



Weekly SERP Report

Bozzuto.com Keyword Rankings

Prepared for www.bozzuto.com

SERP Tracker Report

Ranking Results

12/1/2011 - 12/31/2011

Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
318 (-19)	548 (-20)	237 (-33)	194 (+30)

Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
928 ▲	759 ▼	1247	167	174

Average Rank

Google	Yahoo!	Bing
38 (71% ranked)	31 (71% ranked)	29 (38% ranked)

All Keywords

GA visits from 12/6-1/4

1st Page ☐

2nd Page ☐

3rd Page ☐

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment New York		823,000	1,000,000	-	-	-
apartments New York		823,000	1,000,000	-	-	-
apartment for rent New York		246,000	301,000	-	-	-
apartments for rent New York		246,000	301,000	-	-	-
apartment DC		165,000	165,000	-	-	-
apartments DC		165,000	165,000	27 (+71)	-	-
apartment Boston		135,000	165,000	49 (new)	-	-
apartment Philadelphia		135,000	135,000	-	-	-
apartments Boston		135,000	165,000	57 (new)	-	-
apartments Philadelphia		135,000	135,000	113 (new)	-	-
apartment Arlington		110,000	135,000	116 (new)	-	-
apartment Columbia		110,000	165,000	-	-	-
apartments Arlington	1	110,000	135,000	113 (+4)	-	-
apartments Columbia		110,000	165,000	-	-	-
apartment Richmond		90,500	110,000	-	-	-
apartments Richmond		90,500	110,000	-	-	-
The Chelsea New York		90,500	135,000	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartment baltimore	1	74,000	74,000	100 (-18)	-	-
apartment rental New York		74,000	110,000	-	-	-
apartments baltimore	2	74,000	74,000	-	83 (new)	-
rental apartment New York		74,000	110,000	-	-	-
apartment washington dc		60,500	74,000	90 (-7)	22 (new)	-
apartment rentals New York		60,500	74,000	-	-	-
apartment Washington DC		60,500	74,000	91 (-6)	22 (new)	-
apartments Richmond VA		60,500	60,500	-	87 (-6)	-
apartments Washington DC		60,500	74,000	101 (+1)	44 (+24)	-
rental apartments New York		60,500	90,500	-	-	-
apartment Richmond VA		49,500	60,500	-	119 (new)	-
apartment Arlington VA		40,500	40,500	82 (+3)	-	-
apartments Arlington VA	2	40,500	40,500	98 (-12)	-	-
apartment Alexandria VA	1	33,100	33,100	-	92 (-49)	-
apartment for rent Boston		33,100	40,500	-	-	-
apartment for rent Philadelphia		33,100	33,100	-	-	-
apartments Alexandria VA		33,100	33,100	102 (+3)	101 (-42)	-
apartments for rent Philadelphia		33,100	33,100	-	-	-
apartments Georgetown		33,100	33,100	-	-	-
apartments Silver Spring		33,100	33,100	-	-	-
apartment Georgetown		27,100	33,100	-	-	-
apartment Hoboken		27,100	27,100	-	64 (-1)	-
apartment Jersey City		27,100	33,100	105 (new)	-	-
apartment Newark		27,100	27,100	-	-	-
apartment Silver Spring		27,100	33,100	-	-	-
apartments for rent Boston		27,100	33,100	-	-	-
apartments Jersey City		27,100	33,100	78 (new)	-	-
apartments Newark		27,100	33,100	-	-	-
apartment for rent DC		22,200	22,200	53 (new)	-	-
apartments Hoboken	1	22,200	27,100	63 (+40)	87 (-16)	-
apartment for rent Richmond		18,100	22,200	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments Bethesda	1	18,100	18,100	25 (+10)	28 (-5)	-
apartments for rent DC		18,100	22,200	43 (+16)	-	-
apartment Bethesda		14,800	18,100	36 (+3)	22 (+8)	-
apartment for rent Arlington		14,800	14,800	-	-	-
apartment for rent baltimore		14,800	14,800	-	-	-
apartment New Haven		14,800	14,800	-	-	-
apartment philadelphia pa		14,800	14,800	90 (new)	-	-
apartment Rockville		14,800	14,800	-	-	-
apartments New Haven		14,800	18,100	85 (new)	-	-
apartments philadelphia pa		14,800	14,800	102 (new)	-	-
apartments Rockville		14,800	14,800	-	-	-
brookside apartments		14,800	14,800	-	17 (-2)	-
apartment annapolis		12,100	12,100	29 (+25)	25 (+7)	-
apartment Columbia MD		12,100	12,100	52 (+10)	69 (+14)	-
apartment Fairfax VA		12,100	12,100	91 (new)	-	-
apartment laurel md		12,100	12,100	27 (-4)	18 (-5)	67 (-54)
apartment rental Boston		12,100	14,800	-	-	-
apartments annapolis	2	12,100	12,100	26 (+7)	30 (-3)	-
apartments Columbia MD	1	12,100	12,100	27 (+30)	42 (+1)	-
apartments Fairfax VA	1	12,100	12,100	85 (new)	99 (-11)	-
apartments for rent baltimore	1	12,100	12,100	-	-	-
apartments for rent Columbia		12,100	33,100	-	-	-
apartments for rent Richmond		12,100	22,200	-	-	-
apartments laurel md	2	12,100	12,100	24 (+2)	11 (-2)	65 (new)
rental apartment Boston		12,100	14,800	-	-	-
apartment Englewood		9,900	9,900	-	-	-
apartment for rent Jersey City		9,900	9,900	50 (+6)	-	-
apartment for rent Richmond VA		9,900	9,900	-	-	-
apartment for rent Washington DC		9,900	12,100	-	-	-
apartment frederick md		9,900	9,900	42 (+58)	34 (+36)	-
apartments Englewood		9,900	9,900	-	110 (new)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Arlington		9,900	12,100	-	-	-
apartments for rent Jersey City		9,900	9,900	64 (+10)	-	-
apartments frederick md	2	9,900	9,900	45 (+24)	35 (+36)	-
Pet-Friendly New York		9,900	12,100	-	-	-
rental apartments Boston		9,900	12,100	-	-	-
apartment for rent Hoboken		8,100	8,100	87 (new)	-	-
apartment Manassas VA		8,100	8,100	38 (+27)	25 (+73)	-
apartment rental DC		8,100	8,100	-	-	-
apartment rentals Boston		8,100	9,900	-	-	-
apartment Rockville MD		8,100	8,100	97 (-26)	115 (-35)	-
apartment West Chester PA		8,100	8,100	110 (new)	68 (-6)	-
apartments for rent Hoboken		8,100	8,100	67 (+35)	-	-
apartments for rent Richmond VA		8,100	8,100	-	-	-
apartments for rent Washington DC		8,100	9,900	34 (+11)	-	-
apartments Manassas VA	1	8,100	8,100	32 (+10)	27 (-10)	-
apartments Rockville MD		8,100	8,100	81 (-4)	86 (-34)	-
apartments West Chester PA		8,100	8,100	111 (new)	-	-
rental apartment DC		8,100	8,100	-	-	-
apartment Morristown		6,600	6,600	78 (+18)	-	-
apartment Owings Mills		6,600	6,600	15 (+4)	16 (-1)	63 (-50)
apartments Morristown		6,600	6,600	50 (+19)	-	-
apartments Owings Mills		6,600	6,600	16 (+8)	12 (+10)	-
rental apartments DC		6,600	8,100	94 (new)	-	-
apartment Germantown MD		5,400	5,400	103 (+2)	11 (+4)	-
apartment Bethesda MD		5,400	6,600	26 (-3)	25 (-3)	82 (-62)
apartment for rent Alexandria VA		5,400	5,400	92 (new)	-	-
apartment for rent Arlington VA		5,400	6,600	76 (new)	-	-
apartment for rent Newark		5,400	5,400	-	-	-
apartment Gaithersburg MD		5,400	5,400	-	75 (+3)	-
apartment Germantown MD		5,400	5,400	102 (+3)	16 (-1)	-
apartment rental Philadelphia		5,400	6,600	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals DC		5,400	6,600	93 (new)	-	-
apartment Reston VA	1	5,400	5,400	88 (-62)	16 (+2)	-
apartments Germantown MD		5,400	5,400	108 (new)	13 (+3)	-
apartments Bethesda MD	1	5,400	6,600	25 (+5)	20 (-3)	81 (-65)
apartments Gaithersburg MD		5,400	6,600	70 (new)	47 (-5)	-
apartments Germantown MD	1	5,400	5,400	104 (-2)	26 (-10)	-
apartments Reston VA		5,400	5,400	82 (-59)	23	-
rental apartment Philadelphia		5,400	6,600	-	-	-
rental apartments Philadelphia		5,400	5,400	-	-	-
apartment Falls Church VA		4,400	4,400	49 (+20)	96 (new)	-
apartment Herndon VA		4,400	4,400	82 (+16)	76 (+5)	-
apartment rentals Philadelphia		4,400	4,400	-	-	-
apartment Towson MD		4,400	4,400	67 (-2)	22 (+9)	-
apartments Bowie		4,400	4,400	120 (new)	-	-
apartments Falls Church VA	1	4,400	5,400	39 (+18)	93 (new)	-
apartments for rent Arlington VA		4,400	4,400	60 (+30)	-	-
apartments for rent Newark		4,400	5,400	-	-	-
apartments Herndon VA		4,400	4,400	71 (+24)	104 (+14)	-
apartments White Plains NY		4,400	4,400	26 (+19)	43 (-18)	-
Luxury Apartments Boston	1	4,400	5,400	30 (+12)	-	-
apartment Ashburn VA		3,600	3,600	53 (-14)	78 (+4)	-
apartment for rent Georgetown		3,600	4,400	-	-	-
apartment for rent philadelphia pa		3,600	3,600	-	-	-
apartment rental washington dc		3,600	4,400	56 (+22)	-	-
apartment rental Hoboken		3,600	3,600	-	-	-
apartment rental Washington DC		3,600	4,400	-	-	-
apartment White Plains NY		3,600	4,400	28 (+31)	40 (+36)	-
apartments Ashburn VA	1	3,600	3,600	73 (new)	60 (-13)	-
apartments for rent Alexandria VA		3,600	3,600	66 (+18)	-	-
apartments for rent philadelphia pa		3,600	3,600	-	-	-
apartments Norristown		3,600	3,600	-	30 (+10)	89 (+8)

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments Towson MD		3,600	4,400	67 (-1)	50 (-29)	-
rental apartment Hoboken		3,600	3,600	-	-	-
rental apartment Washington DC		3,600	4,400	68 (+40)	-	-
test keyword		3,600	9,900	-	-	-
The Sagamore New York NY		3,600	4,400	64 (+24)	-	-
apartment Centreville VA		2,900	2,900	63 (+4)	59 (-5)	-
apartment for rent Columbia MD		2,900	2,900	45 (+32)	-	-
apartment for rent Fairfax VA		2,900	2,900	62 (+16)	99 (new)	-
apartment for rent New Haven		2,900	3,600	-	-	-
apartment for rent Silver Spring		2,900	2,900	-	-	-
apartment rental Arlington		2,900	3,600	-	-	-
apartment rental Jersey City		2,900	2,900	-	-	-
apartment rentals washington dc		2,900	3,600	-	105 (-43)	-
apartment rentals Washington DC		2,900	3,600	49 (+34)	104 (-42)	-
apartments Centreville VA		2,900	2,900	41 (+29)	48 (+5)	-
apartments for rent New Haven		2,900	3,600	103 (new)	-	-
rental apartment Jersey City		2,900	2,900	-	-	-
rental apartments washington dc		2,900	3,600	73 (+2)	-	-
rental apartments Hoboken	2	2,900	3,600	-	-	-
rental apartments Washington DC		2,900	3,600	74 (+4)	-	-
the avenue apartments dc		2,900	2,900	10 (+5)	3	2
apartment for rent annapolis		2,400	2,900	57 (+33)	-	-
apartment for rent Bethesda		2,400	2,900	65 (+19)	71 (+34)	42 (new)
apartment for rent frederick md		2,400	2,400	52 (+17)	48 (new)	-
apartment Medford MA		2,400	2,400	24 (+14)	57 (+7)	-
apartment rental Richmond		2,400	4,400	-	-	-
apartment rentals Arlington		2,400	2,400	-	54 (new)	-
apartment rentals Hoboken		2,400	2,900	97 (new)	118 (new)	-
apartment rentals Jersey City		2,400	2,400	98 (new)	-	-
apartment Vienna VA		2,400	2,400	36 (+8)	28 (+27)	-
apartment Woburn MA		2,400	2,400	29 (+33)	13	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments Bedford MA		2,400	2,900	17 (+12)	32	-
apartments for rent Georgetown		2,400	3,600	-	-	-
apartments for rent Silver Spring		2,400	2,400	-	-	-
apartments Medford MA		2,400	2,400	25 (+14)	31 (-7)	-
apartments Norristown PA		2,400	2,400	88 (new)	29 (+9)	-
apartments Owings Mills MD		2,400	2,400	11 (+1)	7 (+9)	29 (+3)
apartments Vienna VA		2,400	2,400	89 (-32)	26 (+9)	-
apartments Woburn MA		2,400	2,400	29 (+34)	21 (-1)	-
Luxury Apartments DC	4	2,400	2,400	6 (+1)	3 (-1)	1 (+1)
Park Place DC	3	2,400	2,400	-	4 (+1)	5
rental apartments Arlington		2,400	2,900	-	-	-
rental apartments Jersey City		2,400	2,900	-	-	-
rental apartments Richmond		2,400	4,400	-	-	-
aliceanna baltimore		1,900	1,900	-	3 (-1)	44 (+5)
apartment for rent West Chester PA		1,900	1,900	106 (new)	108 (new)	-
apartment rental baltimore		1,900	2,400	106 (new)	113 (-56)	-
apartment rentals Richmond		1,900	3,600	-	-	-
apartments for rent annapolis		1,900	1,900	83 (+19)	-	-
apartments for rent Bethesda		1,900	2,400	49 (+34)	73 (+24)	42 (+3)
apartments for rent Fairfax VA		1,900	1,900	74 (+26)	94 (-11)	-
apartments for rent Rockville		1,900	2,400	83 (new)	-	-
Luxury Apartment DC	1	1,900	1,900	7	2	1 (+1)
Luxury Apartment Philadelphia		1,900	1,900	102 (-96)	81 (-28)	-
New Apartments DC		1,900	1,900	25 (+19)	2	1
rental apartment baltimore		1,900	2,400	-	-	-
rental apartments baltimore		1,900	2,400	116 (new)	-	-
Studio Apartments DC	2	1,900	1,900	84 (-12)	-	-
apartment for rent Manassas VA		1,600	1,600	40 (+20)	-	-
apartment for rent Rockville MD		1,600	1,600	48 (+41)	-	-
apartment for rent White Plains NY	1	1,600	1,600	36 (+21)	98 (new)	-
apartment rental Arlington VA		1,600	1,600	70 (+22)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartment rentals baltimore		1,600	1,600	-	-	-
apartments for rent Columbia MD		1,600	1,600	63 (+8)	-	-
apartments for rent Englewood		1,600	1,600	84 (new)	-	-
apartments for rent frederick md		1,600	1,600	76 (new)	82 (new)	-
apartments for rent Morristown		1,600	1,600	47 (+18)	-	-
apartments for rent West Chester PA		1,600	1,600	93 (-9)	-	-
apartments Landover MD		1,600	1,600	29 (+11)	44 (+54)	-
The Ellington DC	33	1,600	1,600	5 (+46)	6 (+1)	18 (-11)
apartment elkridge md		1,300	1,300	57 (+17)	42 (-3)	76 (-44)
apartment for rent Bethesda MD		1,300	1,300	48 (+23)	27 (+69)	-
apartment for rent laurel md		1,300	1,300	26 (+24)	97 (+15)	-
apartment Limerick		1,300	4,400	113 (-56)	18 (+1)	59 (+3)
apartment rental Richmond VA		1,300	1,300	-	63 (new)	-
apartment rentals Arlington VA		1,300	1,300	89 (+14)	109 (new)	88 (new)
apartments Conshohocken PA	1	1,300	1,300	-	61 (+8)	-
apartments Doylestown PA		1,300	1,300	94 (new)	26 (-8)	92 (new)
apartments elkridge md		1,300	1,300	-	45 (+7)	70 (-22)
apartments for rent White Plains NY		1,300	1,600	43 (+18)	103 (-14)	-
apartments Limerick		1,300	6,600	-	11 (-2)	59 (+3)
apartments Odenton MD		1,300	1,300	-	94 (+9)	-
apartments South Orange NJ		1,300	1,300	25 (+6)	33 (-6)	74 (-7)
apartments white marsh md		1,300	1,600	42 (-5)	50 (+30)	84 (+8)
Luxury Apartments Washington DC	14	1,300	1,600	7	8 (-4)	3
The Hampton Arlington VA		1,300	1,600	29 (-18)	-	-
apartment for rent Reston VA		1,000	1,300	53 (+3)	91 (new)	-
apartment for rent Reston VA		1,000	1,300	53 (+7)	91 (new)	-
apartment hanover md		1,000	1,000	14	40 (-11)	-
apartment North Bethesda		1,000	1,000	18 (+4)	29 (+12)	28 (+47)
apartment rental Alexandria VA		1,000	1,300	102 (new)	71 (-19)	-
apartment rentals Alexandria VA		1,000	1,000	86 (+10)	56 (-11)	-
apartment rentals Richmond VA		1,000	1,000	-	56 (new)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments for rent Bethesda MD		1,000	1,000	45 (+17)	32 (+61)	-
apartments for rent Manassas VA		1,000	1,000	36 (+7)	-	-
apartments for rent Rockville MD		1,000	1,300	54 (+15)	-	-
apartments hanover md		1,000	1,000	13	40 (+4)	-
apartments North Bethesda	1	1,000	1,000	19 (+4)	32 (+8)	90 (-44)
apartments Wheaton MD		1,000	1,000	17 (-2)	12 (-1)	-
rental apartments Arlington VA		1,000	1,000	-	-	-
rental apartments Richmond VA		1,000	1,000	85 (new)	66 (-14)	-
the avenue apartments washington dc	1	1,000	1,300	13 (+2)	3	-
apartment for rent Falls Church VA		880	880	40 (+19)	-	-
apartment for rent Gaithersburg MD		880	880	77 (+6)	72 (+41)	-
apartments for rent laurel md		880	1,000	47 (+21)	-	-
apartments for rent Reston VA		880	880	55 (+9)	96 (+9)	-
apartments Henrico VA		880	880	41 (+39)	-	-
apartments pikesville md		880	880	-	33 (-5)	-
apartments Upper Marlboro MD		880	1,000	40 (+3)	11 (+6)	-
Laurel Square Apartments Laurel MD		880	880	5	2	3
Liberty Towers Jersey City	6	880	1,000	34 (-30)	3	15 (-12)
Luxury Apartments Manhattan New York		880	1,000	-	-	-
Park Place Washington DC		880	880	25 (+7)	6	30 (-6)
Senate Square DC		880	880	38 (+4)	3	14 (-2)
Studio Apartment Baltimore		880	880	63 (-7)	14 (+2)	65 (-1)
Studio Apartments Baltimore		880	880	80 (-4)	15	69 (-5)
Studio For Rent DC		880	880	74 (new)	-	-
3 Bedroom Apartments DC		720	880	-	11 (+4)	-
apartment for rent Medford MA		720	720	32 (+12)	68 (+30)	-
apartment rental Bethesda		720	880	48 (+26)	13 (+7)	77 (-58)
apartment rental Georgetown		720	880	-	-	-
apartment rental New Haven		720	880	-	-	-
apartments for rent Falls Church VA		720	720	36 (+15)	-	-
apartments for rent Gaithersburg MD		720	720	69 (-3)	90 (-10)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments North Wales PA		720	720	87 (-2)	57 (+9)	73 (-8)
Highland Park DC		720	720	77 (-61)	13 (-7)	18 (-2)
New Apartments Washington DC		720	720	22 (+19)	2	1
rental apartments Alexandria VA		720	720	43 (+6)	-	-
rental apartments Bethesda		720	720	6	44 (+15)	-
River House Arlington VA		720	720	17 (-2)	12	-
Studio Apartment Washington DC		720	720	-	120 (-4)	-
Studio Apartments Washington DC	1	720	880	99 (-17)	101 (+12)	-
apartment for rent Vienna VA		590	720	-	-	-
apartment rental philadelphia pa		590	590	-	-	-
apartment rentals New Haven		590	590	72 (+36)	-	-
apartments for rent Germantown MD		590	720	53 (+3)	-	-
apartments for rent Ashburn VA		590	590	78 (+19)	-	-
apartments for rent Germantown MD		590	720	53 (+3)	-	-
apartments for rent Herndon VA		590	720	67 (-6)	-	-
apartments for rent Medford MA		590	720	42 (+10)	71 (+19)	-
apartments Wyomissing PA		590	590	24 (+4)	35 (-4)	-
Broadmoor Apartments Richmond		590	590	18 (+4)	12 (-1)	30 (+1)
loft apartments baltimore		590	720	-	15 (+2)	43 (-25)
apartment rentals Bethesda		480	590	41 (+6)	9 (+10)	3 (+23)
apartment rentals Georgetown		480	590	-	-	-
apartment rentals philadelphia pa		480	480	-	-	-
apartments for rent Towson MD		480	480	59 (new)	79 (new)	-
apartments for rent Woburn MA		480	480	33 (+7)	78 (+23)	-
apartments Oakton VA	1	480	480	-	25 (-7)	53 (-17)
Luxury Apartments Arlington VA	14	480	480	16 (+1)	13 (+2)	40 (-26)
rental apartments philadelphia pa		480	480	-	-	-
Studio Apartments Arlington VA		480	480	24 (+9)	34 (+5)	-
apartment rental Columbia MD		390	390	60 (+17)	59 (-43)	-
apartment rental White Plains NY		390	480	-	65 (-28)	-
apartment rentals Fairfax VA		390	390	49 (+5)	52 (-38)	6 (new)

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Centreville VA		390	390	39 (+7)	52 (+24)	-
apartments for rent Doylestown PA		390	390	-	54 (+2)	-
apartments for rent Norristown PA		390	390	66 (-8)	-	-
apartments for rent Vienna VA		390	480	-	-	-
Crystal City Apartments Arlington VA	1	390	390	8 (+45)	19 (-6)	50 (-36)
Honey Tree Richmond VA		390	390	27 (+8)	14 (-8)	24 (-20)
rental apartments frederick md		390	390	6	71 (+44)	-
rental apartments White Plains NY	1	390	390	-	61 (+31)	79 (new)
Senior Living Washington DC		390	390	62 (+24)	53 (+14)	-
The Ellington Washington DC	3	390	390	5 (+42)	4	85 (new)
U Street Apartments DC	1	390	390	19 (+3)	30 (-2)	-
View 14 DC		390	480	20 (+6)	11 (+4)	-
360 State Street New Haven CT		320	320	39 (+5)	3	16 (-14)
apartment rental Bethesda MD		320	320	56 (+8)	11 (+6)	-
apartment rental Reston VA		320	320	45 (+9)	42 (-19)	-
apartment rentals West Chester PA		320	320	-	77 (-28)	-
apartment rentals White Plains NY		320	320	32 (+18)	33 (+5)	-
apartments for rent Conshohocken PA		320	320	51 (+4)	-	-
apartments for rent South Orange NJ		320	320	20 (+5)	71 (+22)	-
brookside frederick md		320	320	29 (+10)	2	1
Lakeside Apartments Centreville VA	50	320	320	1	8	23 (-5)
Lotus Square DC		320	320	13 (+3)	4	5 (-1)
Luxury Apartments Alexandria VA	8	320	320	42 (+4)	9 (+4)	-
Luxury Apartments Bethesda	4	320	390	-	17 (+3)	63 (new)
Luxury Apartments Newark		320	320	-	-	-
Monterey Bethesda		320	320	27 (-5)	3 (+1)	18 (+4)
Observer Park Hoboken	3	320	320	5	3	4
Rent Studio Jersey City		320	390	-	49 (+5)	-
residences on the avenue dc	1	320	320	14 (+7)	2	-
1 Bedroom Apartments Washington DC		260	320	38 (+21)	33 (+20)	-
100 park wyomissing square		260	320	13 (+3)	3	2

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
1500 locust philadelphia pa		260	260	47 (+11)	5 (+4)	16 (-3)
2 Bedroom Apartments Washington DC		260	320	63 (-1)	46 (+7)	-
apartment for rent Limerick		260	1,300	92 (new)	74 (+10)	-
apartment rentals Reston VA		260	260	61 (-7)	14 (+2)	12 (+2)
apartments for rent Owings Mills MD		260	260	21 (+1)	76 (-39)	-
Senate Square Washington DC	1	260	260	36 (-5)	3	3
Siena Park Arlington VA		260	260	14 (-1)	4	13 (-11)
Spa Cove Annapolis		260	260	-	14 (+1)	21 (+4)
The Estates Pikesville MD	4	260	260	4 (+48)	3 (+1)	3 (-1)
3 Bedroom Apartments Washington DC		210	210	65 (+5)	11 (-2)	-
apartments for rent Limerick		210	1,600	-	-	-
apartments for rent Odenton MD		210	210	63 (+19)	-	-
apartments North Bethesda MD		210	210	15	28 (-12)	90 (-13)
belmont station elkridge md	5	210	210	5 (-1)	3	1
Chatsworth Park Manassas VA	6	210	210	1	1	1
rental apartments Reston VA		210	210	55 (+8)	67 (+14)	-
Rolling Hills Germantown MD		210	210	1	2	1
Sherwood Crossing Elkridge MD	5	210	210	1 (+5)	4 (-1)	2
The Metropolitan Bethesda MD	7	210	210	1	2	1
Washington Crossing Woburn MA	32	210	210	1	2 (-1)	1
apartment rentals Bethesda MD		170	210	37 (+16)	20 (-6)	13 (-1)
apartment rentals Rockville MD		170	170	53 (+9)	83 (-69)	85 (-73)
Red Run Apartments Owings Mills MD	4	170	170	5 (+11)	4	3
Rosemary Ridge Manassas VA		170	170	29 (+5)	3	3 (-1)
The Grays on Pennsylvania DC	10	170	170	1	5 (-1)	-
apartments for rent hanover md		140	140	41 (+8)	52 (new)	-
Gaslight Commons South Orange NJ	14	140	170	1	2	12 (-1)
Halstead Arlington VA	1	140	170	14 (+1)	3	15 (-13)
luxury apartments annapolis		140	140	20 (+10)	5	12 (-8)
Monroe Place Herndon VA		140	140	6 (-1)	3 (-1)	2

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
River House DC		140	170	43 (-22)	-	-
Summer Chase Apartments Limerick PA	1	140	140	33 (+7)	4	6 (-3)
The Apartments at North Point Reston VA		140	170	2	1	3 (+1)
The Glen Apartments Wheaton MD	26	140	140	1	2 (-1)	1
U Street Apartments Washington DC		140	140	20	40 (+7)	-
1901 west annapolis md		110	110	5 (+1)	3	22 (+2)
apartment rentals Medford MA		110	110	31 (+11)	42 (-16)	-
apartment rentals Vienna VA		110	140	-	36 (new)	20 (new)
apartments for rent Massapequa NY		110	140	11 (+2)	51 (+28)	-
apartments for rent Wheaton MD		110	110	16 (+9)	71 (+1)	-
Enclave at Emerson Laurel MD		110	110	19 (-1)	2	2
Highland Park Washington DC		110	110	24 (+4)	6 (+1)	17 (-4)
Hunters Glen Upper Marlboro MD	25	110	110	1	1	1
luxury apartments philadelphia pa	2	110	110	75 (+8)	89 (-46)	-
overlook manor frederick md	2	110	110	25 (+3)	2	2
Poplar Glen Columbia MD		110	110	5 (-1)	3	8 (-1)
residences on the avenue washington dc	2	110	110	30 (-1)	2	-
Stonington Farm Doylestown PA	2	110	110	1	2	1
The Tuscany Apartments Alexandria VA		110	140	20 (+7)	3	-
View 14 Washington DC		110	110	21 (+2)	13 (+4)	-
Masons Keepe Manassas VA	2	91	91	5	4	3
Pentagon City Apartments Arlington VA		91	91	58 (+10)	119 (new)	-
St. Johns Wood Reston VA		91	91	5 (+10)	2	1
The Lexington at Market Square DC	1	91	110	1	1	1
The Munsey Baltimore MD	19	91	91	1	3	15 (-14)
The Zenith Baltimore MD		91	91	59 (-55)	3	7 (-5)
Timberlawn Crescent Bethesda	4	91	91	1 (+2)	2	1
220 Twentieth Street Arlington VA		73	73	34 (+3)	4 (+4)	17 (-1)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
overlook manor apartments	1	73	73	-	2	2
Stone Point Apartments Annapolis MD		73	73	17 (+2)	3	4 (+2)
Studio Apartments Rockville MD		73	73	29 (-3)	16 (-2)	-
The Residences at the Market Common Arlington VA	1	73	73	1	3	11 (-1)
The Whitney Bethesda MD		73	73	5	3	5 (-4)
Lodge at Seven Oaks Odenton MD	1	58	58	4	3	1
Lotus Square Washington DC	4	58	58	8 (+1)	3	5
Luxury Apartments White Plains NY	2	58	58	103 (-10)	23 (-2)	20 (-1)
Park Lane Seaport Boston MA		58	58	-	4	19 (-3)
Pearson Square Falls Church VA		58	58	4	4 (-1)	10 (-8)
Sterling Parc Cedar Knolls NJ		58	58	27	4 (+2)	19 (-15)
The Courts of Devon Gaithersburg MD		58	58	1	2	9 (-1)
The Paramount Arlington VA	21	58	58	4	2	1
Towson Woods Apartments Towson MD	1	58	58	1	1	13 (-10)
Bank Street Commons White Plains NY		46	58	5 (+37)	4	25 (-23)
Greenwich Place Owings Mills MD	8	46	46	1	1	1
Henderson House Baltimore MD		46	46	32 (-31)	3 (-1)	1
pet friendly apartments alexandria va		46	46	19 (+4)	17 (-3)	-
Regatta Apartments Norristown PA		46	46	4	3	9 (+2)
Rhode Island Row Washington DC		46	46	31 (+6)	2 (+2)	6 (new)
Edgewater Apartments Philadelphia PA		36	36	5	3 (+1)	21 (-6)
Luxury Apartments Falls Church VA	4	36	46	63 (-6)	8 (-1)	53 (-1)
Newseum Residences DC		36	46	22 (+59)	4 (+1)	5
Park Place at Van Dorn Alexandria VA	1	36	36	24 (+2)	6	11 (-9)
Riverview Landing Eagleville PA		36	36	1	2	1
The Lexington at Market Square Washington DC	5	36	36	1	2	1
Arbors at Broadlands Ashburn VA	8	28	28	1	2 (-1)	10 (-1)
EOS Twenty-One Alexandria VA		28	36	5	3	12 (-4)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
London/Normandy House Arlington VA		28	28	1	1	37 (-36)
Luxury Apartments Bedford MA		28	28	11 (+2)	8	45 (-13)
The Gramercy at Town Center Columbia MD	1	28	28	1	2	7 (-5)
The Grays on Pennsylvania Washington DC		28	28	1	5 (-1)	-
1500 locust apartments philadelphia pa		22	22	37 (+8)	8 (+2)	21 (-5)
Concord Crystal City Arlington VA		22	22	26 (-7)	3	11 (-9)
eight 50 alicenna baltimore	6	22	22	1	1	1
Luxury Apartments Woburn MA		22	22	11	3 (+1)	-
Newseum Residences Washington DC		22	28	20 (+2)	6 (-1)	2 (+2)
WestEnd25 Washington DC		5	12	78 (-4)	6	35 (-16)
1 Bedroom Apartments apartments Cedar Knolls		-	-	8 (+3)	4 (-1)	14 (new)
1 Bedroom Apartments apartments Morristown		-	-	29 (+12)	-	-
1 Bedroom Apartments Cedar Knolls		-	-	9 (+2)	3 (+1)	18 (+3)
1 bedroom apartments Columbia MD		-	-	9 (+16)	13 (+5)	-
1 Bedroom Apartments DC		-	-	48 (+49)	55 (+12)	-
1 Bedroom Apartments Morristown		-	-	47 (+6)	88 (+25)	47 (new)
1 bedroom apartments Owings Mills MD		-	-	14 (+5)	8 (+2)	22 (+19)
100 Park at Wyomissing Square Wyomissing PA		-	-	4	3	7 (+1)
1830 lombard philadelphia pa		-	-	15 (+5)	3	6
1830 lombard apartments philadelphia pa		-	-	17 (-6)	2 (-1)	8 (-4)
2 Bedroom Apartments Centreville VA		-	-	10 (+6)	8 (-2)	-
2 Bedroom Apartments DC		-	-	74 (+6)	25 (+5)	-
2 Bedroom Apartments Elkridge MD		-	-	41 (-32)	3 (+1)	-
2 Bedroom Apartments Reston VA		-	-	35 (-19)	9 (+1)	68 (-20)
2 Bedroom Apartments West Chester PA		-	-	69 (+9)	16 (-6)	38 (-10)
2 Bedroom ApartmentsColumbia		-	-	64 (-6)	19 (new)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
220 Twentieth Street DC		-	-	24 (-12)	3 (+1)	4 (+2)
2401 pennsylvania apartments dc		-	-	6 (+2)	1	2 (-1)
2401 pennsylvania apartments washington dc		-	-	11 (-4)	1	1
2401 pennsylvania dc		-	-	12	1	1
2401 Pennsylvania washington dc	9	-	-	7 (+1)	2	1
3 bedroom apartments Germantown MD		-	-	48 (-27)	7 (+1)	57 (-5)
3 Bedroom Apartments Alexandria VA		-	-	34 (+15)	26 (+8)	-
3 Bedroom Apartments apartments Reisterstown		-	-	-	-	-
3 bedroom apartments Baltimore		-	-	63 (+19)	10 (+4)	-
3 Bedroom Apartments Medford MA		-	-	27 (+15)	14 (-2)	-
3 bedroom apartments Owings Mills MD		-	-	24 (-5)	15 (-3)	21 (-8)
3 Bedroom Apartments Reisterstown		-	-	-	9	26 (-12)
3 Bedroom Apartments Reisterstown MD		-	-	74 (-14)	9 (-5)	76 (-73)
3 Bedroom Apartments Reston VA		-	-	78 (-61)	3 (+5)	65 (-23)
800 carlyle alexandria va		-	-	15	2 (+1)	7
800 carlyle apartments alexandria va		-	-	8 (+2)	2	10 (+3)
apartment Bedford MA		-	-	18 (+9)	43 (+16)	-
apartment Bowie		-	-	86 (new)	-	-
apartment bowie-russet md		-	-	6 (new)	1	1
apartment Capitol Heights MD		-	-	65 (+19)	15 (+1)	-
apartment Cedar Knolls		-	-	14 (+12)	29 (-5)	37 (-15)
apartment Conshohocken PA		-	-	68 (+26)	84 (+27)	-
apartment Doylestown PA		-	-	80 (+19)	25 (+6)	97 (-71)
apartment Eagleville PA		-	-	11	30 (+6)	39
apartment for rent Germantown MD		-	-	70 (+7)	-	-
apartment for rent Ashburn VA		-	-	-	-	-
apartment for rent Bedford MA		-	-	22 (+11)	55 (new)	-
apartment for rent Bowie		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent bowie-russet md		-	-	3 (+5)	-	-
apartment for rent Capitol Heights MD		-	-	85 (new)	68 (+27)	-
apartment for rent Cedar Knolls		-	-	14 (+11)	82 (-8)	-
apartment for rent Centreville VA		-	-	51 (+12)	57 (+39)	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Conshohocken PA		-	-	51 (-1)	-	-
apartment for rent Doylestown PA		-	-	-	44 (+12)	-
apartment for rent Eagleville PA		-	-	-	-	-
apartment for rent elkridge md		-	-	-	60 (+13)	-
apartment for rent Englewood		-	-	102 (new)	-	-
apartment for rent Germantown MD		-	-	70 (+7)	-	-
apartment for rent hanover md		-	-	44 (+18)	66 (-19)	-
apartment for rent Henrico VA		-	-	58 (+17)	-	-
apartment for rent Herndon VA		-	-	75 (+1)	-	-
apartment for rent Landover MD		-	-	-	-	-
apartment for rent Massapequa NY		-	-	9 (+3)	58 (+27)	-
apartment for rent Morristown		-	-	54 (+37)	-	-
apartment for rent Norristown		-	-	-	121 (new)	-
apartment for rent Norristown PA		-	-	66 (-1)	83 (new)	-
apartment for rent North Bethesda		-	-	-	83 (+11)	-
apartment for rent North Bethesda MD		-	-	25 (+3)	48 (-1)	51 (-2)
apartment for rent North Wales PA		-	-	66 (new)	85 (new)	-
apartment for rent Oakton VA		-	-	67 (new)	-	-
apartment for rent Odenton MD		-	-	-	-	-
apartment for rent Owings Mills		-	-	23 (+5)	39 (+13)	56 (new)
apartment for rent Owings Mills MD		-	-	21 (+3)	37 (+4)	63 (+5)
apartment for rent pikesville md		-	-	73 (new)	59 (+20)	-
apartment for rent Prince Frederick MD		-	-	20 (-4)	20 (+30)	-
apartment for rent Reisterstown		-	-	-	94 (+9)	-
apartment for rent Reisterstown MD		-	-	103 (new)	-	-
apartment for rent Rockville		-	-	96 (new)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent South Laurel		-	-	-	36 (-2)	-
apartment for rent South Orange NJ		-	-	22 (+3)	70 (new)	-
apartment for rent Towson MD		-	-	71 (new)	89 (new)	-
apartment for rent Upper Marlboro MD		-	-	38 (+2)	40 (+54)	-
apartment for rent Wheaton MD		-	-	24 (+11)	46 (+23)	-
apartment for rent white marsh md		-	-	84 (new)	102 (-37)	-
apartment for rent Woburn MA		-	-	34 (+10)	70 (+36)	-
apartment for rent Wyomissing PA		-	-	32 (+5)	44 (+23)	-
apartment Henrico VA		-	-	55 (+22)	-	-
apartment Landover MD		-	-	19 (+8)	56 (new)	-
Apartment Luxury Baltimore		-	-	-	25 (+9)	72
apartment Massapequa NY		-	-	18 (+6)	32 (+13)	60 (-16)
apartment Norristown		-	-	-	48 (+22)	89 (+8)
apartment Norristown PA		-	-	69 (+11)	35 (+11)	-
apartment North Bethesda MD		-	-	15	34 (-17)	77 (-34)
apartment North Wales PA		-	-	80 (+9)	63 (+4)	80 (-24)
apartment Oakton VA		-	-	-	20	48 (-13)
apartment Odenton MD		-	-	102 (new)	90 (+9)	-
apartment Owings Mills MD		-	-	11	7 (+6)	32
apartment pikesville md		-	-	-	27 (+1)	97 (+1)
apartment Prince Frederick MD		-	-	8 (+3)	11 (+7)	98 (new)
apartment Reisterstown		-	-	85 (new)	33 (-6)	-
apartment Reisterstown MD		-	-	-	42 (+4)	-
apartment rental annapolis		-	-	80 (+28)	-	-
apartment rental Ashburn VA		-	-	95 (-31)	54 (-37)	-
apartment rental Bedford MA		-	-	23 (+6)	37 (-14)	-
apartment rental Bowie		-	-	-	-	-
apartment rental Capitol Heights MD		-	-	69 (+10)	60 (+19)	-
apartment rental Cedar Knolls		-	-	17 (+10)	34 (-19)	16 (new)
apartment rental Centreville VA		-	-	50 (+2)	36 (-25)	-
apartment rental Columbia		-	-	-	48 (new)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Conshohocken PA		-	-	50 (+1)	96 (-48)	-
apartment rental Doylestown PA		-	-	102 (-21)	27 (-19)	-
apartment rental Eagleville PA		-	-	15 (+1)	68 (-24)	43 (new)
apartment rental Elkridge MD		-	-	99 (-12)	44 (new)	-
apartment rental Englewood		-	-	85 (+23)	-	-
apartment rental Fairfax VA		-	-	49 (+17)	54 (-37)	-
apartment rental Falls Church VA		-	-	44 (+35)	63 (-38)	-
apartment rental frederick md		-	-	59 (+20)	42 (-14)	-
apartment rental Gaithersburg MD		-	-	84 (-2)	54 (-44)	-
apartment rental Germantown MD		-	-	56 (+16)	76 (new)	-
apartment rental hanover md		-	-	47 (+13)	41 (new)	-
apartment rental Henrico VA		-	-	53 (+7)	-	-
apartment rental Herndon VA		-	-	77 (+10)	112 (-57)	-
apartment rental Landover		-	-	-	104 (-4)	-
apartment rental Laurel		-	-	88 (new)	76 (new)	-
apartment rental Laurel MD		-	-	23 (+15)	64 (-40)	51 (-32)
apartment rental Limerick		-	-	75 (new)	62 (-2)	-
apartment rental Manassas VA		-	-	49 (+19)	53 (-38)	-
apartment rental Massapequa NY		-	-	9 (+4)	50 (-33)	-
apartment rental Medford MA		-	-	40 (new)	44 (-13)	-
apartment rental Morristown		-	-	65 (new)	-	84 (new)
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	-	71 (-52)	-
apartment rental Norristown PA		-	-	63 (-3)	56 (-16)	-
apartment rental North Bethesda		-	-	22 (+11)	50 (-9)	55 (-19)
apartment rental North Bethesda MD		-	-	37 (-1)	38 (-13)	-
apartment rental North Wales PA		-	-	54 (+6)	42 (new)	-
apartment rental Oakton VA		-	-	74 (-11)	15 (-8)	86 (+14)
apartment rental Odenton		-	-	-	105 (-10)	-
apartment rental Owings Mills MD		-	-	12 (+10)	17 (-5)	29 (-2)
apartment rental Pikesville MD		-	-	80 (+3)	39 (-26)	100 (-87)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Prince Frederick MD		-	-	10 (+2)	29 (-11)	-
apartment rental Reisterstown		-	-	-	85 (-14)	-
apartment rental Reisterstown MD		-	-	91 (-3)	53 (new)	-
apartment rental Rockville		-	-	91 (new)	-	-
apartment rental Rockville MD		-	-	-	76 (-50)	-
apartment rental Silver Spring		-	-	-	-	-
apartment rental South Laurel		-	-	-	19 (new)	64 (new)
apartment rental South Orange NJ		-	-	20 (+7)	38 (-5)	52 (new)
apartment rental Towson MD		-	-	80 (new)	50 (new)	-
apartment rental Upper Marlboro MD		-	-	32 (+10)	42 (-31)	-
apartment rental Vienna VA		-	-	-	115 (new)	-
apartment rental West Chester PA		-	-	-	77 (-30)	-
apartment rental Wheaton MD		-	-	24 (+3)	6	72 (new)
apartment rental white marsh md		-	-	-	27 (+90)	-
apartment rental Woburn MA		-	-	35 (+7)	30 (+4)	-
apartment rental Wyomissing PA		-	-	26 (+2)	24 (-18)	48 (-30)
apartment rentals annapolis		-	-	89 (new)	-	-
apartment rentals Ashburn VA		-	-	-	55 (-38)	29 (new)
apartment rentals Bedford MA		-	-	16 (+11)	31 (+3)	-
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	1 (+3)	1	1
apartment rentals Capitol Heights MD		-	-	-	56 (-40)	16 (+82)
apartment rentals Cedar Knolls		-	-	10 (+10)	42 (-27)	22 (-9)
apartment rentals Centreville VA		-	-	38 (+16)	39 (-28)	-
apartment rentals Columbia		-	-	107 (new)	22 (new)	14 (new)
apartment rentals Columbia MD		-	-	42 (+26)	15 (-2)	6 (new)
apartment rentals Conshohocken PA		-	-	59 (-3)	62 (+21)	-
apartment rentals Doylestown PA		-	-	-	9 (+12)	5 (new)
apartment rentals Eagleville PA		-	-	-	72 (-32)	93 (new)
apartment rentals elkridge md		-	-	95 (-7)	31 (+21)	6 (new)
apartment rentals Englewood		-	-	87 (new)	92 (-73)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Falls Church VA		-	-	39 (+8)	63 (-38)	-
apartment rentals frederick md		-	-	45 (+13)	31 (-5)	14 (new)
apartment rentals Gaithersburg MD		-	-	-	66 (-55)	-
apartment rentals Germantown MD		-	-	55	15 (new)	7 (new)
apartment rentals hanover md		-	-	39 (+10)	32 (new)	13 (new)
apartment rentals Henrico VA		-	-	43 (+17)	-	-
apartment rentals Herndon VA		-	-	62 (+7)	68 (-21)	-
apartment rentals Landover MD		-	-	-	-	-
apartment rentals Laurel MD		-	-	22 (+11)	9 (+12)	22 (new)
apartment rentals laurel md		-	-	22 (+10)	9 (+12)	22 (new)
apartment rentals Limerick		-	-	-	44 (-18)	58 (new)
apartment rentals Manassas VA		-	-	39 (+13)	12 (+3)	15 (new)
apartment rentals Massapequa NY		-	-	18 (+1)	41 (-24)	-
apartment rentals Morristown		-	-	50 (-5)	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	-	40 (-25)	92 (new)
apartment rentals Norristown PA		-	-	67 (+8)	49 (-15)	-
apartment rentals North Bethesda		-	-	18 (+11)	56 (-25)	77 (-41)
apartment rentals North Bethesda MD		-	-	20 (+53)	34 (-21)	-
apartment rentals North Wales PA		-	-	67 (+17)	40 (+43)	-
apartment rentals Oakton VA		-	-	101 (-18)	11 (-5)	85 (-81)
apartment rentals Odenton MD		-	-	-	61 (+51)	-
apartment rentals Owings Mills		-	-	14 (+8)	14 (+21)	28 (-9)
apartment rentals Owings Mills MD		-	-	13 (+1)	14 (+2)	19 (+20)
apartment rentals pikesville md		-	-	106 (-35)	10 (+3)	10 (new)
apartment rentals Prince Frederick MD		-	-	11 (+2)	20 (-5)	-
apartment rentals Reisterstown		-	-	75 (new)	53 (+35)	-
apartment rentals Reisterstown MD		-	-	98 (-36)	47 (+58)	-
apartment rentals Rockville		-	-	72 (+18)	-	-
apartment rentals Silver Spring		-	-	-	-	93 (new)
apartment rentals South Laurel		-	-	-	15 (new)	64 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals South Orange NJ		-	-	21 (+6)	45 (-13)	78 (new)
apartment rentals Towson MD		-	-	70 (new)	56 (new)	-
apartment rentals Upper Marlboro MD		-	-	32 (+6)	47 (-35)	-
apartment rentals Wheaton MD		-	-	16 (+8)	9 (-3)	84 (new)
apartment rentals white marsh md		-	-	-	104 (-1)	-
apartment rentals Woburn MA		-	-	32 (+7)	25 (+6)	-
apartment rentals Wyomissing PA		-	-	31 (+1)	20 (-13)	48 (-29)
apartment South Laurel		-	-	-	26 (-3)	65 (new)
apartment South Orange NJ		-	-	26 (+9)	27 (+15)	64 (+1)
apartment Upper Marlboro MD		-	-	44 (+1)	11 (+6)	-
apartment Wheaton MD		-	-	16 (-3)	13 (+2)	-
apartment white marsh md		-	-	31 (-1)	52 (+19)	84 (-13)
Apartment With Garage DC		-	-	45 (+46)	6 (+1)	-
Apartment with Garage Washington DC		-	-	36 (+26)	11 (-4)	75 (-68)
apartment Wyomissing PA		-	-	19 (+9)	29	-
apartments bowie-russet md		-	-	6 (+6)	1	1
Apartments Bronx Englewood		-	-	21 (-5)	4 (-1)	18 (+2)
apartments Capitol Heights MD		-	-	67 (+28)	24 (-12)	-
apartments Cedar Knolls		-	-	15 (+6)	37 (-12)	29 (-5)
apartments Eagleville PA		-	-	-	28 (+4)	40 (-3)
apartments for rent Bedford MA		-	-	22 (+17)	64 (new)	-
apartments for rent Bowie		-	-	-	-	-
apartments for rent bowie-russet md		-	-	3 (-1)	-	-
apartments for rent Capitol Heights MD		-	-	69 (+27)	70 (+17)	-
apartments for rent Cedar Knolls		-	-	22 (+13)	56 (+14)	35 (new)
apartments for rent Eagleville PA		-	-	-	-	-
apartments for rent elkridge md		-	-	-	56 (-8)	-
apartments for rent Henrico VA		-	-	57 (+19)	-	-
apartments for rent Landover MD		-	-	-	-	-
apartments for rent Norristown		-	-	101 (-34)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent North Bethesda		-	-	22 (+4)	77 (+8)	-
apartments for rent North Bethesda MD		-	-	25 (-1)	62 (-8)	-
apartments for rent North Wales PA		-	-	73 (+24)	90 (new)	-
apartments for rent Oakton VA		-	-	85 (+24)	-	-
apartments for rent Owings Mills		-	-	23 (+8)	67 (-11)	-
apartments for rent pikesville md		-	-	-	62 (-1)	-
apartments for rent Prince Frederick MD		-	-	20 (+9)	24 (+43)	-
apartments for rent Reisterstown		-	-	-	90 (+9)	-
apartments for rent Reisterstown MD		-	-	-	-	-
apartments for rent South Laurel		-	-	-	23 (+6)	-
apartments for rent Upper Marlboro MD		-	-	51 (+4)	55 (+32)	-
apartments for rent white marsh md		-	-	72 (new)	103 (+8)	-
apartments for rent Wyomissing PA		-	-	32 (+1)	54 (new)	-
Apartments In Tysons Corner Herndon VA		-	-	-	6 (-3)	-
apartments Massapequa NY		-	-	16 (+7)	25 (-2)	60 (+1)
Apartments Near Metro Bethesda		-	-	13 (+7)	3 (+1)	18 (-15)
Apartments Near Metro North Bethesda MD		-	-	15 (-6)	3 (+1)	8 (-5)
apartments Prince Frederick MD		-	-	10 (+1)	12 (+5)	98 (-81)
apartments Reisterstown		-	-	110 (new)	20 (+13)	-
apartments Reisterstown MD		-	-	-	43 (-3)	-
Apartments Rental DC		-	-	60 (new)	-	-
Apartments Rental DC Arlington VA		-	-	15 (+17)	21 (+6)	94 (new)
apartments South Laurel		-	-	-	21 (+1)	75 (-54)
arbors apartments white marsh md		-	-	11 (-4)	5 (+1)	7 (-2)
arbors at arundel preserve baltimore		-	-	4 (+12)	3 (+1)	3
arbors at arundel preserve hanover md		-	-	5 (+7)	2	5 (+1)
arbors baltimore white marsh md		-	-	2	3 (+2)	3 (+1)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Avenel at Montgomery Square Norristown		-	-	2 (+1)	2	4
Avenel at Montgomery Square North Wales PA		-	-	29 (-13)	3	5 (-3)
belmont station baltimore		-	-	4	2	-
Broadmoor Apartments Henrico VA		-	-	8 (+3)	3	-
brookside apartments frederick maryland	2	-	-	28 (+14)	2	1
brookside frederick		-	-	-	2	1
brookside frederick maryland		-	-	21 (+6)	2	9 (-2)
Carver 2000 Senior Mansion DC		-	-	1 (+3)	1	2 (-1)
Carver 2000 Senior Mansion Washington DC		-	-	3	1	2 (-1)
city center apartments philadelphia pa		-	-	100 (+8)	-	-
Clarendon Apartment Arlington VA		-	-	72 (+6)	42 (-12)	88 (-6)
Clarendon Apartment DC		-	-	84 (-21)	41 (+1)	-
Concord Crystal City DC		-	-	16 (-15)	2	-
concord park at bowie-russet md		-	-	-	1	5 (-2)
concord park at russet laurel md		-	-	1	1	16 (+2)
Crystal City Apartments apartments Arlington		-	-	37 (+14)	16	37 (-2)
Crystal City Apartments apartments DC		-	-	21 (+7)	13 (+7)	70 (-18)
Crystal City Apartments Arlington		-	-	48 (+17)	19 (-2)	37 (-2)
Crystal City Apartments DC		-	-	31 (+5)	14	74 (new)
crystal park at waterford frederick md		-	-	2	2 (+1)	4 (-2)
excalibur baltimore	1	-	-	1	2	1
excalibur pikesville md	5	-	-	1	2	1
Four Winds at Oakton VA	1	-	-	6 (-2)	2	1 (+10)
Gaslight Commons Newark		-	-	1	2	52 (new)
Halstead Arlington apartments Arlington		-	-	16 (-12)	3	20 (+2)
Halstead Arlington apartments DC		-	-	5 (+1)	1 (+1)	4 (-1)
Halstead Arlington Arlington VA		-	-	17 (+2)	3	14 (+1)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Halstead Arlington DC		-	-	18 (-4)	3 (+1)	5 (-2)
Harbor Apartments Baltimore		-	-	41 (+8)	2	57 (-56)
Howard County Townhomes Laurel MD		-	-	46 (-2)	1	61 (-60)
Jericho Residences DC		-	-	4	2	3
Jericho Residences Landover MD	1	-	-	4	3	2
Laurel Square Apartments South Laurel		-	-	21 (-12)	2	5 (+3)
Lodge at Seven Oaks Bowie		-	-	11	1	5 (-4)
London/Normandy House DC		-	-	1	2	1
Low Rent Apartment Annapolis		-	-	-	18 (-5)	-
Luxury Apartment Reston VA		-	-	14	8 (+3)	91
Luxury Apartment Arlington VA		-	-	21 (-13)	15	40 (-26)
Luxury Apartment Fairfax VA		-	-	32 (+9)	20	50 (new)
Luxury Apartments apartments Bethesda		-	-	6 (+18)	10 (+2)	79 (-68)
Luxury Apartments apartments DC		-	-	6 (-1)	3 (+1)	4
Luxury Apartments apartments North Bethesda		-	-	25 (-7)	13	-
luxury apartments Bowie		-	-	-	85 (+6)	-
Luxury Apartments Conshohocken PA		-	-	29 (-12)	20 (-1)	-
Luxury Apartments Doylestown PA		-	-	1	5 (-1)	14
Luxury Apartments Eagleville PA		-	-	-	2	16 (-2)
Luxury Apartments Manhattan apartments New York		-	-	-	-	-
Luxury Apartments Massapequa NY		-	-	26 (+56)	2	-
Luxury Apartments Norristown PA		-	-	24 (-6)	15 (-4)	82 (-1)
Luxury Apartments North Bethesda		-	-	29 (-9)	21	29 (-10)
Luxury Apartments Oakton VA		-	-	-	2	7 (+1)
luxury apartments Odenton MD		-	-	39 (-1)	6	-
Luxury Apartments Pikesville MD		-	-	39 (+6)	6 (-1)	3
Luxury Apartments South Orange NJ		-	-	8	2	84 (-83)
luxury apartments Wheaton MD		-	-	15 (-8)	3	26 (-24)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
luxury apartments white marsh md		-	-	30 (+18)	5 (+19)	34 (-1)
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	9	3	9 (-7)
Metro Apartments Fairfax VA		-	-	14 (-1)	10 (-1)	60 (+7)
Metro Apartments Vienna VA		-	-	30 (-18)	3 (+7)	61 (-53)
MetroPointe Wheaton MD	4	-	-	4	2 (+2)	16 (-5)
Monterey North Bethesda MD		-	-	9 (-2)	3	27
Near Towson University Towson MD		-	-	-	15 (+10)	49 (-25)
new apartments bowie-russet md		-	-	6 (+5)	1	1
new apartments laurel md		-	-	20 (-6)	10 (-2)	24 (+2)
Observer Park New York		-	-	1	-	-
overlook manor frederick		-	-	37 (+10)	1 (+1)	-
overlook manor frederick maryland		-	-	15 (+9)	2	11 (-7)
Pentagon City Apartments Arlington		-	-	57 (+13)	58 (-8)	-
Pentagon City Apartments DC		-	-	32 (+12)	60 (+28)	-
pet friendly apartments baltimore		-	-	35 (-1)	8 (+1)	61 (-5)
pet friendly apartments frederick md		-	-	11	2	23 (-22)
pet friendly apartments pikesville md		-	-	20 (+4)	2	6 (-4)
pet friendly Germantown MD		-	-	107 (-73)	6 (+1)	17 (-11)
pet friendly Laurel MD		-	-	26 (-12)	14 (+5)	35 (-2)
Pet Friendly Manassas VA		-	-	42	26 (-12)	25 (-1)
Pet Friendly Prince Frederick MD		-	-	17 (-1)	10 (-1)	42 (-6)
pet friendly Rockville		-	-	64 (new)	81 (+5)	-
pet friendly South Laurel		-	-	85 (-60)	-	-
Pet Friendly Upper Marlboro MD		-	-	23 (+1)	11 (-8)	-
Pet-Friendly Hoboken		-	-	37 (+7)	7	28 (-7)
Pinnacle Town Center Germantown MD		-	-	1	2	1
Rapid Transit Alexandria VA		-	-	12 (-3)	10 (+5)	5 (+45)
Rapid Transit Manassas VA		-	-	6 (+3)	2	1 (+1)
rent loft baltimore		-	-	74 (new)	-	-
Rent Loft Fairfax VA		-	-	-	103 (-4)	88 (+2)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rent loft hanover md		-	-	-	6 (-1)	40 (-10)
Rent Loft Richmond VA		-	-	88 (new)	-	-
Rent Lofts apartments Bethesda		-	-	88 (+2)	4 (-2)	15 (-14)
Rent Lofts Bethesda		-	-	-	7 (-1)	9 (-1)
Rent Lofts Bethesda MD		-	-	28 (+32)	7 (-1)	15 (-5)
Rent Lofts Columbia MD		-	-	11	7	52 (-46)
Rent Lofts DC		-	-	-	25 (+48)	-
Rent Lofts Gaithersburg MD		-	-	-	8 (+2)	11 (-2)
Rent Lofts Washington DC		-	-	-	61 (-24)	-
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	32 (+4)	23 (-7)	-
rent townhomes elkridge md		-	-	57 (+15)	9 (-1)	59 (-16)
Rent Townhomes Norristown PA		-	-	-	28 (-19)	-
Rent Townhomes Wyomissing PA		-	-	47 (+29)	19 (-4)	15 (+4)
rental apartment Germantown MD]		-	-	58 (+24)	100 (-50)	-
rental apartment Alexandria VA		-	-	-	78 (-25)	-
rental apartment annapolis		-	-	101 (+6)	63 (-36)	-
rental apartment Arlington		-	-	-	-	-
rental apartment Arlington VA		-	-	90 (new)	-	-
rental apartment Ashburn VA		-	-	-	51 (new)	-
rental apartment Bedford MA		-	-	22 (+10)	48 (+12)	-
rental apartment Bethesda		-	-	62 (+34)	16 (+26)	77 (-32)
rental apartment Bethesda MD		-	-	57 (-6)	18 (-4)	71 (-57)
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	5 (new)	1	1
rental apartment Capitol Heights MD		-	-	62 (+7)	75 (+6)	-
rental apartment Cedar Knolls		-	-	16 (+15)	42 (-2)	16 (new)
rental apartment Centreville VA		-	-	48 (-41)	46 (new)	-
rental apartment Columbia		-	-	-	-	-
rental apartment Columbia MD		-	-	64 (+14)	64 (-19)	-
rental apartment Conshohocken PA		-	-	57 (-4)	100 (+13)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Doylestown PA		-	-	-	26 (-11)	-
rental apartment Eagleville PA		-	-	12 (+2)	82 (+1)	45 (-12)
rental apartment elkrIDGE md		-	-	-	64 (-18)	-
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	89 (+22)	-	-
rental apartment Falls Church VA		-	-	51 (-42)	76 (-30)	-
rental apartment frederick md		-	-	47 (+47)	39 (new)	-
rental apartment Gaithersburg MD		-	-	99 (new)	61 (+11)	-
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	60 (+21)	102 (-49)	-
rental apartment hanover md		-	-	52 (+14)	47 (new)	-
rental apartment Henrico VA		-	-	55 (+7)	-	-
rental apartment Herndon VA		-	-	79 (+8)	120 (-23)	-
rental apartment Landover MD		-	-	69 (-5)	93 (new)	-
rental apartment laurel md		-	-	23 (+25)	50 (-12)	49 (new)
rental apartment Limerick		-	-	-	97 (new)	-
rental apartment Manassas VA		-	-	42 (+25)	54 (-21)	-
rental apartment Massapequa NY		-	-	10 (+5)	49 (new)	-
rental apartment Medford MA		-	-	35 (+14)	53 (+5)	-
rental apartment Morristown		-	-	71 (new)	-	80 (new)
rental apartment New Haven		-	-	-	106 (new)	-
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	86 (new)	109 (new)	-
rental apartment Norristown PA		-	-	74 (+1)	65 (-33)	-
rental apartment North Bethesda		-	-	21 (+6)	63 (-15)	76 (-40)
rental apartment North Bethesda MD		-	-	30 (+3)	46 (-8)	74 (new)
rental apartment North Wales PA		-	-	65 (+8)	57 (+18)	-
rental apartment Oakton VA		-	-	45 (+39)	21 (new)	-
rental apartment Odenton MD		-	-	-	120 (-7)	-
rental apartment Owings Mills		-	-	14 (+10)	38 (-17)	48 (-21)
rental apartment Owings Mills MD		-	-	11 (+86)	16 (+7)	33 (-14)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment philadelphia pa		-	-	-	-	-
rental apartment pikesville md		-	-	72 (+32)	48 (+9)	95 (-20)
rental apartment Prince Frederick MD		-	-	1	37 (-7)	-
rental apartment Reisterstown		-	-	-	80 (+16)	-
rental apartment Reisterstown MD		-	-	-	45 (+15)	-
rental apartment Reston VA		-	-	70 (-14)	55 (new)	-
rental apartment Richmond		-	-	-	-	-
rental apartment Richmond VA		-	-	65 (new)	68 (+34)	-
rental apartment Rockville		-	-	-	-	-
rental apartment Rockville MD		-	-	82 (new)	108 (new)	-
rental apartment Silver Spring		-	-	-	-	-
rental apartment South Laurel		-	-	-	24 (new)	64 (new)
rental apartment South Orange NJ		-	-	22 (+8)	70 (-3)	75 (-8)
rental apartment Towson MD		-	-	95 (-21)	70 (+38)	-
rental apartment Upper Marlboro MD		-	-	36 (+2)	35	-
rental apartment Vienna VA		-	-	-	96 (+11)	-
rental apartment West Chester PA		-	-	88 (+2)	84 (+14)	-
rental apartment Wheaton MD		-	-	17 (-1)	16 (+17)	80 (new)
rental apartment white marsh md		-	-	62 (+24)	63 (new)	-
rental apartment White Plains NY		-	-	35 (+22)	65 (+17)	-
rental apartment Woburn MA		-	-	36 (+9)	39 (+1)	-
rental apartment Wyomissing PA		-	-	30 (+5)	27 (-12)	49 (-18)
rental apartments Germantown MD]		-	-	50 (-1)	96 (-54)	-
rental apartments annapolis		-	-	51 (+51)	67 (+40)	-
rental apartments Ashburn VA		-	-	100 (-25)	54 (+14)	-
rental apartments Bedford MA		-	-	28 (+16)	49 (-3)	-
rental apartments Bethesda MD		-	-	6	26 (-17)	-
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	8 (-2)	1 (new)	1 (new)
rental apartments Capitol Heights MD		-	-	51 (+17)	99 (-2)	-
rental apartments Cedar Knolls		-	-	-	79 (-14)	28 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Centreville VA		-	-	7	43 (+19)	-
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	66 (+7)	-	-
rental apartments Conshohocken PA		-	-	79 (-12)	-	-
rental apartments Doylestown PA		-	-	-	27 (-2)	-
rental apartments Eagleville PA		-	-	-	77 (+1)	-
rental apartments elkridge md		-	-	93 (-21)	80 (-31)	-
rental apartments Englewood		-	-	-	-	-
rental apartments Fairfax VA		-	-	51 (+16)	-	-
rental apartments Falls Church VA		-	-	9	76 (+23)	-
rental apartments Gaithersburg MD		-	-	-	59 (-9)	-
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD		-	-	53 (-4)	75 (-3)	-
rental apartments hanover md		-	-	56 (+8)	50 (-30)	-
rental apartments Henrico VA		-	-	45 (+19)	-	-
rental apartments Herndon VA		-	-	-	118 (+1)	-
rental apartments Landover MD		-	-	50 (+17)	88 (+14)	-
rental apartments laurel md		-	-	30 (+30)	58 (-13)	49 (new)
rental apartments Limerick		-	-	-	101 (+3)	-
rental apartments Manassas VA		-	-	-	55 (-14)	-
rental apartments Massapequa NY		-	-	9 (+6)	44 (+16)	-
rental apartments Medford MA		-	-	-	52 (-7)	-
rental apartments Morristown		-	-	52 (+29)	-	-
rental apartments New Haven		-	-	107 (new)	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	62 (-2)	105 (-9)	-
rental apartments Norristown PA		-	-	96 (-39)	67 (-5)	-
rental apartments North Bethesda		-	-	21 (+6)	70 (-17)	76 (-23)
rental apartments North Bethesda MD	1	-	-	28 (+4)	57 (-21)	-
rental apartments North Wales PA		-	-	75 (+4)	101 (new)	-
rental apartments Oakton VA		-	-	55 (-4)	23 (-5)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Odenton MD		-	-	51 (+5)	120 (-16)	-
rental apartments Owings Mills		-	-	17 (+13)	30 (+23)	29 (+8)
rental apartments Owings Mills MD		-	-	14 (+4)	15 (+3)	33 (-16)
rental apartments pikesville md		-	-	93 (new)	55 (+9)	-
rental apartments Prince Frederick MD		-	-	12 (+1)	34 (-14)	-
rental apartments Reisterstown		-	-	-	90 (+3)	-
rental apartments Reisterstown MD		-	-	-	47 (+58)	-
rental apartments Rockville		-	-	-	-	-
rental apartments Rockville MD		-	-	-	106 (-30)	-
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	-	20 (new)	64 (new)
rental apartments South Orange NJ		-	-	22 (+8)	65 (+1)	74 (-23)
rental apartments Towson MD		-	-	67 (+2)	77 (+32)	-
rental apartments Upper Marlboro MD		-	-	37 (+3)	42 (+16)	-
rental apartments Vienna VA		-	-	-	-	-
rental apartments West Chester PA		-	-	-	-	-
rental apartments Wheaton MD		-	-	19 (-1)	29 (-3)	-
rental apartments white marsh md		-	-	-	120 (new)	-
rental apartments Woburn MA		-	-	-	35 (+3)	-
rental apartments Wyomissing PA		-	-	31 (+7)	30 (+1)	47 (-29)
residences on the avenue apartments dc		-	-	8 (+14)	2	8 (-4)
residences on the avenue apartments washington dc		-	-	19 (-3)	2	10 (-8)
Riverstone at Owings Mills Owings Mills MD		-	-	6	4	36 (-4)
Riverview Landing Norristown PA	4	-	-	1	4	9 (-6)
Riverwalk at Millennium Conshohocken PA		-	-	4 (+1)	7	21
Rolling Hills Rockville		-	-	1 (+10)	2	25 (+10)
Senior Living Capitol Heights MD		-	-	14 (+7)	2	1
senior living DC		-	-	55 (+46)	68 (-8)	-
senior living Landover MD		-	-	5 (+2)	3 (+3)	13 (-1)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Sherwood Crossing Columbia	3	-	-	3 (-1)	1	8 (-7)
Short Term Apartments Ashburn VA		-	-	-	2	11 (-4)
Siena Park DC		-	-	4 (-1)	2	-
Silverwood Farm Prince Frederick MD	2	-	-	1	2	1
SouthPoint at Massapequa NY		-	-	27 (+4)	3	11 (+4)
Spinnaker Bay at Harbor East Baltimore MD		-	-	4 (+7)	2	1
Spring House at Brandywine West Chester PA	4	-	-	1	1	12 (-1)
St. Johns Wood Fairfax VA		-	-	4 (+3)	2 (-1)	2 (-1)
St. Paul Senior Living Apartments Capitol Heights MD		-	-	12	2 (-1)	1
Sterling Parc Morristown		-	-	3 (+3)	2 (+3)	-
Strathmore Court at White Flint [region]		-	-	3 (+1)	1	1
Strathmore Court at White Flint North Bethesda MD		-	-	1	2 (-1)	6 (-5)
Studio Apartment Georgetown		-	-	-	-	-
Studio Apartments apartments Baltimore		-	-	62 (new)	21 (-11)	67 (-53)
Studio Apartments New Haven		-	-	43 (+23)	33 (-10)	55 (-10)
Studio Apartments Norristown		-	-	79 (-20)	83 (new)	-
Studio Apartments North Wales PA		-	-	-	9 (+4)	53 (-41)
Studio Apartments Silver Spring		-	-	82 (new)	-	-
Studio For Rent apartments Arlington		-	-	-	-	-
Studio For Rent apartments DC		-	-	32 (+34)	-	-
Studio For Rent Arlington		-	-	-	-	-
Studio For Rent Arlington VA		-	-	51 (+33)	-	-
Studio For Rent Bethesda MD		-	-	55 (+18)	49 (+43)	64 (+25)
Studios Baltimore		-	-	96 (new)	-	-
Summer Chase Apartments Philadelphia		-	-	8 (+2)	4 (-1)	6 (-4)
The Apartments at Harbor Park Reston VA		-	-	1	2	2

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
The Apartments at Regent's Park Fairfax VA	1	-	-	1	1 (+1)	8 (-2)
The Apartments at Regent's Park Vienna VA		-	-	1	1 (+1)	4 (-2)
the arbors at baltimore crossroads white marsh md		-	-	3	5 (+5)	1 (+8)
The Arbors at Fair Lakes Fairfax VA	9	-	-	1	1	1
The Brownstones at Englewood South Englewood NJ		-	-	29 (+16)	2	1
The Fenestra at Rockville Town Square Rockville MD		-	-	27 (+5)	5 (+1)	8 (+2)
The Fenestra at Rockville Town Square Silver Spring		-	-	38 (-24)	1 (+1)	2 (+2)
The Fitzgerald at UB Midtown Baltimore MD		-	-	9 (+2)	2	4 (-3)
The Halstead at Guilford Baltimore MD		-	-	5	3	2 (-1)
The Hampton DC		-	-	-	-	-
The Jefferson at Fair Oaks Fairfax VA	2	-	-	1	2	13 (-2)
The Jefferson at Fair Oaks Herndon VA		-	-	4	2	2 (+2)
The Loree Grand at Union Place DC		-	-	5 (-1)	4	6
The Loree Grand at Union Place Washington DC		-	-	4	6 (-2)	5 (+2)
The Paramount DC		-	-	-	5	-
The Promenade at Harbor East Baltimore MD		-	-	1	2	1
The Residences at McHenry Row Baltimore MD		-	-	15 (-8)	2	1
The Residences at Rivers Edge Medford MA		-	-	26 (+9)	3	8 (-7)
The Residences at the Market Common DC		-	-	1	4 (+1)	6 (-1)
The Townes at Harvest View Reisterstown MD		-	-	1	1	1
The Village at Taylor Pond Bedford MA		-	-	16 (+3)	3	4

SERP Tracker Report

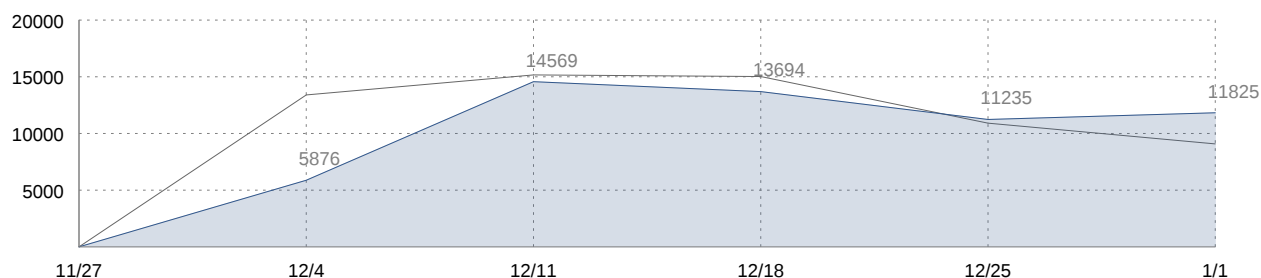
(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Timberlawn Crescent North Bethesda MD		-	-	1	2	1
Town Home Rentals Bethesda		-	-	50 (-9)	6 (+5)	30 (-21)
Town Home Rentals North Bethesda MD		-	-	29	4 (+3)	49 (-43)
Townhome Apartments apartments Limerick		-	-	39 (-5)	1	2 (+2)
Townhome Apartments apartments Philadelphia		-	-	45 (+6)	29 (-26)	-
Townhome Apartments Limerick		-	-	35 (+2)	2	6 (-3)
Townhome Apartments Philadelphia		-	-	65 (-9)	65 (new)	-
townhome for rent Owings Mills		-	-	34 (-4)	12 (+5)	-
Townhomes Wheaton MD		-	-	10 (+1)	3 (+3)	11 (-7)
Upstairs at Bethesda Row Bethesda	1	-	-	1	2 (+1)	2 (+3)
Upstairs at Bethesda Row Bethesda MD		-	-	5	3	5 (+3)
West End Apartments Henrico VA		-	-	69 (+12)	-	-
West End Apartments Richmond		-	-	-	-	-
WestEnd25 Georgetown		-	-	14 (+7)	3 (+1)	4 (+9)

Google Analytics Summary Report

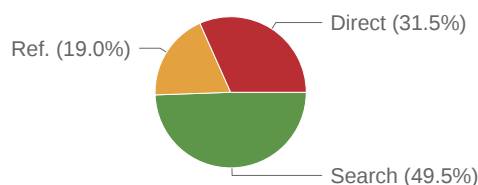
Google Analytics

12/1/2011 - 12/31/2011
 compared to: 10/31/2011 - 11/30/2011
 Excluding paid search



57,199 Visits
 Previous: 63,580 (-10.04%)

277,847 Page Views
 Previous: 295,831 (-6.08%)



10,882 Site Referrals

TOP REFERRERS	%	VISITS
ads.rentsentinel.com	22.1%	2,400
apartmentratings.com	11.9%	1,290
maps.google.com	6.3%	683
washingtondc.craigslist.org	5.8%	635
jtrinsights.com	3.8%	418

28,309 Search Referrals

TOP KEYWORDS	%	VISITS
(not provided)	21.5%	6,074
bozzuto	7.2%	2,048
bozzuto management	2.2%	613
bozzuto apartments	1.4%	396
bozzuto group	0.9%	260

TOP SEARCH ENGINES	%	VISITS
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Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	83.7%	23,691
bing	9.1%	2,563
yahoo	5.6%	1,588
search	0.7%	190
aol	0.6%	161

TOP LANDING PAGES	%	VISITS
/	25.4	14,449
/about-us/careers	3.1	1,775
/apartments	2.9	1,663
/apartments/communities	2.0	1,140
/services/construction/	1.7	948