartments Wheaton MD		-	-	72 (-21)	41 (+1)	-
rental apartments white marsh md		-	-	104 (new)	-	-
rental apartments White Plains NY		320	390	-	-	-
rental apartments Wyomissing PA		-	-	37 (+3)	41 (+8)	-
residences on the avenue apartments dc		-	-	16 (-6)	2	5 (-1)
residences on the avenue apartments washington dc		-	-	15 (-5)	3 (-1)	7
Rhode Island Row Washington DC		-	-	-	7 (new)	-
River House Arlington VA		590	880	18 (new)	3	20 (new)
River House DC		170	170	61 (new)	-	-
Riverstone at Owings Mills Owings Mills MD		-	-	10 (-6)	4 (-1)	7 (+15)
Riverwalk at Millennium Conshohocken PA		-	-	41 (+7)	12 (-2)	15 (-3)
Rolling Hills Germantown MD		140	260	1	2	1
Rolling Hills Rockville		-	-	70 (-69)	2 (+1)	18 (new)
Rosemary Ridge Manassas VA		210	210	44 (+11)	3	9 (+4)
Senate Square DC		880	880	-	4	-
Senior Living Capitol Heights MD		-	-	14 (new)	2	1 (+7)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
senior living DC		-	-	63 (new)	100 (+20)	-
senior living Landover MD		-	-	5	6 (+1)	14 (+7)
Senior Living Washington DC		480	320	-	110 (-5)	-
Short Term Apartments Ashburn VA		-	-	12 (+42)	6 (-2)	3 (+1)
Siena Park DC		-	-	68 (new)	2	-
SouthPoint at Massapequa NY		-	-	31	4	14 (-1)
Spa Cove Annapolis		390	320	-	14 (+19)	14 (new)
Spinnaker Bay at Harbor East Baltimore MD		-	-	7 (+48)	2	1
St. Johns Wood Fairfax VA		-	-	35 (+75)	3	3 (-2)
St. Paul Senior Living Apartments Capitol Heights MD		-	-	12	2	1 (+6)
Sterling Parc Cedar Knolls NJ		46	58	33 (-2)	8 (-1)	20 (-2)
Sterling Parc Morristown		-	-	9 (-1)	7	-
Stone Point Apartments Annapolis MD		73	58	16 (+22)	6	7 (+1)
Strathmore Court at White Flint [region]		-	-	5 (+12)	1	2
Strathmore Court at White Flint North Bethesda MD		-	-	21 (-6)	2	7
Studio Apartment Baltimore		880	880	71 (-27)	31 (+2)	56 (-8)
Studio Apartment Georgetown		-	-	97 (new)	-	-
Studio Apartment Washington DC		720	720	91 (-14)	51 (-6)	73 (new)
Studio Apartments apartments Baltimore		-	-	75 (new)	29 (-11)	15 (+1)
Studio Apartments Arlington VA		480	390	56 (-14)	29 (-6)	-
Studio Apartments Baltimore		1,000	880	93 (-43)	39 (-1)	56 (-20)
Studio Apartments DC		1,900	1,900	79 (-12)	51 (-14)	-
Studio Apartments New Haven		-	-	105 (new)	32 (-5)	-
Studio Apartments Norristown		-	-	80 (new)	120 (new)	96 (-4)
Studio Apartments North Wales PA		-	-	78 (-10)	13 (-3)	-
Studio Apartments Rockville MD		73	73	-	15 (+1)	21 (-6)
Studio Apartments Silver Spring		-	-	-	-	-
Studio Apartments Washington DC		880	880	103 (-19)	75 (-12)	69 (new)



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Studio For Rent apartments Arlington		-	-	-	-	-
Studio For Rent apartments DC		-	-	-	-	-
Studio For Rent Arlington		-	-	64	-	-
Studio For Rent Arlington VA		-	-	-	-	-
Studio For Rent Bethesda MD		-	-	-	23 (-6)	40 (+9)
Studio For Rent DC		880	880	-	-	-
Studios Baltimore		-	-	-	-	-
Summer Chase Apartments Limerick PA		260	140	42 (-5)	7	10 (+3)
Summer Chase Apartments Philadelphia		-	-	13 (-4)	3	5
The Apartments at Harbor Park Reston VA		-	-	1	2	2 (+2)
The Apartments at North Point Reston VA		260	140	3	1	5 (+1)
The Apartments at Regent's Park Fairfax VA		-	-	1	1	3 (+5)
The Apartments at Regent's Park Vienna VA		-	-	1 (+1)	1	1 (+1)
the arbors at baltimore crossroads white marsh md		-	-	-	12 (-9)	57 (-6)
the avenue apartments washington dc		1,000	1,300	12 (+8)	3	2
The Brownstones at Englewood South Englewood NJ		-	-	51 (+28)	2	3 (+6)
The Chelsea New York		90,500	135,000	-	71 (+3)	-
The Ellington DC		1,900	1,600	-	7 (-1)	27 (-9)
The Estates Pikesville MD		320	210	42 (new)	5 (+1)	16 (-5)
The Fenestra at Rockville Town Square Rockville MD		-	-	-	3 (+2)	19
The Fenestra at Rockville Town Square Silver Spring		-	-	13 (-6)	1 (new)	3 (new)
The Fitzgerald at UB Midtown Baltimore MD		-	-	8 (+5)	2	5
The Gramercy at Town Center Columbia MD		-	-	1	2	6 (+2)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
The Grays on Pennsylvania Washington DC		36	58	24 (-23)	7 (-3)	90 (new)
The Halstead at Guilford Baltimore MD		-	-	38 (-34)	3 (+3)	3 (+5)
The Hampton DC		-	-	-	-	-
The Jefferson at Fair Oaks Herndon VA		-	-	2 (-1)	2	2
The Loree Grand at Union Place DC		-	-	42 (+5)	5 (+2)	13
The Loree Grand at Union Place Washington DC		-	-	37 (+3)	4	12 (+1)
The Munsey Baltimore MD		91	91	21 (-9)	4	37 (-26)
The Paramount DC		-	-	-	-	-
The Promenade at Harbor East Baltimore MD		-	-	1	2	1
The Residences at McHenry Row Baltimore MD		-	-	37 (-3)	4 (+8)	2 (+26)
The Residences at Rivers Edge Medford MA		-	-	31 (+4)	6 (+2)	7 (+8)
The Residences at the Market Common DC		-	-	12 (-8)	5 (+8)	-
The Sagamore New York NY		-	-	104 (+2)	-	-
The Tuscany Apartments Alexandria VA		110	140	17 (new)	4	5 (-2)
The Village at Taylor Pond Bedford MA		58	58	14 (+14)	5	5 (-1)
The Whitney Bethesda MD		73	73	11 (-7)	3	8 (-1)
The Zenith Baltimore MD		91	91	104 (new)	13	6 (+13)
Timberlawn Crescent North Bethesda MD		-	-	1	2	1
Timberlawn Crescent Bethesda		58	91	2 (-1)	2	2
Town Home Rentals Bethesda		-	-	59 (-13)	8 (-2)	35 (-2)
Town Home Rentals North Bethesda MD		-	-	26 (-6)	7 (+2)	46 (new)
Townhome Apartments apartments Limerick		-	-	46 (-12)	2	8 (+1)
Townhome Apartments apartments Philadelphia		-	-	45 (+32)	50 (new)	-

## SERP Tracker Report

(continued)

Keyword	<u>GA Visits</u>	Local Vol	Global Vol	Google	Yahoo!	Bing
Townhome Apartments Limerick		-	-	74 (-4)	2	4 (-1)
Townhome Apartments Philadelphia		-	-	99 (-19)	50 (+7)	-
townhome for rent Owings Mills		-	-	33 (+17)	19 (-6)	49 (new)
Townhomes Wheaton MD		-	-	77 (-7)	5 (-1)	-
U Street Apartments DC		480	390	37 (new)	49 (-30)	99 (new)
U Street Apartments Washington DC		170	140	54 (new)	13	-
Upstairs at Bethesda Row Bethesda		-	-	44 (-3)	2	3 (-2)
Upstairs at Bethesda Row Bethesda MD		-	-	33 (-29)	6 (-3)	3 (+2)
View 14 DC		590	480	22 (+45)	16 (-3)	-
View 14 Washington DC		140	140	17 (new)	14 (-2)	-
West End Apartments Henrico VA		-	-	85 (+9)	49 (-4)	-
West End Apartments Richmond		-	-	-	-	-
WestEnd25 Georgetown		-	-	23	3 (-1)	3
WestEnd25 Washington DC		-	12	76 (-2)	4	11 (-4)

## Google Analytics Summary Report

### Google Analytics

8/1/2011 - 8/31/2011  
 compared to: 7/1/2011 - 7/31/2011  
 Excluding paid search

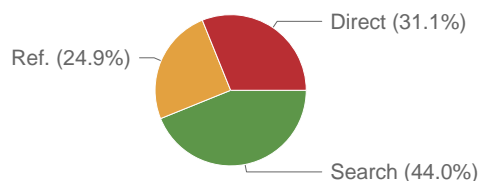


**77,251** Visits

Previous: 80,609 (-4.17%)

**351,473** Page Views

Previous: 389,491 (-9.76%)



### 19,229 Site Referrals

TOP REFERRERS	%	VISITS
rentsentinel.com	21.7%	4,175
washingtonpost.com	13.7%	2,642
apartmentratings.com	12.9%	2,474
washingtondc.craigslist.org	5.8%	1,121
ad.doubleclick.net	3.1%	587

### 33,975 Search Referrals

TOP KEYWORDS	%	VISITS
bozzuto	9.4%	3,191
bozzuto management	6.2%	2,119
bozzuto apartments	3.3%	1,133
bozzuto group	1.0%	336
the bozzuto group	0.8%	276

TOP SEARCH ENGINES	%	VISITS
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## Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	82.2%	27,942
bing	9.5%	3,218
yahoo	5.8%	1,961
search	1.1%	368
ask	0.7%	253

TOP LANDING PAGES	%	VISITS
/	24.0	18,528
/apartments/communities/61	4.2	3,248
/apartments?ctd_ac=1081055&ctx_name=WashPost-News-Rental&ctx_Ad Source=WashPost-News-Rental&?utm_source=News-Rental	3.6	2,787
/about-us/careers	3.3	2,576
/apartments	2.6	2,020