



Weekly SERP Report

Bozzuto.com Keyword Rankings

Prepared for www.bozzuto.com

SERP Tracker Report

Ranking Results

2/1/2012 - 2/29/2012

Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
266 (-23)	484 (-15)	155 (-8)	104 (-28)

Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
616 ▲	917 ▼	1401	145	244

Average Rank

Google	Yahoo!	Bing
43 (49% ranked)	32 (72% ranked)	29 (20% ranked)

All Keywords

GA visits from 2/3-3/3

1st Page ☐

2nd Page ☐

3rd Page ☐

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartment New York		823,000	1,000,000	-	-	-
apartments New York		673,000	1,000,000	-	82 (new)	-
apartment for rent New York		246,000	301,000	-	-	-
apartments for rent New York		246,000	301,000	-	-	-
apartment DC		165,000	165,000	78 (+10)	45 (+1)	-
apartments DC		165,000	165,000	110 (+6)	66 (-24)	62 (-22)
apartment Boston		135,000	135,000	-	-	-
apartment Arlington		110,000	110,000	-	-	-
apartment Columbia		110,000	165,000	-	-	-
apartment Philadelphia		110,000	110,000	-	76 (new)	-
apartments Arlington		110,000	135,000	-	-	-
apartments Boston	1	110,000	135,000	-	-	-
apartments Columbia		110,000	165,000	-	-	-
apartments Philadelphia		110,000	135,000	-	57 (new)	-
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		74,000	74,000	-	-	-
apartments baltimore	1	74,000	74,000	-	59 (+24)	-
rental apartment New York		74,000	110,000	-	-	-
apartment rental New York		60,500	90,500	-	-	-
apartment Washington DC		60,500	60,500	-	23 (+2)	-
apartments Richmond VA		60,500	60,500	-	82 (-6)	-
apartments Washington DC		60,500	74,000	-	30 (new)	26 (new)
rental apartments New York		60,500	90,500	-	-	-
apartment washington dc		49,500	60,500	-	23 (+2)	22 (new)
apartment rentals New York		49,500	74,000	-	-	-
apartment Richmond VA		49,500	60,500	-	96 (+16)	-
apartment Arlington VA		33,100	40,500	43 (+33)	-	-
apartment for rent Philadelphia		33,100	33,100	-	-	-
apartments Arlington VA	2	33,100	33,100	48 (+44)	-	-
apartments Georgetown		33,100	33,100	-	-	-
apartments Silver Spring		33,100	33,100	85 (new)	-	-
apartment Alexandria VA		27,100	27,100	97 (-6)	117 (-4)	-
apartment for rent Boston		27,100	33,100	-	-	-
apartment Georgetown		27,100	33,100	-	-	-
apartment Hoboken		27,100	27,100	-	-	-
apartment Jersey City		27,100	33,100	-	-	-
apartment Newark		27,100	27,100	-	-	-
apartment Silver Spring		27,100	33,100	82 (-8)	-	-
apartments Alexandria VA	1	27,100	27,100	-	109 (-31)	-
apartments for rent Boston		27,100	33,100	-	-	-
apartments for rent Philadelphia		27,100	33,100	-	-	-
apartments Jersey City		27,100	33,100	-	-	-
apartments Newark		27,100	27,100	-	-	-
apartment for rent DC		22,200	22,200	-	-	-
apartments Hoboken		22,200	27,100	-	-	-
apartment for rent Richmond		18,100	22,200	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments for rent DC		18,100	18,100	-	-	-
apartment Bethesda		14,800	18,100	28 (-2)	14 (+4)	-
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	-	-	-
apartment Rockville		14,800	14,800	-	-	-
apartments Bethesda	1	14,800	18,100	28 (-3)	18 (+9)	-
apartments New Haven		14,800	14,800	-	-	-
apartments philadelphia pa		14,800	14,800	-	-	-
apartments Rockville		14,800	14,800	116 (-36)	-	-
brookside apartments		14,800	14,800	-	40 (-15)	-
apartment Columbia MD	1	12,100	12,100	53 (+4)	59 (-2)	60 (-9)
apartment laurel md		12,100	12,100	27 (-4)	19 (+50)	-
apartments Columbia MD		12,100	12,100	43 (+10)	80 (-39)	81 (-42)
apartments for rent Columbia		12,100	33,100	-	-	-
apartments for rent Richmond		12,100	22,200	-	-	-
apartments laurel md		12,100	12,100	26 (-1)	19 (+23)	-
Pet-Friendly New York		12,100	12,100	-	-	-
apartment annapolis		9,900	9,900	110 (-24)	42 (-14)	40 (-13)
apartment Englewood		9,900	9,900	-	94 (new)	-
apartment Fairfax VA		9,900	12,100	106 (-14)	74 (-11)	-
apartment for rent Jersey City		9,900	9,900	103 (new)	-	-
apartment for rent Richmond VA		9,900	9,900	107 (new)	-	-
apartment for rent Washington DC		9,900	9,900	-	-	-
apartment frederick md		9,900	9,900	89 (+16)	38 (+7)	-
apartment rental Boston		9,900	12,100	-	-	-
apartments annapolis	1	9,900	9,900	97 (-1)	47 (-19)	40 (-12)
apartments Englewood		9,900	9,900	-	118 (new)	-
apartments Fairfax VA	1	9,900	12,100	112 (-11)	52 (-6)	-
apartments for rent Arlington		9,900	9,900	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent baltimore		9,900	12,100	-	-	-
apartments for rent Jersey City		9,900	9,900	109 (-35)	-	-
apartments frederick md		9,900	9,900	86 (-8)	97 (-43)	-
rental apartment Boston		9,900	12,100	-	-	-
apartment for rent Hoboken		8,100	8,100	-	-	-
apartment Manassas VA		8,100	8,100	96 (-29)	50 (-38)	-
apartment rentals Boston		8,100	9,900	-	-	-
apartment Rockville MD		8,100	8,100	99 (-2)	51 (+32)	-
apartment West Chester PA		8,100	8,100	-	103 (new)	-
apartments for rent Hoboken		8,100	8,100	101 (-8)	-	-
apartments for rent Richmond VA		8,100	8,100	-	-	-
apartments for rent Washington DC		8,100	9,900	-	-	-
apartments Manassas VA		8,100	8,100	75 (new)	53 (-28)	51 (new)
apartments Rockville MD		8,100	8,100	107 (-8)	77 (+1)	-
apartments West Chester PA		8,100	8,100	-	-	-
rental apartments Boston		8,100	9,900	-	-	-
The Hampton DC		8,100	9,900	-	-	-
apartment Morristown		6,600	6,600	-	-	-
apartment Owings Mills		6,600	6,600	73	25 (-16)	-
apartment rental DC		6,600	8,100	-	-	-
apartments Morristown		6,600	6,600	-	-	-
apartments Owings Mills		6,600	6,600	73 (+12)	15 (-2)	12
rental apartment DC		6,600	8,100	-	-	-
apartment Bethesda MD		5,400	5,400	23 (+1)	18 (+13)	-
apartment for rent Alexandria VA		5,400	5,400	-	-	-
apartment for rent Arlington VA		5,400	5,400	94 (new)	-	-
apartment for rent Newark		5,400	5,400	-	-	-
apartment Gaithersburg MD		5,400	5,400	113 (new)	52 (+28)	-
apartment rental Philadelphia		5,400	5,400	-	-	-
apartment rentals DC		5,400	5,400	-	-	-
apartment Reston VA		5,400	5,400	22 (-2)	37 (-21)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments Bethesda MD	2	5,400	5,400	26 (-2)	39 (-12)	-
apartments Gaithersburg MD		5,400	6,600	-	62 (+4)	-
apartments Reston VA	1	5,400	5,400	25 (-5)	57 (-37)	-
rental apartment Philadelphia		5,400	5,400	-	-	-
rental apartments DC		5,400	6,600	-	-	-
apartment Germantown MD		4,400	4,400	106 (-18)	14 (+2)	-
apartment Falls Church VA		4,400	4,400	-	80 (+26)	-
apartment Germantown MD		4,400	4,400	108 (-20)	14 (+2)	-
apartment Herndon VA		4,400	4,400	97 (-6)	62 (+16)	-
apartments Germantown MD		4,400	5,400	93 (-9)	18	-
apartments Bowie		4,400	4,400	-	-	-
apartments Falls Church VA		4,400	5,400	111 (new)	112 (new)	-
apartments for rent Arlington VA		4,400	4,400	97 (-18)	-	-
apartments for rent Newark		4,400	5,400	-	-	-
apartments Germantown MD		4,400	5,400	97 (-13)	20 (-2)	17
apartments Herndon VA		4,400	4,400	98 (-26)	73 (+19)	-
Luxury Apartments Boston		4,400	5,400	-	-	-
rental apartments Philadelphia		4,400	5,400	-	-	-
apartment Ashburn VA	1	3,600	3,600	54 (-12)	17 (+69)	-
apartment for rent philadelphia pa		3,600	3,600	-	-	-
apartment rental Hoboken		3,600	3,600	-	-	-
apartment rental Washington DC		3,600	4,400	-	34 (+41)	-
apartment rentals Philadelphia		3,600	3,600	-	-	-
apartment Towson MD		3,600	3,600	65 (-9)	32 (-7)	-
apartment White Plains NY		3,600	3,600	97 (+4)	56 (-2)	-
apartments Ashburn VA		3,600	3,600	82 (-15)	29 (+32)	-
apartments for rent Alexandria VA	1	3,600	3,600	-	-	-
apartments Towson MD		3,600	3,600	79 (-10)	22 (+3)	-
apartments White Plains NY		3,600	4,400	90 (+7)	84 (-25)	-
rental apartment Hoboken		3,600	3,600	5	-	-
rental apartment Washington DC		3,600	4,400	-	96 (new)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
The Sagamore New York NY		3,600	3,600	-	-	-
apartment Centreville VA		2,900	2,900	94 (-12)	62 (-14)	-
apartment for rent Columbia MD		2,900	2,900	96 (+2)	-	-
apartment for rent Fairfax VA		2,900	2,900	107 (new)	-	-
apartment for rent Georgetown		2,900	4,400	-	-	-
apartment for rent New Haven		2,900	3,600	119 (new)	-	-
apartment for rent Silver Spring		2,900	2,900	-	-	-
apartment rental washington dc		2,900	3,600	-	33 (new)	-
apartment rental Arlington		2,900	2,900	-	-	-
apartment rental Jersey City		2,900	2,900	-	-	-
apartments Centreville VA	2	2,900	2,900	99 (new)	63 (-20)	-
apartments for rent philadelphia pa		2,900	3,600	-	-	-
apartments Norristown		2,900	2,900	-	54 (-29)	-
rental apartment Jersey City		2,900	2,900	-	-	-
rental apartments Hoboken		2,900	3,600	-	-	-
rental apartments Washington DC		2,900	3,600	-	69 (new)	-
test keyword		2,900	9,900	-	-	-
apartment for rent annapolis		2,400	2,400	108 (new)	-	-
apartment for rent Bethesda		2,400	2,400	93 (-3)	78	-
apartment for rent frederick md		2,400	2,400	-	96 (-34)	-
apartment rental Richmond		2,400	4,400	-	-	-
apartment rentals washington dc		2,400	2,900	-	39 (new)	-
apartment rentals Hoboken		2,400	2,900	-	-	-
apartment rentals Washington DC		2,400	2,900	-	40 (new)	36 (new)
apartment Vienna VA	1	2,400	2,400	53 (-12)	25 (+14)	22 (+5)
apartment Woburn MA		2,400	2,400	-	8 (+9)	8 (new)
apartments Bedford MA		2,400	2,400	117 (-13)	48 (-18)	-
apartments for rent Georgetown		2,400	3,600	-	-	-
apartments for rent New Haven		2,400	2,900	-	-	-
apartments Medford MA		2,400	2,400	-	61 (-27)	58 (new)
apartments Owings Mills MD	1	2,400	2,400	60 (-10)	6 (+1)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments Vienna VA		2,400	2,400	107 (-34)	29 (+5)	25 (new)
apartments Woburn MA		2,400	2,400	-	18 (+8)	-
Park Place DC	8	2,400	2,400	5	4	-
rental apartment Richmond		2,400	4,400	-	-	-
rental apartments washington dc		2,400	2,900	-	69 (new)	-
rental apartments Jersey City		2,400	2,900	-	-	-
rental apartments Richmond		2,400	4,400	-	-	-
the avenue apartments dc	1	2,400	2,900	11 (+28)	3 (-1)	-
aliceanna baltimore	1	1,900	1,900	1	3 (-1)	-
apartment Medford MA		1,900	2,400	61 (-10)	63 (-3)	-
apartment rental baltimore		1,900	1,900	-	-	-
apartment rentals Arlington		1,900	2,400	-	-	-
apartment rentals Jersey City		1,900	2,400	-	-	-
apartment rentals Richmond		1,900	2,900	-	-	-
apartments for rent Bethesda		1,900	1,900	103 (-27)	74 (-1)	-
apartments for rent Rockville		1,900	1,900	117 (-23)	-	-
apartments for rent Silver Spring		1,900	2,400	109 (new)	-	-
apartments Norristown PA		1,900	1,900	106 (new)	46 (-13)	44 (new)
Luxury Apartment DC	1	1,900	1,900	26 (+44)	2	-
Luxury Apartments DC	2	1,900	1,900	7 (+87)	5 (-2)	-
New Apartments DC	1	1,900	1,900	44 (+10)	3 (-1)	-
rental apartment baltimore		1,900	1,900	5 (new)	-	-
rental apartments Arlington		1,900	2,400	-	-	-
Studio Apartments DC		1,900	2,400	-	108 (new)	-
apartment for rent Rockville MD		1,600	1,600	88 (new)	-	-
apartment for rent West Chester PA		1,600	1,900	91 (-15)	91 (+10)	92 (new)
apartment for rent White Plains NY		1,600	1,600	-	85 (+23)	-
apartment rental Arlington VA		1,600	1,600	89 (new)	71 (+28)	-
apartments for rent annapolis		1,600	1,900	116 (-42)	-	-
apartments for rent Columbia MD		1,600	1,600	89 (+6)	-	-
apartments for rent Englewood		1,600	1,600	107 (-19)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments for rent Fairfax VA		1,600	1,900	92 (-22)	119 (-23)	-
apartments for rent frederick md		1,600	1,600	108 (-23)	-	-
apartments Landover MD	1	1,600	1,600	29 (-7)	51 (-18)	-
Luxury Apartment Philadelphia		1,600	1,600	4 (+1)	30 (+60)	30 (new)
rental apartments baltimore		1,600	1,900	-	-	-
The Ellington DC	25	1,600	1,600	6 (-1)	3 (-1)	2 (new)
apartment elkridge md		1,300	1,300	80 (-22)	28 (+20)	29 (+6)
apartment for rent Bethesda MD		1,300	1,300	93 (-10)	35 (+19)	-
apartment for rent laurel md		1,300	1,300	94 (-9)	91 (+10)	94 (new)
apartment Limerick		1,300	4,400	112 (-8)	12 (+4)	-
apartment rental Richmond VA		1,300	1,300	-	57 (new)	43 (new)
apartment rentals Arlington VA		1,300	1,300	66 (+30)	-	-
apartment rentals baltimore		1,300	1,300	-	-	-
apartments Conshohocken PA		1,300	1,300	-	66 (+1)	62 (new)
apartments elkridge md		1,300	1,300	-	48 (-11)	-
apartments for rent Morristown		1,300	1,600	-	-	-
apartments for rent West Chester PA		1,300	1,300	87 (-8)	112 (new)	-
apartments for rent White Plains NY		1,300	1,300	-	81 (+18)	-
apartments Limerick		1,300	6,600	-	7 (+2)	-
apartments Odenton MD		1,300	1,300	103 (-3)	82 (-20)	-
apartments South Orange NJ		1,300	1,300	89 (+10)	25 (+12)	-
apartments Wheaton MD		1,300	1,300	12	12 (+1)	-
apartments white marsh md		1,300	1,300	57 (-40)	30 (+52)	30 (+26)
The Hampton Arlington VA		1,300	1,300	3 (+26)	-	-
apartment for rent Reston VA		1,000	1,300	108 (-27)	94 (-6)	-
apartment for rent Reston VA		1,000	1,300	114 (-33)	94 (-6)	-
apartment hanover md		1,000	1,000	26 (-10)	23 (+7)	-
apartment rental Alexandria VA		1,000	1,000	110 (-10)	93 (-24)	-
apartment rentals Richmond VA		1,000	1,000	-	-	-
apartments Doylestown PA		1,000	1,300	-	11 (+16)	-
apartments for rent Bedford MA		1,000	1,000	-	65 (-4)	66 (new)

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Manassas VA		1,000	1,000	94 (-33)	-	-
apartments for rent Rockville MD		1,000	1,000	-	85 (new)	-
apartments hanover md	1	1,000	1,000	16 (-2)	27 (-2)	-
apartments Henrico VA		1,000	1,000	119 (-19)	-	-
apartments North Bethesda		1,000	1,000	18 (-1)	53 (-5)	44 (new)
apartments Upper Marlboro MD		1,000	1,000	-	20 (-4)	19 (-7)
Luxury Apartments Washington DC	5	1,000	1,300	8 (+100)	10 (-4)	-
rental apartments Arlington VA		1,000	1,000	-	-	-
rental apartments Richmond VA		1,000	1,000	-	53 (new)	-
the avenue apartments washington dc		1,000	1,000	11 (+33)	2	2
2 Bedroom Apartments DC		880	880	60 (-17)	63 (-5)	-
apartment for rent Falls Church VA		880	880	88 (-3)	110 (new)	-
apartment for rent Gaithersburg MD		880	880	98 (-11)	72 (+6)	-
apartment for rent Herndon VA		880	880	-	-	-
apartment North Bethesda		880	880	18	27 (+18)	23 (new)
apartment rentals Alexandria VA		880	1,000	101 (-5)	-	-
apartments for rent Bethesda MD		880	1,000	87 (-16)	48 (+21)	-
apartments for rent laurel md		880	880	90 (-13)	-	-
apartments pikesville md		880	880	-	18 (+11)	-
Liberty Towers Jersey City	5	880	1,000	60 (-56)	3	-
Luxury Apartments Manhattan New York		880	1,000	-	-	-
Park Place Washington DC	2	880	880	4 (+1)	4 (+2)	-
Studio Apartments Baltimore	2	880	880	93 (-5)	13 (+3)	-
Studio Apartments Washington DC		880	880	108 (-35)	-	-
Studio For Rent DC		880	1,000	110 (new)	74 (new)	-
3 Bedroom Apartments DC		720	880	100 (-48)	20 (-10)	-
apartment rental Bethesda		720	880	111 (-29)	39 (-5)	35 (-2)
apartments for rent Falls Church VA		720	720	87 (-4)	103 (-7)	-
apartments for rent Gaithersburg MD		720	720	84 (-14)	-	-
apartments for rent Reston VA		720	880	86 (+1)	103 (-6)	-
Highland Park DC		720	720	58 (-13)	4 (+4)	4 (new)

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Laurel Square Apartments Laurel MD		720	720	3 (+1)	2	1
rental apartments Alexandria VA		720	720	-	-	-
Senate Square DC	1	720	720	63 (new)	3	3
Studio Apartment Baltimore		720	880	73 (+5)	11 (+5)	-
Studio Apartment Washington DC		720	720	116 (new)	-	-
apartment for rent Medford MA		590	590	-	82 (-15)	-
apartment for rent Vienna VA		590	720	119 (new)	-	-
apartment rental Georgetown		590	880	-	-	-
apartment rental New Haven		590	720	-	-	-
apartments for rent Germantown MD		590	590	100 (-36)	-	-
apartments for rent Ashburn VA		590	590	96 (-28)	-	-
apartments for rent Germantown MD		590	590	99 (-8)	-	-
apartments for rent Herndon VA		590	590	-	-	-
apartments for rent Medford MA		590	590	-	91 (-23)	-
apartments North Wales PA		590	590	81 (-29)	67 (-7)	-
apartments Wyomissing PA		590	590	25 (-6)	44 (-13)	-
Broadmoor Apartments Richmond		590	720	101 (new)	23 (-9)	-
loft apartments baltimore		590	590	-	10 (+17)	-
New Apartments Washington DC		590	720	32 (+23)	2	-
rental apartments Bethesda	1	590	720	119 (-26)	32 (+15)	-
River House Arlington VA		590	590	35 (-18)	14 (-5)	-
apartment rental philadelphia pa		480	480	-	-	-
apartment rentals Bethesda		480	480	104	26 (-18)	-
apartment rentals Georgetown		480	590	-	-	-
apartment rentals New Haven		480	480	101 (new)	-	-
apartments for rent Towson MD		480	480	-	-	-
apartments for rent Woburn MA		480	480	116 (-19)	51 (+3)	-
apartments Oakton VA		480	480	-	24	-
apartments Reisterstown MD		480	480	-	42 (-1)	-
Luxury Apartment Arlington VA		480	480	3 (+1)	15 (-1)	-
Luxury Apartments Arlington VA	3	480	480	3 (+1)	13 (+1)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Studio Apartments Arlington VA		480	480	22 (+7)	40 (-2)	-
apartment rental Columbia MD		390	390	80 (+6)	54 (+4)	-
apartment rental White Plains NY		390	390	-	75 (-4)	-
apartment rentals philadelphia pa		390	390	95 (new)	-	-
apartments for rent Centreville VA		390	390	-	-	-
apartments for rent Vienna VA		390	480	101 (new)	-	-
Rent Studio Jersey City		390	390	-	71 (-9)	-
rental apartments philadelphia pa		390	390	-	-	-
Senior Living Washington DC		390	390	84 (+2)	46 (+17)	-
The Ellington Washington DC		390	390	5 (-1)	2 (+1)	-
U Street Apartments DC	1	390	390	26	44 (-14)	-
View 14 DC		390	390	20	-	-
2401 Pennsylvania washington dc	2	320	320	1 (+5)	1 (+1)	1 (new)
apartment rental Bethesda MD		320	320	104 (-25)	16	-
apartment rental Reston VA		320	320	84 (-14)	58 (-12)	60 (new)
apartment rentals Fairfax VA		320	390	105 (new)	80 (-28)	-
apartment rentals West Chester PA		320	320	-	49 (+30)	-
apartments for rent Conshohocken PA		320	320	-	-	-
apartments for rent Doylestown PA		320	320	-	58 (-1)	-
apartments for rent Norristown PA		320	320	84 (-21)	110 (-19)	-
apartments for rent South Orange NJ		320	390	101 (-14)	82 (-44)	-
brookside frederick md		320	320	-	2	1 (new)
Crystal City Apartments Arlington VA		320	390	8 (-1)	17 (+3)	-
Honey Tree Richmond VA		320	320	-	9 (+1)	-
Lakeside Apartments Centreville VA	115	320	320	1	8	-
Lotus Square DC		320	320	14 (-1)	5 (-1)	-
Luxury Apartments Alexandria VA		320	320	49 (-42)	6 (+4)	-
Observer Park Hoboken	5	320	320	5	3 (+2)	-
rental apartments White Plains NY		320	320	-	83 (-9)	-
residences on the avenue dc		320	390	25 (+11)	2	-
1 Bedroom Apartments Washington DC		260	320	42 (-10)	45 (-4)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
100 park wyomissing square		260	320	7 (+1)	2 (+1)	-
1500 locust philadelphia pa		260	320	-	4 (+3)	5 (new)
2 Bedroom Apartments Washington DC		260	320	47 (+13)	62 (-33)	62 (-2)
apartment for rent Limerick		260	1,300	-	73 (+8)	70 (new)
apartment rentals frederick md		260	260	98 (-17)	28 (-3)	21 (new)
apartment rentals Reston VA		260	260	108 (-9)	29 (-12)	-
apartment rentals White Plains NY		260	320	-	57 (-14)	-
Luxury Apartments Bethesda		260	320	28 (+3)	18 (+5)	15 (new)
Luxury Apartments Newark		260	260	-	-	-
Monterey Bethesda		260	320	90 (new)	3	-
rental apartments Bethesda MD		260	260	91 (-33)	28	-
Spa Cove Annapolis		260	260	-	19 (-6)	18 (new)
The Estates Pikesville MD	2	260	260	79 (-75)	3	2 (new)
3 Bedroom Apartments Washington DC		210	210	82 (-20)	20 (-10)	-
360 State Street New Haven CT		210	260	-	3 (+1)	-
apartment rentals Bethesda MD		210	210	105 (-19)	8 (+16)	7 (+12)
apartment rentals Columbia MD		210	210	110 (-13)	51 (-38)	-
apartments for rent Limerick		210	1,600	-	-	-
apartments for rent Odenton MD		210	210	84 (new)	-	-
apartments for rent Owings Mills MD		210	260	89 (-37)	24 (+5)	-
apartments North Bethesda MD		210	260	15 (-4)	43 (-12)	-
belmont station elkrige md	5	210	210	5 (-1)	2 (+1)	-
rental apartments Reston VA		210	260	108 (-60)	81 (-20)	-
Rolling Hills Germantown MD		210	210	1	2	-
Senate Square Washington DC		210	260	34 (new)	3 (+1)	3 (new)
Sherwood Crossing Elkridge MD	4	210	210	5 (-1)	4 (-1)	-
The Metropolitan Bethesda MD	10	210	210	1	2	1
apartment rentals Rockville MD		170	170	-	31 (-19)	-
The Glen Apartments Wheaton MD	14	170	170	1	1	25 (+2)
The Grays on Pennsylvania DC		170	170	3	5 (+1)	5 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Washington Crossing Woburn MA	31	170	170	1	2 (+5)	-
apartment rentals Falls Church VA		140	140	-	43 (+17)	-
apartment rentals Vienna VA		140	140	-	24 (+12)	-
Chatsworth Park Manassas VA	6	140	140	1	1	19 (-2)
Halstead Arlington VA		140	170	16 (-2)	3	-
luxury apartments annapolis		140	140	1 (+29)	8 (-1)	-
overlook manor frederick md	4	140	140	56 (-13)	2	1
Red Run Apartments Owings Mills MD	1	140	170	25 (-21)	4	39 (-10)
River House DC		140	170	74 (-41)	-	-
Rosemary Ridge Manassas VA		140	140	88 (-25)	3	2 (+20)
Siena Park Arlington VA	1	140	140	13 (+1)	3	-
Summer Chase Apartments Limerick PA	8	140	140	-	2 (+1)	-
The Apartments at North Point Reston VA	6	140	140	2	1	1 (new)
U Street Apartments Washington DC		140	140	28	46 (-15)	-
1901 west annapolis md		110	110	5	3	-
apartment rentals Medford MA		110	110	-	36 (+6)	-
apartments for rent Wheaton MD		110	110	56 (-17)	89 (-23)	-
Enclave at Emerson Laurel MD		110	110	7 (+9)	2	27 (new)
Gaslight Commons South Orange NJ	53	110	110	1	1 (+1)	-
Highland Park Washington DC		110	110	32 (-3)	5 (+3)	-
Hunters Glen Upper Marlboro MD	5	110	110	1	1	-
luxury apartments philadelphia pa		110	110	4	32 (+10)	35 (new)
Monroe Place Herndon VA		110	110	5	4 (-2)	-
Poplar Glen Columbia MD		110	110	5 (-1)	4 (-1)	-
residences on the avenue washington dc		110	140	33 (+10)	2	-
The Munsey Baltimore MD	2	110	110	5 (-4)	2 (+1)	21 (-20)
The Paramount Arlington VA	5	110	110	4	1 (+1)	-
The Tuscany Apartments Alexandria VA	1	110	110	24 (-11)	3	-
View 14 Washington DC		110	110	25 (-2)	13 (-2)	11 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Woburn MA		91	91	-	31 (-2)	28 (new)
Pentagon City Apartments Arlington VA		91	91	94 (new)	-	-
St. Johns Wood Reston VA		91	110	33 (-7)	3	-
Stonington Farm Doylestown PA	1	91	91	1	1 (+1)	-
Studio Apartments Rockville MD		91	91	39 (-17)	21 (-6)	21 (new)
The Lexington at Market Square DC	8	91	91	1	1	-
The Zenith Baltimore MD		91	91	4	4 (-1)	32 (new)
Crystal City Apartments DC		73	73	57 (-11)	8 (+2)	-
Greenwich Place Owings Mills MD	18	73	73	1	1	-
Masons Keepe Manassas VA		73	73	4	3 (+1)	13 (-10)
overlook manor apartments	3	73	73	-	2	-
Rhode Island Row Washington DC	4	73	73	24 (-2)	5 (-3)	-
Stone Point Apartments Annapolis MD		73	73	14 (-2)	4	-
The Whitney Bethesda MD		73	73	5	3	4 (-2)
Timberlawn Crescent Bethesda	2	73	73	4	2	5 (+1)
Towson Woods Apartments Towson MD	10	73	73	1	1	-
Henderson House Baltimore MD	2	58	58	63 (-62)	4	-
Lodge at Seven Oaks Odenton MD		58	58	4	3	-
Lotus Square Washington DC		58	73	6 (-1)	5 (-2)	-
Luxury Apartments White Plains NY		58	58	5	17 (-8)	-
Park Lane Seaport Boston MA		58	58	-	3	-
Pearson Square Falls Church VA		58	58	4	2	1 (new)
Sterling Parc Cedar Knolls NJ		58	58	-	4	-
The Courts of Devon Gaithersburg MD	1	58	58	1	1	1 (new)
The Residences at the Market Common Arlington VA	2	58	73	7 (-6)	4 (-1)	3 (new)
220 Twentieth Street Arlington VA	1	46	46	-	4 (+1)	-
Bank Street Commons White Plains NY		46	58	4 (+1)	3	-
Edgewater Apartments Philadelphia PA		46	46	4 (-1)	3	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Newseum Residences DC		46	46	5 (+17)	5 (-1)	4 (+21)
pet friendly apartments alexandria va		46	46	35 (-5)	45 (-25)	38 (-25)
Luxury Apartments Falls Church VA		36	36	90 (-22)	5 (+2)	-
Park Place at Van Dorn Alexandria VA		36	36	32 (-8)	8 (-1)	-
Regatta Apartments Norristown PA		36	46	4 (+73)	3	1 (+10)
Riverview Landing Eagleville PA		36	36	2 (-1)	2	-
Spring House at Brandywine West Chester PA	3	36	36	1	1	-
The Lexington at Market Square Washington DC	7	36	46	1	1	-
Arbors at Broadlands Ashburn VA	27	28	28	1	2	-
EOS Twenty-One Alexandria VA		28	28	4 (-3)	5	-
London/Normandy House Arlington VA		28	28	1	1	-
residences on the avenue apartments dc		28	36	13 (-2)	2	-
The Grays on Pennsylvania Washington DC		28	28	3	4 (+1)	4 (+1)
1500 locust apartments philadelphia pa		22	22	-	7	10 (new)
Concord Crystal City Arlington VA		22	28	16 (-4)	3	-
Newseum Residences Washington DC		22	28	2 (+19)	4 (+1)	-
eight 50 alicearna baltimore	5	16	16	1	1	-
WestEnd25 Washington DC		5	12	-	8 (-3)	-
1 Bedroom Apartments apartments Cedar Knolls		-	-	78 (new)	3 (-1)	2
1 Bedroom Apartments apartments Morristown		-	-	-	-	-
1 Bedroom Apartments Cedar Knolls		-	-	80 (-34)	4 (-1)	-
1 bedroom apartments Columbia MD		-	-	13 (-6)	16 (-1)	13 (new)
1 Bedroom Apartments DC		-	-	69 (+6)	77 (-17)	75 (new)
1 Bedroom Apartments Morristown		-	-	-	106 (-16)	-
1 bedroom apartments Owings Mills MD		-	-	55 (-40)	8 (+6)	8 (+2)
100 Park at Wyomissing Square Wyomissing PA		-	-	5 (-1)	2 (+1)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
1830 lombard philadelphia pa		-	-	41	2 (+1)	1 (new)
1830 lombard apartments philadelphia pa		-	-	11 (+33)	1 (+1)	1 (new)
2 Bedroom Apartments Centreville VA		-	-	7 (+80)	9 (-4)	-
2 Bedroom Apartments Elkridge MD		-	-	8 (-3)	6 (-3)	-
2 Bedroom Apartments Reston VA		-	-	21 (-8)	16 (-8)	-
2 Bedroom Apartments West Chester PA		-	-	92 (-21)	6 (+10)	-
2 Bedroom ApartmentsColumbia		-	-	62 (-19)	103 (+14)	-
220 Twentieth Street DC		-	-	-	3 (+1)	-
2401 pennsylvania apartments dc		-	-	1 (+5)	1	-
2401 pennsylvania apartments washington dc		-	-	1 (+23)	1	-
2401 pennsylvania dc	2	-	-	1 (+10)	1	-
3 bedroom apartments Germantown MD		-	-	17 (-2)	12 (-4)	-
3 Bedroom Apartments Alexandria VA		-	-	42 (-5)	34 (-1)	-
3 Bedroom Apartments apartments Reisterstown		-	-	-	-	-
3 bedroom apartments Baltimore		-	-	70 (-66)	85 (-36)	-
3 Bedroom Apartments Medford MA		-	-	-	21 (-4)	-
3 bedroom apartments Owings Mills MD		-	-	21 (-7)	9 (+6)	-
3 Bedroom Apartments Reisterstown		-	-	-	10 (-1)	10 (-5)
3 Bedroom Apartments Reisterstown MD		-	-	84 (+1)	18 (-10)	-
3 Bedroom Apartments Reston VA		-	-	17 (-2)	6 (-2)	-
800 carlyle alexandria va	1	-	-	-	1	39 (-38)
800 carlyle apartments alexandria va		-	-	68 (new)	2 (-1)	-
apartment Bedford MA		-	-	-	45 (-6)	-
apartment Bowie		-	-	-	-	-
apartment bowie-russet md		-	-	11	1	-
apartment Capitol Heights MD		-	-	87 (-6)	7 (+8)	7 (new)
apartment Cedar Knolls		-	-	-	41 (-12)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment Conshohocken PA		-	-	83 (-13)	49 (+24)	-
apartment Doylestown PA		-	-	104 (-19)	8 (+20)	-
apartment Eagleville PA		-	-	92 (-11)	16 (+16)	-
apartment for rent Germantown MD		-	-	105 (-37)	-	-
apartment for rent Ashburn VA		-	-	-	-	-
apartment for rent Bedford MA		-	-	119 (-20)	55 (-1)	-
apartment for rent Bowie		-	-	-	-	-
apartment for rent bowie-russet md		-	-	7	-	-
apartment for rent Capitol Heights MD		-	-	119 (-39)	52 (+38)	-
apartment for rent Cedar Knolls		-	-	-	73 (+1)	-
apartment for rent Centreville VA		-	-	118 (new)	93 (-41)	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Conshohocken PA		-	-	-	-	-
apartment for rent Doylestown PA		-	-	-	44 (-1)	42 (new)
apartment for rent Eagleville PA		-	-	-	75 (new)	76 (new)
apartment for rent elkridge md		-	-	110 (-9)	74 (new)	-
apartment for rent Englewood		-	-	-	-	-
apartment for rent Germantown MD		-	-	105 (-35)	-	-
apartment for rent hanover md		-	-	-	68 (-13)	-
apartment for rent Henrico VA		-	-	100 (-27)	-	-
apartment for rent Landover MD		-	-	106 (-14)	98 (new)	-
apartment for rent Manassas VA		-	-	81 (-12)	-	-
apartment for rent Massapequa NY		-	-	84 (-18)	85 (-32)	-
apartment for rent Morristown		-	-	104 (-26)	-	-
apartment for rent Norristown		-	-	89 (new)	112 (-9)	-
apartment for rent Norristown PA		-	-	96 (-33)	100 (-12)	-
apartment for rent North Bethesda		-	-	86 (-22)	80 (+6)	80 (new)
apartment for rent North Bethesda MD		-	-	54 (-12)	53 (+10)	-
apartment for rent North Wales PA		-	-	100 (new)	79 (+7)	-
apartment for rent Oakton VA		-	-	119 (new)	-	-
apartment for rent Odenton MD		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent Owings Mills		-	-	-	46 (+6)	39 (+7)
apartment for rent Owings Mills MD		-	-	79 (-23)	27 (+5)	-
apartment for rent pikesville md		-	-	112 (-38)	97 (-25)	-
apartment for rent Prince Frederick MD		-	-	62 (-21)	64 (-19)	45 (new)
apartment for rent Reisterstown		-	-	-	105 (-6)	-
apartment for rent Reisterstown MD		-	-	103 (new)	-	-
apartment for rent Rockville		-	-	92 (new)	-	-
apartment for rent South Laurel		-	-	-	29 (+3)	-
apartment for rent South Orange NJ		-	-	115 (new)	80 (-22)	80 (new)
apartment for rent Towson MD		-	-	91 (-24)	90 (new)	-
apartment for rent Upper Marlboro MD		-	-	-	89 (-30)	-
apartment for rent Wheaton MD		-	-	52 (-14)	60 (-17)	58 (-26)
apartment for rent white marsh md		-	-	101 (-19)	54 (+62)	58 (new)
apartment for rent Woburn MA		-	-	-	84 (-31)	-
apartment for rent Wyomissing PA		-	-	118 (-24)	44 (+1)	47 (-17)
apartment Henrico VA		-	-	-	-	-
apartment Landover MD		-	-	17	55 (-17)	54 (new)
Apartment Luxury Baltimore		-	-	4 (new)	19 (+1)	-
apartment Massapequa NY		-	-	93 (+16)	24 (+3)	-
apartment Norristown		-	-	-	60 (-15)	-
apartment Norristown PA		-	-	83 (+18)	46 (-4)	42 (new)
apartment North Bethesda MD		-	-	15 (-1)	33 (+9)	-
apartment North Wales PA		-	-	63 (-12)	54 (+6)	-
apartment Oakton VA		-	-	100 (-7)	17 (+7)	-
apartment Odenton MD		-	-	-	70 (+11)	-
apartment Owings Mills MD		-	-	69 (+2)	4 (+3)	-
apartment pikesville md		-	-	-	12 (+20)	-
apartment Prince Frederick MD		-	-	20 (-6)	17 (-1)	-
apartment Reisterstown		-	-	-	39 (-16)	-
apartment Reisterstown MD		-	-	-	44 (+1)	-
apartment rental annapolis		-	-	100 (-1)	111 (+10)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Ashburn VA		-	-	116 (-30)	21 (+24)	-
apartment rental Bedford MA		-	-	100 (-14)	67 (-24)	66 (new)
apartment rental Bowie		-	-	113 (-14)	-	-
apartment rental Capitol Heights MD		-	-	90 (-14)	45 (+10)	-
apartment rental Cedar Knolls		-	-	-	27 (+11)	-
apartment rental Centreville VA		-	-	-	70 (-39)	69 (new)
apartment rental Columbia		-	-	-	63 (new)	-
apartment rental Conshohocken PA		-	-	-	120 (-26)	-
apartment rental Doylestown PA		-	-	-	18 (+8)	18 (+52)
apartment rental Eagleville PA		-	-	-	35 (+35)	32 (new)
apartment rental Elkridge MD		-	-	103 (-21)	47 (-4)	-
apartment rental Englewood		-	-	92 (-6)	74 (new)	-
apartment rental Fairfax VA		-	-	95 (new)	86 (-42)	-
apartment rental Falls Church VA		-	-	-	73 (-21)	-
apartment rental frederick md		-	-	83 (new)	45 (+4)	-
apartment rental Gaithersburg MD		-	-	101 (-18)	54 (-6)	-
apartment rental Germantown MD		-	-	98 (-21)	69 (+14)	-
apartment rental hanover md		-	-	-	54 (-11)	-
apartment rental Henrico VA		-	-	88 (-5)	111 (-10)	-
apartment rental Herndon VA		-	-	76	-	-
apartment rental Landover		-	-	-	99 (new)	100 (new)
apartment rental Laurel		-	-	-	-	-
apartment rental Laurel MD		-	-	111 (-27)	59 (+2)	58 (new)
apartment rental Limerick		-	-	-	46 (+15)	42 (new)
apartment rental Manassas VA		-	-	92 (-22)	50 (-4)	-
apartment rental Massapequa NY		-	-	-	49 (-9)	-
apartment rental Medford MA		-	-	-	56 (-14)	-
apartment rental Morristown		-	-	110 (-4)	-	-
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	-	59 (+2)	-
apartment rental Norristown PA		-	-	82 (+15)	71 (-19)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental North Bethesda		-	-	10 (+57)	51 (-1)	46 (new)
apartment rental North Bethesda MD		-	-	73 (-29)	57 (-9)	-
apartment rental North Wales PA		-	-	94 (new)	44 (-1)	-
apartment rental Oakton VA		-	-	98 (-46)	18 (-3)	15 (new)
apartment rental Odenton		-	-	-	97	-
apartment rental Owings Mills MD		-	-	69 (-10)	7 (+4)	7 (new)
apartment rental Pikesville MD		-	-	74 (+6)	36 (+3)	-
apartment rental Prince Frederick MD		-	-	59 (-25)	17 (+1)	14 (new)
apartment rental Reisterstown		-	-	-	96 (-18)	-
apartment rental Reisterstown MD		-	-	98 (-7)	75 (-24)	-
apartment rental Rockville		-	-	94 (new)	-	-
apartment rental Rockville MD		-	-	-	75 (+26)	-
apartment rental Silver Spring		-	-	113 (new)	-	-
apartment rental South Laurel		-	-	-	13 (+2)	-
apartment rental South Orange NJ		-	-	98 (new)	59 (-12)	-
apartment rental Towson MD		-	-	90 (-10)	35 (+20)	-
apartment rental Upper Marlboro MD		-	-	-	17 (+24)	-
apartment rental Vienna VA		-	-	109 (new)	108 (-39)	-
apartment rental West Chester PA		-	-	116 (new)	59 (+16)	-
apartment rental Wheaton MD		-	-	59 (-22)	11 (-5)	11 (new)
apartment rental white marsh md		-	-	96 (-7)	49 (-25)	-
apartment rental Woburn MA		-	-	107 (-27)	52 (-19)	-
apartment rental Wyomissing PA		-	-	-	20 (+5)	-
apartment rentals annapolis		-	-	110 (new)	95 (-2)	-
apartment rentals Ashburn VA		-	-	-	45 (+12)	-
apartment rentals Bedford MA		-	-	117 (-26)	51 (-11)	-
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	8 (-2)	1	-
apartment rentals Capitol Heights MD		-	-	-	45 (-1)	-
apartment rentals Cedar Knolls		-	-	-	24 (+12)	-
apartment rentals Centreville VA		-	-	-	47 (-22)	39 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Columbia		-	-	-	-	-
apartment rentals Conshohocken PA		-	-	-	81 (-23)	78 (new)
apartment rentals Doylestown PA		-	-	-	7 (+2)	-
apartment rentals Eagleville PA		-	-	-	39 (+31)	-
apartment rentals elkridge md		-	-	96 (-10)	46 (-12)	-
apartment rentals Englewood		-	-	-	55 (+21)	-
apartment rentals Gaithersburg MD		-	-	88 (new)	47 (+18)	41 (new)
apartment rentals Germantown MD		-	-	97 (-27)	51 (-32)	-
apartment rentals hanover md		-	-	118 (-28)	37 (-9)	33 (-13)
apartment rentals Henrico VA		-	-	83 (-20)	-	96 (new)
apartment rentals Herndon VA		-	-	83 (new)	76 (-11)	-
apartment rentals Landover MD		-	-	108 (-20)	72 (-6)	-
apartment rentals Laurel MD		-	-	100 (-21)	34 (-24)	-
apartment rentals laurel md		-	-	83 (-4)	35 (-25)	-
apartment rentals Limerick		-	-	-	29 (+6)	25 (new)
apartment rentals Manassas VA		-	-	-	44 (-18)	-
apartment rentals Massapequa NY		-	-	77 (new)	50 (-13)	-
apartment rentals Morristown		-	-	-	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	-	34 (-8)	30 (new)
apartment rentals Norristown PA		-	-	84 (-17)	62 (-16)	-
apartment rentals North Bethesda		-	-	88 (-27)	65 (-3)	-
apartment rentals North Bethesda MD		-	-	53 (-16)	59 (-10)	-
apartment rentals North Wales PA		-	-	78 (-14)	31 (+18)	29 (new)
apartment rentals Oakton VA		-	-	-	14 (-2)	-
apartment rentals Odenton MD		-	-	-	71 (-40)	-
apartment rentals Owings Mills		-	-	90 (-1)	11 (+15)	-
apartment rentals Owings Mills MD		-	-	73 (-3)	7 (+1)	-
apartment rentals pikesville md		-	-	-	12 (-1)	-
apartment rentals Prince Frederick MD		-	-	86 (-41)	10 (+9)	-
apartment rentals Reisterstown		-	-	-	60 (-3)	58 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Reisterstown MD		-	-	93 (new)	60 (-13)	-
apartment rentals Rockville		-	-	93 (-12)	-	-
apartment rentals Silver Spring		-	-	103 (-6)	-	-
apartment rentals South Laurel		-	-	-	9 (+5)	-
apartment rentals South Orange NJ		-	-	101 (new)	68 (-17)	-
apartment rentals Towson MD		-	-	-	34 (-1)	-
apartment rentals Upper Marlboro MD		-	-	-	12 (+27)	-
apartment rentals Wheaton MD		-	-	55 (-23)	19 (-10)	-
apartment rentals white marsh md		-	-	-	42 (new)	-
apartment rentals Wyomissing PA		-	-	-	20 (+1)	-
apartment South Laurel		-	-	-	14 (+13)	-
apartment South Orange NJ		-	-	86 (+10)	52 (-11)	-
apartment Upper Marlboro MD		-	-	-	25 (-8)	-
apartment Wheaton MD		-	-	12 (+1)	7 (+8)	-
apartment white marsh md		-	-	12 (+2)	23 (+56)	-
Apartment With Garage DC		-	-	53 (-18)	6	-
Apartment with Garage Washington DC		-	-	45 (-16)	11 (-1)	-
apartment Wyomissing PA		-	-	18	34 (-8)	-
apartments bowie-russet md		-	-	11	1	-
Apartments Bronx Englewood		-	-	7 (-4)	3	-
apartments Capitol Heights MD		-	-	94 (-4)	12 (+12)	-
apartments Cedar Knolls		-	-	-	30 (+6)	-
apartments Eagleville PA		-	-	-	13 (+14)	-
apartments for rent Bowie		-	-	114 (-14)	-	-
apartments for rent bowie-russet md		-	-	6	-	-
apartments for rent Capitol Heights MD		-	-	92 (new)	61 (+30)	-
apartments for rent Cedar Knolls		-	-	-	58 (-5)	57 (new)
apartments for rent Eagleville PA		-	-	-	66 (new)	65 (new)
apartments for rent elkridge md		-	-	103 (-24)	72 (new)	-
apartments for rent hanover md		-	-	113 (-26)	87 (new)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Henrico VA		-	-	90 (-21)	-	-
apartments for rent Landover MD		-	-	101 (-22)	-	-
apartments for rent Massapequa NY		-	-	86 (-24)	88 (-37)	-
apartments for rent Norristown		-	-	115 (-22)	118 (-14)	-
apartments for rent North Bethesda		-	-	77 (-15)	65 (+20)	62 (new)
apartments for rent North Bethesda MD		-	-	51 (-13)	56 (+10)	-
apartments for rent North Wales PA		-	-	106 (new)	80 (+12)	84 (new)
apartments for rent Oakton VA		-	-	100 (new)	-	-
apartments for rent Owings Mills		-	-	72 (+1)	49 (+8)	-
apartments for rent pikesville md		-	-	-	-	-
apartments for rent Prince Frederick MD		-	-	59 (-15)	65 (-15)	-
apartments for rent Reisterstown		-	-	93 (new)	96 (-1)	96 (new)
apartments for rent Reisterstown MD		-	-	-	-	-
apartments for rent South Laurel		-	-	-	23 (new)	23 (new)
apartments for rent Upper Marlboro MD		-	-	82 (-13)	74 (-18)	76 (-32)
apartments for rent white marsh md		-	-	-	67 (+52)	-
apartments for rent Wyomissing PA		-	-	52 (-12)	52 (-3)	-
Apartments In Tysons Corner Herndon VA		-	-	-	7 (-1)	6 (new)
apartments Massapequa NY		-	-	109 (-34)	29 (-8)	-
Apartments Near Metro Bethesda		-	-	33 (-13)	4 (-1)	3 (new)
Apartments Near Metro North Bethesda MD		-	-	14 (-2)	4	8 (new)
apartments Prince Frederick MD		-	-	18 (-6)	15 (+5)	-
apartments Reisterstown		-	-	-	26 (-9)	22 (new)
Apartments Rental DC		-	-	-	-	-
Apartments Rental DC Arlington VA		-	-	-	39 (-16)	-
apartments South Laurel		-	-	-	15 (+10)	-
arbors apartments white marsh md		-	-	5 (+3)	3	-
arbors at arundel preserve baltimore		-	-	1 (+3)	3	11 (-2)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
arbors at arundel preserve hanover md		-	-	5	2	17 (+5)
arbors baltimore white marsh md		-	-	6	3	1 (new)
Avenel at Montgomery Square Norristown		-	-	16	2	-
Avenel at Montgomery Square North Wales PA		-	-	24 (-2)	3 (+3)	-
belmont station baltimore		-	-	4	5 (-3)	-
Broadmoor Apartments Henrico VA		-	-	-	4 (-1)	-
brookside apartments frederick maryland		-	-	-	2	1 (new)
brookside frederick		-	-	-	2	1 (new)
brookside frederick maryland		-	-	-	2	1 (new)
Carver 2000 Senior Mansion DC		-	-	1	1	31 (+2)
Carver 2000 Senior Mansion Washington DC		-	-	2	1	-
city center apartments philadelphia pa		-	-	115 (new)	-	-
Clarendon Apartment Arlington VA		-	-	102 (new)	24 (+8)	-
Clarendon Apartment DC		-	-	70 (-9)	56 (-10)	-
Concord Crystal City DC		-	-	1 (+10)	2	2 (new)
concord park at bowie-russet md		-	-	-	1	1 (new)
concord park at russet laurel md		-	-	1	2	-
Crystal City Apartments apartments Arlington		-	-	5 (-1)	19 (-1)	17
Crystal City Apartments apartments DC		-	-	45 (-21)	9 (+5)	-
Crystal City Apartments Arlington		-	-	5 (+47)	15 (+5)	13 (new)
crystal park at waterford frederick md		-	-	2	2	37 (-1)
excalibur baltimore	4	-	-	1	2 (-1)	-
excalibur pikesville md	8	-	-	1	2	21 (-20)
Four Winds at Oakton VA		-	-	6 (-1)	3	2 (new)
Gaslight Commons Newark		-	-	-	1 (+2)	-
Halstead Arlington apartments Arlington		-	-	14 (+12)	2 (+1)	15 (+2)
Halstead Arlington apartments DC		-	-	5	2 (-1)	11 (-10)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Halstead Arlington Arlington VA		-	-	5 (+15)	4 (-1)	-
Halstead Arlington DC		-	-	11 (-6)	4	-
Harbor Apartments Baltimore		-	-	87 (-6)	3 (-1)	-
Howard County Townhomes Laurel MD		-	-	117 (-12)	1 (+1)	-
Jericho Residences DC		-	-	4	1 (+1)	1 (+1)
Jericho Residences Landover MD		-	-	4	3	1
Laurel Square Apartments South Laurel		-	-	19 (+5)	2	1
Lodge at Seven Oaks Bowie		-	-	11 (-7)	4 (-2)	-
London/Normandy House DC		-	-	1	2	-
Low Rent Apartment Annapolis		-	-	110 (-30)	25 (-2)	-
Luxury Apartment Reston VA		-	-	15	10 (-3)	-
Luxury Apartment Fairfax VA		-	-	38 (-5)	38 (-19)	-
Luxury Apartments apartments Bethesda		-	-	14 (+2)	22 (-7)	20 (new)
Luxury Apartments apartments DC		-	-	6 (+89)	3 (+3)	-
Luxury Apartments apartments North Bethesda		-	-	16 (-3)	12 (+1)	-
Luxury Apartments Bedford MA		-	-	92 (-6)	11 (-2)	-
luxury apartments Bowie		-	-	-	-	-
Luxury Apartments Conshohocken PA		-	-	37 (-1)	14 (+7)	15 (new)
Luxury Apartments Doylestown PA		-	-	4 (-3)	2 (+5)	-
Luxury Apartments Eagleville PA		-	-	90 (-86)	2	-
Luxury Apartments Manhattan apartments New York		-	-	-	-	-
Luxury Apartments Massapequa NY		-	-	75 (-45)	13 (-11)	-
Luxury Apartments Norristown PA		-	-	57 (-13)	8 (+6)	7 (new)
Luxury Apartments North Bethesda		-	-	14 (-2)	13 (+7)	13 (+1)
Luxury Apartments Oakton VA		-	-	4	2	22 (new)
luxury apartments Odenton MD		-	-	-	8 (+11)	-
Luxury Apartments Pikesville MD		-	-	42 (+1)	5	-
Luxury Apartments South Orange NJ		-	-	7 (+1)	2 (+2)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
luxury apartments Wheaton MD		-	-	4 (+1)	2 (+1)	25 (+2)
luxury apartments white marsh md		-	-	-	6 (+23)	5 (+16)
Luxury Apartments Woburn MA		-	-	75 (-18)	4 (+2)	-
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	8	3	-
Metro Apartments Fairfax VA		-	-	16	16 (-6)	-
Metro Apartments Vienna VA		-	-	35 (-19)	2 (+1)	-
MetroPointe Wheaton MD		-	-	5 (+3)	4 (-2)	3 (-2)
Monterey North Bethesda MD		-	-	-	3	2 (new)
Near Towson University Towson MD		-	-	-	11 (+17)	-
new apartments bowie-russet md		-	-	11	1	-
new apartments laurel md		-	-	10	10	-
Observer Park New York		-	-	1	5 (-1)	-
overlook manor frederick		-	-	-	1 (+1)	1 (+11)
overlook manor frederick maryland		-	-	45 (-9)	2	1 (new)
Pentagon City Apartments Arlington		-	-	104 (-4)	44 (+27)	-
Pentagon City Apartments DC		-	-	-	67 (+11)	-
pet friendly apartments baltimore		-	-	46 (-10)	19 (-8)	-
pet friendly apartments frederick md		-	-	12 (-1)	3 (-1)	-
pet friendly apartments pikesville md		-	-	22	2	1
pet friendly Germantown MD		-	-	47 (-10)	7 (+1)	-
pet friendly Laurel MD		-	-	35 (-12)	17 (+2)	12 (new)
Pet Friendly Manassas VA		-	-	49 (-8)	25 (+3)	-
Pet Friendly Prince Frederick MD		-	-	17 (+1)	10 (+3)	-
pet friendly Rockville		-	-	-	83 (-9)	-
pet friendly South Laurel		-	-	27 (-6)	-	-
Pet Friendly Upper Marlboro MD		-	-	66 (-13)	9 (+5)	-
Pet-Friendly Hoboken		-	-	-	11 (-3)	10 (new)
Pinnacle Town Center Germantown MD	1	-	-	1 (+3)	2	-
Rapid Transit Alexandria VA		-	-	33 (-4)	11 (+1)	-
Rapid Transit Manassas VA		-	-	10 (-2)	2	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rent loft baltimore		-	-	-	-	-
Rent Loft Fairfax VA		-	-	-	-	-
rent loft hanover md		-	-	-	6 (+1)	-
Rent Loft Richmond VA		-	-	-	-	-
Rent Lofts apartments Bethesda		-	-	91 (-19)	5 (-1)	3 (new)
Rent Lofts Bethesda		-	-	57 (-11)	10 (-1)	9 (new)
Rent Lofts Bethesda MD		-	-	-	14 (-4)	-
Rent Lofts Columbia MD		-	-	11	8 (-2)	-
Rent Lofts DC		-	-	117 (-19)	19 (+8)	-
Rent Lofts Gaithersburg MD		-	-	68 (-21)	3 (+7)	-
Rent Lofts Washington DC		-	-	-	39 (+8)	-
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	97 (-20)	33 (+5)	-
rent townhomes elkridge md		-	-	-	8 (+1)	-
Rent Townhomes Norristown PA		-	-	119 (new)	29 (-8)	-
Rent Townhomes Wyomissing PA		-	-	-	19 (-2)	-
rental apartment Germantown MD]		-	-	5	106 (+13)	-
rental apartment Alexandria VA		-	-	-	-	-
rental apartment annapolis		-	-	-	60 (+6)	-
rental apartment Arlington		-	-	-	-	-
rental apartment Arlington VA		-	-	-	-	-
rental apartment Ashburn VA		-	-	-	31 (+17)	-
rental apartment Bedford MA		-	-	116 (-9)	100 (-36)	-
rental apartment Bethesda		-	-	5 (+1)	67 (-24)	-
rental apartment Bethesda MD		-	-	5 (+1)	20 (+7)	-
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	6 (+5)	1	-
rental apartment Capitol Heights MD		-	-	106 (-38)	74 (+14)	-
rental apartment Cedar Knolls		-	-	-	47 (-2)	45 (-17)
rental apartment Centreville VA		-	-	7 (+1)	62 (-19)	-
rental apartment Columbia		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Columbia MD		-	-	114 (-34)	73 (-20)	-
rental apartment Conshohocken PA		-	-	9 (-5)	-	-
rental apartment Doylestown PA		-	-	5 (-1)	35 (-12)	-
rental apartment Eagleville PA		-	-	-	51 (+32)	-
rental apartment elkrIDGE md		-	-	4 (+76)	60 (+6)	59 (new)
rental apartment Englewood		-	-	-	111 (new)	-
rental apartment Fairfax VA		-	-	104 (-21)	-	-
rental apartment Falls Church VA		-	-	119 (-8)	85 (-21)	-
rental apartment frederick md		-	-	5	87 (-25)	-
rental apartment Gaithersburg MD		-	-	105 (-11)	72 (-20)	78 (new)
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	6	103 (new)	-
rental apartment hanover md		-	-	8 (+41)	44 (+1)	-
rental apartment Henrico VA		-	-	103 (-29)	113 (-15)	-
rental apartment Herndon VA		-	-	88 (-5)	-	-
rental apartment Landover MD		-	-	79 (-31)	99 (+14)	-
rental apartment laurel md		-	-	102 (-61)	62 (-4)	-
rental apartment Limerick		-	-	108 (-26)	56 (+36)	-
rental apartment Manassas VA		-	-	105 (-17)	79 (-21)	-
rental apartment Massapequa NY		-	-	-	60 (-16)	-
rental apartment Medford MA		-	-	-	-	-
rental apartment Morristown		-	-	-	-	-
rental apartment New Haven		-	-	-	117 (+2)	-
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	92 (+1)	68 (+31)	-
rental apartment Norristown PA		-	-	7 (+75)	61 (-4)	62 (new)
rental apartment North Bethesda		-	-	7 (-2)	73 (-2)	71 (new)
rental apartment North Bethesda MD		-	-	58 (-52)	54 (-6)	-
rental apartment North Wales PA		-	-	-	65 (-3)	-
rental apartment Oakton VA		-	-	5	27 (-6)	-
rental apartment Odenton MD		-	-	6 (+94)	114 (new)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Owings Mills		-	-	81 (-13)	22 (+45)	-
rental apartment Owings Mills MD		-	-	103 (-45)	15 (+2)	-
rental apartment philadelphia pa		-	-	-	-	-
rental apartment pikesville md		-	-	-	73 (-20)	72 (-10)
rental apartment Prince Frederick MD		-	-	1	35 (-18)	-
rental apartment Reisterstown		-	-	-	80 (+4)	-
rental apartment Reisterstown MD		-	-	121 (new)	74 (-21)	-
rental apartment Reston VA		-	-	92 (-46)	65 (-10)	-
rental apartment Richmond VA		-	-	-	-	-
rental apartment Rockville		-	-	-	-	-
rental apartment Rockville MD		-	-	105 (-22)	76 (+31)	-
rental apartment Silver Spring		-	-	94 (+11)	-	-
rental apartment South Laurel		-	-	-	28 (-3)	-
rental apartment South Orange NJ		-	-	123 (-22)	86 (-31)	-
rental apartment Towson MD		-	-	104 (-35)	81 (new)	-
rental apartment Upper Marlboro MD		-	-	-	29 (+7)	26 (+1)
rental apartment Vienna VA		-	-	10 (+57)	-	-
rental apartment West Chester PA		-	-	95 (-7)	81 (+11)	-
rental apartment Wheaton MD		-	-	5 (+1)	31 (-9)	28 (-11)
rental apartment white marsh md		-	-	97 (-31)	71 (-8)	71 (new)
rental apartment White Plains NY		-	-	6 (-2)	92 (-19)	96 (new)
rental apartment Woburn MA		-	-	5 (+94)	59 (-19)	57 (new)
rental apartment Wyomissing PA		-	-	8 (-3)	20 (+9)	-
rental apartments Germantown MD]		-	-	-	94 (+25)	-
rental apartments annapolis		-	-	86 (+5)	67 (+7)	-
rental apartments Ashburn VA		-	-	119 (-19)	35 (+21)	-
rental apartments Bedford MA		-	-	113 (-19)	92 (-41)	-
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	-	1	-
rental apartments Capitol Heights MD		-	-	110 (-40)	-	-
rental apartments Cedar Knolls		-	-	116 (-21)	74 (+1)	78 (-39)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Centreville VA		-	-	-	59 (-23)	-
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	84 (-14)	64 (-16)	63 (new)
rental apartments Conshohocken PA		-	-	-	-	-
rental apartments Doylestown PA		-	-	-	33 (-5)	-
rental apartments Eagleville PA		-	-	-	50 (+25)	37 (new)
rental apartments elkridge md		-	-	92 (-7)	72 (+1)	-
rental apartments Englewood		-	-	118 (new)	-	-
rental apartments Fairfax VA		-	-	117 (-26)	-	-
rental apartments Falls Church VA		-	-	-	80 (-21)	-
rental apartments frederick md	2	-	-	-	105 (-25)	-
rental apartments Gaithersburg MD		-	-	-	79 (-27)	-
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD		-	-	-	74 (+22)	-
rental apartments hanover md		-	-	99 (-46)	38 (+14)	-
rental apartments Henrico VA		-	-	93 (-20)	117 (-24)	85 (new)
rental apartments Herndon VA		-	-	-	-	-
rental apartments Landover MD		-	-	71 (-13)	98 (+14)	99 (new)
rental apartments laurel md		-	-	84 (-28)	66 (-5)	68 (new)
rental apartments Limerick		-	-	-	59 (+40)	-
rental apartments Manassas VA		-	-	-	114 (-65)	-
rental apartments Massapequa NY		-	-	-	68 (-29)	-
rental apartments Medford MA		-	-	-	-	-
rental apartments Morristown		-	-	91 (-6)	-	-
rental apartments New Haven		-	-	-	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	88 (-17)	62 (+33)	-
rental apartments Norristown PA		-	-	120 (-21)	78 (-27)	-
rental apartments North Bethesda		-	-	60 (-55)	67 (+6)	47 (new)
rental apartments North Bethesda MD		-	-	47 (-16)	58 (-18)	-
rental apartments North Wales PA		-	-	102 (new)	77 (+25)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Oakton VA		-	-	90 (-50)	21 (+4)	-
rental apartments Odenton MD		-	-	-	-	-
rental apartments Owings Mills		-	-	103 (-48)	20 (+11)	-
rental apartments Owings Mills MD		-	-	88 (-29)	8 (+7)	-
rental apartments pikesville md		-	-	-	67 (-23)	-
rental apartments Prince Frederick MD		-	-	78 (-48)	61 (-17)	-
rental apartments Reisterstown		-	-	-	71 (+23)	70 (-5)
rental apartments Reisterstown MD		-	-	-	62 (-11)	-
rental apartments Rockville		-	-	118 (new)	-	-
rental apartments Rockville MD		-	-	-	84 (new)	-
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	-	14 (+10)	-
rental apartments South Orange NJ		-	-	-	70 (-18)	-
rental apartments Towson MD		-	-	104 (-37)	65 (+21)	-
rental apartments Upper Marlboro MD		-	-	-	36 (+8)	33 (+2)
rental apartments Vienna VA		-	-	108 (-18)	-	-
rental apartments West Chester PA		-	-	-	107 (new)	-
rental apartments Wheaton MD		-	-	33 (-18)	36 (-13)	34 (-18)
rental apartments white marsh md		-	-	84 (-11)	83 (-20)	79 (-39)
rental apartments Woburn MA	1	-	-	-	67 (-27)	-
rental apartments Wyomissing PA		-	-	36 (-4)	27 (+1)	-
residences on the avenue apartments washington dc		-	-	23 (+1)	2	-
Riverstone at Owings Mills Owings Mills MD		-	-	1	3 (+1)	2
Riverview Landing Norristown PA		-	-	-	4	-
Riverwalk at Millennium Conshohocken PA		-	-	-	6 (-3)	-
Rolling Hills Rockville		-	-	1 (+3)	2	-
Senior Living Capitol Heights MD		-	-	14	2	-
senior living DC		-	-	102 (-29)	53 (-4)	-
senior living Landover MD		-	-	3	6 (-2)	5 (-2)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Sherwood Crossing Columbia	5	-	-	4 (+2)	4 (-2)	-
Short Term Apartments Ashburn VA		-	-	-	4 (-1)	-
Siena Park DC		-	-	14 (-3)	3 (-1)	-
Silverwood Farm Prince Frederick MD	2	-	-	1	2	-
SouthPoint at Massapequa NY		-	-	-	3	12 (new)
Spinnaker Bay at Harbor East Baltimore MD		-	-	3 (+2)	2	-
St. Johns Wood Fairfax VA		-	-	3 (-1)	2	-
St. Paul Senior Living Apartments Capitol Heights MD		-	-	3 (+1)	2	1 (new)
Sterling Parc Morristown		-	-	-	3	-
Strathmore Court at White Flint [region]		-	-	4	1	1
Strathmore Court at White Flint North Bethesda MD		-	-	1	2 (-1)	16 (+1)
Studio Apartment Georgetown		-	-	-	-	-
Studio Apartments apartments Baltimore		-	-	92 (-14)	27 (-1)	24 (-4)
Studio Apartments New Haven		-	-	70 (-9)	28 (+7)	-
Studio Apartments Norristown		-	-	113 (-37)	81 (-7)	-
Studio Apartments North Wales PA		-	-	83 (new)	7 (+7)	-
Studio Apartments Silver Spring		-	-	54 (-16)	-	-
Studio For Rent apartments Arlington		-	-	-	-	-
Studio For Rent apartments DC		-	-	-	-	-
Studio For Rent Arlington		-	-	83 (new)	-	-
Studio For Rent Arlington VA		-	-	81 (+3)	96 (+9)	-
Studio For Rent Bethesda MD		-	-	77 (-28)	33 (+13)	-
Studios Baltimore		-	-	-	-	-
Summer Chase Apartments Philadelphia		-	-	46 (-10)	1 (+1)	-
The Apartments at Harbor Park Reston VA		-	-	1	5 (-2)	4 (new)
The Apartments at Regent's Park Fairfax VA	2	-	-	1	1	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
The Apartments at Regent's Park Vienna VA		-	-	2	1	-
the arbors at baltimore crossroads white marsh md		-	-	20 (-9)	3 (+6)	-
The Arbors at Fair Lakes Fairfax VA	2	-	-	3 (-2)	1	-
The Brownstones at Englewood South Englewood NJ		-	-	-	3 (-1)	3 (new)
The Fenestra at Rockville Town Square Rockville MD		-	-	10 (+26)	7 (-1)	-
The Fenestra at Rockville Town Square Silver Spring		-	-	3 (-1)	2 (-1)	-
The Fitzgerald at UB Midtown Baltimore MD		-	-	11 (-3)	2	4 (+4)
The Gramercy at Town Center Columbia MD	5	-	-	1	2	1 (new)
The Halstead at Guilford Baltimore MD		-	-	5 (-1)	3	-
The Jefferson at Fair Oaks Fairfax VA	6	-	-	1	2	-
The Jefferson at Fair Oaks Herndon VA		-	-	4	1 (+1)	-
The Loree Grand at Union Place DC		-	-	-	6 (-2)	-
The Loree Grand at Union Place Washington DC		-	-	-	4	-
The Paramount DC		-	-	-	4 (+1)	-
The Promenade at Harbor East Baltimore MD		-	-	1	1 (+1)	-
The Residences at McHenry Row Baltimore MD		-	-	6 (-3)	2	-
The Residences at Rivers Edge Medford MA		-	-	-	4 (-1)	5 (new)
The Residences at the Market Common DC		-	-	13 (-12)	5 (-2)	-
The Townes at Harvest View Reisterstown MD	2	-	-	1	1	18 (+2)
The Village at Taylor Pond Bedford MA		-	-	58 (-21)	2 (+1)	9 (-7)
Timberlawn Crescent North Bethesda MD		-	-	1	2	-

SERP Tracker Report

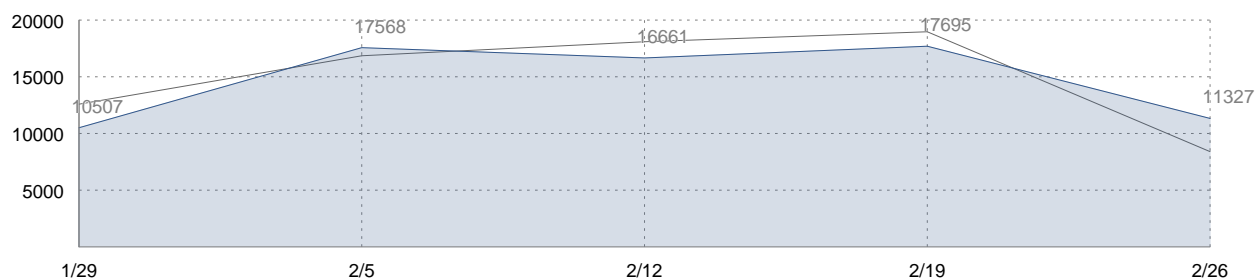
(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Town Home Rentals Bethesda		-	-	60 (-23)	21 (-15)	-
Town Home Rentals North Bethesda MD		-	-	39 (-12)	10 (-1)	-
Townhome Apartments apartments Limerick		-	-	57 (-22)	1 (+1)	-
Townhome Apartments apartments Philadelphia		-	-	4	39 (new)	-
Townhome Apartments Limerick		-	-	65 (-15)	1	-
Townhome Apartments Philadelphia		-	-	78 (-1)	17 (+54)	15 (+38)
townhome for rent Owings Mills		-	-	86 (-14)	10 (+2)	-
Townhomes Wheaton MD		-	-	20 (-7)	4 (-1)	3 (new)
Upstairs at Bethesda Row Bethesda		-	-	1	3 (-1)	2 (new)
Upstairs at Bethesda Row Bethesda MD		-	-	5	3	2 (new)
West End Apartments Henrico VA		-	-	-	-	-
West End Apartments Richmond		-	-	-	-	-
WestEnd25 Georgetown		-	-	97 (-26)	6 (-3)	-

Google Analytics Summary Report

Google Analytics

2/1/2012 - 2/29/2012
 compared to: 1/3/2012 - 1/31/2012
 Excluding paid search

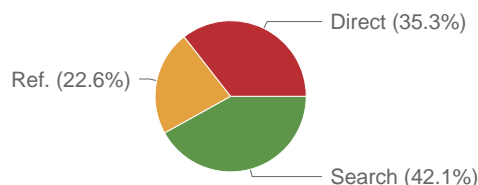


73,758 Visits

Previous: 74,898 (-1.52%)

348,751 Page Views

Previous: 358,109 (-2.61%)



16,691 Site Referrals

TOP REFERRERS	%	VISITS
ads.rentsentinel.com	25.5%	4,259
apartmentratings.com	17.5%	2,922
washingtondc.craigslist.org	5.3%	885
jtrinsights.com	4.1%	682
maps.google.com	3.2%	535

31,054 Search Referrals

TOP KEYWORDS	%	VISITS
(not provided)	23.5%	7,289
bozzuto	7.2%	2,234
bozzuto management	3.5%	1,076
bozzuto apartments	1.8%	568
bozzuto group	0.9%	289

TOP SEARCH ENGINES	%	VISITS
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Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	82.4%	25,601
bing	10.4%	3,245
yahoo	5.7%	1,774
aol	0.6%	174
ask	0.3%	87

TOP LANDING PAGES	%	VISITS
/	23.6	17,339
/about-us/careers	2.8	2,067
/apartments	2.7	1,962
/apartments/	2.5	1,804
/apartments/communities	2.3	1,721