



Weekly SERP Report

Bozzuto.com Keyword Rankings

Prepared for www.bozzuto.com

SERP Tracker Report

Ranking Results

1/1/2012 - 1/31/2012

Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
289 (-29)	498 (-50)	163 (-74)	132 (-62)

Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
633 ▲	1069 ▼	1232	146	400

Average Rank

Google	Yahoo!	Bing
45 (60% ranked)	31 (72% ranked)	21 (21% ranked)

All Keywords

GA visits from 1/1-1/30

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		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	88 (new)	46 (new)	46 (new)
apartments DC	1	165,000	165,000	116 (-89)	42 (new)	40 (new)
apartment Boston		135,000	165,000	-	-	-
apartment Philadelphia	1	135,000	135,000	-	-	-
apartments Boston		135,000	135,000	-	-	-
apartments Philadelphia	1	135,000	135,000	-	-	-
apartment Arlington		110,000	135,000	-	-	-
apartment Columbia		110,000	165,000	-	-	-
apartments Arlington	1	110,000	135,000	-	-	-
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		74,000	74,000	-	-	-
apartment rental New York		74,000	110,000	-	-	-
apartments baltimore	1	74,000	74,000	-	83	-
rental apartment New York		74,000	110,000	-	-	-
apartment washington dc		60,500	60,500	-	25 (-3)	-
apartment rentals New York		60,500	74,000	-	-	-
apartment Richmond VA		60,500	60,500	-	112 (+7)	-
apartment Washington DC		60,500	60,500	-	25 (-3)	24 (new)
apartments Richmond VA		60,500	60,500	-	76 (+11)	-
apartments Washington DC		60,500	74,000	-	-	-
rental apartments New York		60,500	90,500	-	-	-
apartment Arlington VA		40,500	40,500	76 (+6)	112 (new)	-
apartment for rent Boston		33,100	40,500	-	-	-
apartment for rent Philadelphia		33,100	33,100	-	-	-
apartments Arlington VA	2	33,100	40,500	92 (+6)	119 (new)	-
apartments for rent Philadelphia		33,100	33,100	-	-	-
apartments Georgetown		33,100	33,100	-	-	-
apartments Silver Spring		33,100	33,100	-	5 (new)	-
apartment Alexandria VA		27,100	33,100	91 (new)	113 (-21)	-
apartment Georgetown		27,100	33,100	-	-	-
apartment Hoboken	1	27,100	27,100	-	-	-
apartment Jersey City		27,100	33,100	-	-	-
apartment Newark		27,100	27,100	-	-	-
apartment Silver Spring		27,100	33,100	74 (new)	5 (new)	-
apartments Alexandria VA	1	27,100	33,100	92 (+10)	78 (+23)	-
apartments for rent Boston		27,100	33,100	112 (new)	-	-
apartments Jersey City	1	27,100	33,100	-	-	-
apartments Newark		27,100	33,100	-	-	-
apartment for rent DC		22,200	22,200	-	-	-
apartments Hoboken	1	22,200	27,100	-	-	-
apartment for rent Richmond		18,100	22,200	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent DC	1	18,100	22,200	-	-	-
apartment Bethesda	1	14,800	18,100	26 (+10)	18 (+4)	-
apartment for rent Arlington		14,800	14,800	-	-	-
apartment for rent baltimore		14,800	14,800	-	-	-
apartment New Haven		14,800	14,800	109 (new)	-	-
apartment philadelphia pa		14,800	14,800	113 (-23)	-	-
apartment Rockville		14,800	14,800	80 (new)	-	-
apartments Bethesda	1	14,800	18,100	25	27 (+1)	25 (new)
apartments New Haven		14,800	18,100	-	-	-
apartments philadelphia pa	1	14,800	18,100	-	-	-
apartments Rockville		14,800	14,800	80 (new)	-	-
brookside apartments		14,800	14,800	-	25 (-8)	-
apartment Columbia MD		12,100	12,100	57 (-5)	57 (+12)	51 (new)
apartment laurel md		12,100	12,100	23 (+4)	69 (-51)	-
apartments annapolis	1	12,100	12,100	96 (-70)	28 (+2)	28 (new)
apartments Columbia MD		12,100	12,100	53 (-26)	41 (+1)	39 (new)
apartments for rent baltimore		12,100	12,100	-	-	-
apartments for rent Columbia		12,100	33,100	-	-	-
apartments for rent Richmond		12,100	22,200	-	-	-
apartments laurel md	3	12,100	12,100	25 (-1)	42 (-31)	-
Pet-Friendly New York		12,100	12,100	-	-	-
apartment annapolis		9,900	12,100	86 (-57)	28 (-3)	27 (new)
apartment Englewood		9,900	9,900	-	-	-
apartment Fairfax VA		9,900	12,100	92 (-1)	63 (new)	-
apartment for rent Jersey City		9,900	9,900	-	-	-
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	105 (-63)	45 (-11)	-
apartment rental Boston		9,900	14,800	-	-	-
apartments Englewood		9,900	9,900	-	-	-
apartments Fairfax VA		9,900	12,100	101 (-16)	46 (+53)	-

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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	74 (-10)	-	-
apartments frederick md	1	9,900	9,900	78 (-33)	54 (-19)	-
rental apartment Boston		9,900	14,800	-	-	-
apartment for rent Hoboken		8,100	8,100	-	-	-
apartment Manassas VA		8,100	8,100	67 (-29)	12 (+13)	-
apartment rentals Boston		8,100	9,900	-	-	-
apartment Rockville MD		8,100	8,100	97	83 (+32)	-
apartment West Chester PA		8,100	8,100	114 (-4)	-	-
apartments for rent Hoboken		8,100	8,100	93 (-26)	-	-
apartments for rent Richmond VA		8,100	8,100	-	-	-
apartments for rent Washington DC		8,100	9,900	-	-	-
apartments Manassas VA	1	8,100	8,100	-	25 (+2)	-
apartments Rockville MD		8,100	8,100	99 (-18)	78 (+8)	-
apartments West Chester PA		8,100	8,100	-	-	-
rental apartments Boston		8,100	12,100	-	-	-
apartment Morristown		6,600	6,600	-	-	-
apartment Owings Mills		6,600	6,600	73 (-58)	9 (+7)	-
apartment rental DC		6,600	8,100	-	-	-
apartments Morristown		6,600	6,600	109 (-59)	-	-
apartments Owings Mills	1	6,600	6,600	85 (-69)	13 (-1)	12 (new)
rental apartment DC		6,600	8,100	-	-	-
rental apartments DC		6,600	6,600	-	-	-
apartment Germantown MD		5,400	5,400	88 (+15)	16 (-5)	16 (new)
apartment Bethesda MD		5,400	5,400	24 (+2)	31 (-6)	-
apartment for rent Alexandria VA		5,400	5,400	104 (-12)	-	-
apartment for rent Arlington VA		5,400	5,400	-	-	-
apartment for rent Newark		5,400	5,400	-	-	-
apartment Gaithersburg MD		5,400	5,400	-	80 (-5)	-
apartment Germantown MD		5,400	5,400	88 (+14)	16	-
apartment rental Philadelphia		5,400	6,600	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartment rentals DC		5,400	5,400	-	-	-
apartment Reston VA		5,400	5,400	20 (+68)	16	-
apartments Germantown MD		5,400	5,400	84 (+24)	18 (-5)	17 (new)
apartments Bethesda MD	1	5,400	6,600	24 (+1)	27 (-7)	-
apartments Gaithersburg MD		5,400	6,600	-	66 (-19)	-
apartments Germantown MD	2	5,400	5,400	84 (+20)	18 (+8)	17 (new)
apartments Reston VA	2	5,400	5,400	20 (+62)	20 (+3)	-
rental apartment Philadelphia		5,400	6,600	-	-	-
rental apartments Philadelphia		5,400	5,400	-	-	-
apartment Falls Church VA		4,400	4,400	-	106 (-10)	-
apartment Herndon VA		4,400	4,400	91 (-9)	78 (-2)	-
apartment rentals Philadelphia	2	4,400	4,400	-	-	-
apartments Bowie		4,400	4,400	-	-	-
apartments Falls Church VA	1	4,400	5,400	-	-	-
apartments for rent Arlington VA		4,400	4,400	79 (-19)	-	-
apartments for rent Newark		4,400	5,400	-	-	-
apartments Herndon VA		4,400	4,400	72 (-1)	92 (+12)	-
apartments White Plains NY		4,400	4,400	97 (-71)	59 (-16)	-
Luxury Apartments Boston		4,400	5,400	-	-	-
apartment Ashburn VA		3,600	3,600	42 (+11)	86 (-8)	-
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	-	-	-
apartment rental Hoboken		3,600	3,600	-	-	-
apartment rental Washington DC		3,600	4,400	-	75 (new)	-
apartment Towson MD		3,600	3,600	56 (+11)	25 (-3)	-
apartment White Plains NY		3,600	4,400	101 (-73)	54 (-14)	45 (new)
apartments Ashburn VA	1	3,600	3,600	67 (+6)	61 (-1)	-
apartments for rent Alexandria VA		3,600	3,600	-	-	-
apartments for rent philadelphia pa		3,600	3,600	-	-	-
apartments Norristown		3,600	3,600	-	25 (+5)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments Towson MD		3,600	3,600	69 (-2)	25 (+25)	-
rental apartment Hoboken	1	3,600	3,600	5 (new)	-	-
rental apartment Washington DC		3,600	4,400	-	-	-
test keyword		3,600	9,900	-	-	-
The Sagamore New York NY		3,600	4,400	112 (-48)	-	-
apartment Centreville VA		2,900	2,900	82 (-19)	48 (+11)	58 (new)
apartment for rent Columbia MD		2,900	2,900	98 (-53)	-	-
apartment for rent Fairfax VA		2,900	2,900	-	103 (-4)	-
apartment for rent New Haven		2,900	3,600	-	-	-
apartment for rent Silver Spring		2,900	2,900	-	11 (new)	-
apartment rental Arlington		2,900	3,600	-	-	-
apartment rental Jersey City		2,900	2,900	-	-	-
apartment rentals washington dc		2,900	3,600	-	-	-
apartment rentals Hoboken		2,900	2,900	-	-	-
apartment rentals Washington DC		2,900	3,600	-	-	-
apartments Bedford MA		2,900	2,900	104 (-87)	30 (+2)	27 (new)
apartments Centreville VA		2,900	2,900	-	43 (+5)	-
apartments for rent New Haven		2,900	3,600	110 (-7)	-	-
rental apartment Jersey City		2,900	2,900	-	-	-
rental apartments washington dc		2,900	3,600	-	-	-
rental apartments Hoboken		2,900	3,600	-	-	-
rental apartments Washington DC	1	2,900	3,600	-	-	-
the avenue apartments dc	4	2,900	2,900	39 (-29)	2 (+1)	2
apartment for rent annapolis		2,400	2,900	-	-	-
apartment for rent Bethesda		2,400	2,900	90 (-25)	78 (-7)	-
apartment for rent frederick md		2,400	2,400	96 (-44)	62 (-14)	52 (new)
apartment Medford MA		2,400	2,400	51 (-27)	60 (-3)	-
apartment rental Richmond		2,400	4,400	-	-	-
apartment rentals Arlington		2,400	2,400	-	54	-
apartment rentals Jersey City		2,400	2,400	-	-	-
apartment Vienna VA		2,400	2,400	41 (-5)	39 (-11)	27 (new)

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment Woburn MA		2,400	2,400	-	17 (-4)	-
apartments for rent Georgetown		2,400	3,600	-	-	-
apartments for rent Silver Spring		2,400	2,400	-	11 (new)	-
apartments Medford MA		2,400	2,400	-	34 (-3)	-
apartments Norristown PA	2	2,400	2,400	-	33 (-4)	-
apartments Owings Mills MD	1	2,400	2,400	50 (-39)	7	5 (+24)
apartments Vienna VA		2,400	2,400	73 (+16)	34 (-8)	-
apartments Woburn MA		2,400	2,400	-	26 (-5)	-
Luxury Apartments DC	8	2,400	2,400	94 (-88)	3	2 (-1)
Park Place DC	5	2,400	2,400	5 (new)	4	-
rental apartment Richmond		2,400	4,400	-	-	-
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	1 (new)	2 (+1)	-
apartment for rent West Chester PA		1,900	1,900	76 (+30)	101 (+7)	-
apartment rental baltimore		1,900	2,400	-	-	-
apartment rentals Richmond		1,900	2,900	-	-	-
apartments for rent Bethesda		1,900	2,400	76 (-27)	73	-
apartments for rent Fairfax VA		1,900	1,900	70 (+4)	96 (-2)	-
apartments for rent Rockville		1,900	2,400	94 (-11)	-	-
Luxury Apartment DC		1,900	1,900	70 (-63)	2	-
New Apartments DC		1,900	1,900	54 (-29)	2	-
rental apartment baltimore		1,900	2,400	-	-	-
rental apartments baltimore		1,900	2,400	-	-	-
Studio Apartments DC	5	1,900	2,400	84	-	-
apartment for rent Rockville MD		1,600	1,600	-	-	-
apartment for rent White Plains NY	1	1,600	1,600	-	108 (-10)	-
apartment rental Arlington VA		1,600	1,600	-	99 (new)	-
apartment rentals baltimore		1,600	1,600	-	-	-
apartments for rent annapolis		1,600	1,900	74 (+9)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Columbia MD		1,600	1,600	95 (-32)	-	-
apartments for rent Englewood		1,600	1,600	88 (-4)	-	-
apartments for rent frederick md		1,600	1,600	92 (-16)	-	-
apartments for rent Morristown		1,600	1,600	-	-	-
apartments for rent West Chester PA		1,600	1,600	79 (+14)	-	-
apartments Landover MD		1,600	1,600	22 (+7)	33 (+11)	-
Luxury Apartment Philadelphia	2	1,600	1,900	5 (+97)	90 (-9)	-
The Ellington DC	85	1,600	1,600	5	2 (+4)	-
apartment elkridge md		1,300	1,300	58 (-1)	48 (-6)	35 (+41)
apartment for rent Bethesda MD		1,300	1,300	83 (-35)	54 (-27)	-
apartment for rent laurel md		1,300	1,300	85 (-59)	101 (-4)	-
apartment Limerick		1,300	4,400	104 (+9)	16 (+2)	14 (+45)
apartment rental Richmond VA		1,300	1,300	-	-	-
apartment rentals Arlington VA		1,300	1,300	96 (-7)	116 (-7)	-
apartments Conshohocken PA		1,300	1,300	-	67 (-6)	-
apartments Doylestown PA	1	1,300	1,300	100 (-6)	27 (-1)	-
apartments elkridge md	1	1,300	1,300	-	37 (+8)	-
apartments for rent White Plains NY		1,300	1,600	-	99 (+4)	-
apartments Limerick		1,300	6,600	-	9 (+2)	-
apartments Odenton MD		1,300	1,300	100 (new)	62 (+32)	47 (new)
apartments South Orange NJ		1,300	1,300	99 (-74)	37 (-4)	-
apartments Wheaton MD	1	1,300	1,300	12 (+5)	13 (-1)	-
apartments white marsh md		1,300	1,600	17 (+25)	82 (-32)	56 (+28)
Luxury Apartments Washington DC	5	1,300	1,300	108 (-101)	6 (+2)	-
The Hampton Arlington VA		1,300	1,300	29	-	-
apartment for rent Reston VA		1,000	1,300	81 (-28)	88 (+3)	-
apartment for rent Reston VA		1,000	1,300	81 (-28)	88 (+3)	-
apartment hanover md		1,000	1,000	16 (-2)	30 (+10)	-
apartment North Bethesda		1,000	1,000	18	45 (-16)	-
apartment rental Alexandria VA		1,000	1,000	100 (+2)	69 (+2)	74 (new)
apartment rentals Richmond VA		1,000	1,000	-	55 (+1)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments for rent Manassas VA		1,000	1,000	61 (-25)	-	-
apartments for rent Rockville MD		1,000	1,300	-	-	-
apartments hanover md	2	1,000	1,000	14 (-1)	25 (+15)	-
apartments North Bethesda	1	1,000	1,000	17 (+2)	48 (-16)	-
apartments Upper Marlboro MD		1,000	1,000	-	16 (-5)	12 (new)
rental apartments Arlington VA		1,000	1,000	98 (new)	-	-
rental apartments Richmond VA		1,000	1,000	100 (-15)	-	-
the avenue apartments washington dc		1,000	1,300	44 (-31)	2 (+1)	2 (new)
2 Bedroom Apartments DC		880	880	43 (+31)	58 (-33)	-
apartment for rent Falls Church VA		880	880	85 (-45)	-	-
apartment for rent Gaithersburg MD		880	880	87 (-10)	78 (-6)	-
apartment for rent Herndon VA		880	880	70 (+5)	-	-
apartment rentals Alexandria VA		880	1,000	96 (-10)	73 (-17)	-
apartments for rent Bethesda MD		880	1,000	71 (-26)	69 (-37)	-
apartments for rent laurel md		880	880	77 (-30)	-	-
apartments for rent Reston VA		880	880	87 (-32)	97 (-1)	-
apartments Henrico VA		880	1,000	100 (-59)	94 (new)	-
apartments pikesville md		880	880	-	29 (+4)	22 (new)
Liberty Towers Jersey City	13	880	1,000	4 (+30)	3	1 (+14)
Luxury Apartments Manhattan New York		880	1,000	-	-	-
Park Place Washington DC	1	880	880	5 (+20)	6	4 (+26)
Studio Apartment Baltimore		880	880	78 (-15)	16 (-2)	-
Studio Apartments Baltimore		880	880	88 (-8)	16 (-1)	15 (+54)
Studio Apartments Washington DC		880	880	73 (+26)	-	-
Studio For Rent DC		880	1,000	-	-	-
3 Bedroom Apartments DC		720	880	52 (new)	10 (+1)	-
apartment for rent Medford MA		720	720	-	67 (+1)	-
apartment rental Bethesda		720	880	82 (-34)	34 (-21)	33 (+44)
apartment rental New Haven		720	720	-	-	-
apartments for rent Falls Church VA		720	720	83 (-47)	96 (new)	-
apartments for rent Gaithersburg MD		720	720	70 (-1)	86 (+4)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments North Wales PA		720	720	52 (+35)	60 (-3)	-
Highland Park DC		720	720	45 (+32)	8 (+5)	-
Laurel Square Apartments Laurel MD		720	880	4 (+1)	2	1 (+2)
New Apartments Washington DC		720	720	55 (-33)	2	-
rental apartments Alexandria VA		720	720	-	-	-
rental apartments Bethesda	2	720	720	93 (-87)	47 (-3)	-
Senate Square DC		720	880	-	3	3 (+11)
Studio Apartment Washington DC		720	720	-	-	-
apartment for rent Vienna VA		590	720	-	-	-
apartment rental Georgetown		590	880	-	-	-
apartment rental philadelphia pa		590	590	-	-	-
apartments for rent Germantown MD		590	590	64 (-11)	-	-
apartments for rent Ashburn VA		590	590	68 (+10)	-	-
apartments for rent Germantown MD		590	590	91 (-38)	-	-
apartments for rent Herndon VA	1	590	720	-	-	-
apartments for rent Medford MA		590	720	-	68 (+3)	-
apartments Wyomissing PA		590	590	19 (+5)	31 (+4)	-
Broadmoor Apartments Richmond		590	590	-	14 (-2)	-
loft apartments baltimore		590	720	-	27 (-12)	-
River House Arlington VA		590	590	17	9 (+3)	7 (new)
apartment rentals Bethesda		480	480	104 (-63)	8 (+1)	-
apartment rentals Georgetown		480	590	-	-	-
apartment rentals New Haven		480	590	-	-	-
apartment rentals philadelphia pa		480	480	-	-	-
apartments for rent Towson MD		480	480	-	-	-
apartments for rent Woburn MA		480	480	97 (-64)	54 (+24)	-
apartments Oakton VA	2	480	480	78 (new)	24 (+1)	-
apartments Reisterstown MD		480	480	-	41 (+2)	-
Luxury Apartments Arlington VA	10	480	480	4 (+12)	14 (-1)	-
rental apartments philadelphia pa		480	480	-	-	-
Studio Apartments Arlington VA		480	480	29 (-5)	38 (-4)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Columbia MD		390	390	86 (-26)	58 (+1)	46 (new)
apartment rental White Plains NY		390	480	-	71 (-6)	83 (new)
apartments for rent Centreville VA		390	390	102 (-63)	49 (+3)	-
apartments for rent Doylestown PA		390	390	-	57 (-3)	-
apartments for rent Norristown PA		390	390	63 (+3)	91 (new)	-
apartments for rent Vienna VA		390	480	-	-	-
Crystal City Apartments Arlington		390	390	52 (-4)	20 (-1)	-
Rent Studio Jersey City		390	390	-	62 (-13)	-
rental apartments White Plains NY	2	390	390	-	74 (-13)	88 (-9)
Senior Living Washington DC		390	390	86 (-24)	63 (-10)	45 (new)
The Ellington Washington DC	7	390	390	4 (+1)	3 (+1)	2 (+83)
U Street Apartments DC	1	390	390	26 (-7)	30	28 (new)
View 14 DC		390	480	20	9 (+2)	9 (new)
apartment rental Bethesda MD		320	320	79 (-23)	16 (-5)	-
apartment rental Reston VA		320	390	70 (-25)	46 (-4)	-
apartment rentals Fairfax VA		320	390	-	52	-
apartment rentals West Chester PA		320	320	-	79 (-2)	-
apartment rentals White Plains NY		320	320	103 (-71)	43 (-10)	-
apartments for rent Conshohocken PA		320	320	-	-	-
apartments for rent South Orange NJ		320	320	87 (-67)	38 (+33)	-
brookside frederick md		320	320	-	2	-
Crystal City Apartments Arlington VA	1	320	390	7 (+1)	20 (-1)	-
Honey Tree Richmond VA		320	320	-	10 (+4)	-
Lakeside Apartments Centreville VA	69	320	320	1	8	25 (-2)
Lotus Square DC		320	320	13	4	-
Luxury Apartments Alexandria VA	3	320	320	7 (+35)	10 (-1)	-
Luxury Apartments Bethesda	2	320	390	31 (new)	23 (-6)	-
Monterey Bethesda		320	320	-	3	-
Observer Park Hoboken	3	320	320	5	5 (-2)	-
rental apartments frederick md		320	390	-	80 (-9)	-
residences on the avenue dc		320	390	36 (-22)	2	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
1 Bedroom Apartments Washington DC		260	320	34 (+4)	41 (-8)	-
100 park wyomissing square		260	320	8 (+5)	3	-
1500 locust philadelphia pa		260	320	45 (+2)	7 (-2)	-
2 Bedroom Apartments Washington DC		260	320	60 (+3)	29 (+17)	60 (new)
2401 Pennsylvania washington dc	3	260	320	6 (+1)	2	-
360 State Street New Haven CT	2	260	260	-	4 (-1)	3 (+13)
apartment for rent Limerick		260	1,600	-	81 (-7)	-
apartment rentals Reston VA		260	260	99 (-38)	17 (-3)	-
apartments for rent Owings Mills MD		260	260	52 (-31)	29 (+47)	-
Luxury Apartments Newark		260	320	-	-	-
rental apartments Bethesda MD	1	260	260	58 (-52)	28 (-2)	-
Senate Square Washington DC	1	260	260	-	4 (-1)	-
Spa Cove Annapolis		260	260	-	13 (+1)	-
The Estates Pikesville MD	6	260	260	4	3	-
3 Bedroom Apartments Washington DC		210	210	62 (+3)	10 (+1)	10 (new)
apartment rentals Bethesda MD		210	210	86 (-49)	24 (-4)	19 (-6)
apartment rentals Manassas VA		210	210	-	26 (-14)	21 (-6)
apartments for rent Limerick		210	1,600	-	-	-
apartments for rent Odenton MD		210	210	-	-	-
apartments North Bethesda MD		210	260	11 (+4)	31 (-3)	-
belmont station elkridge md	1	210	210	4 (+1)	3	1
rental apartments Reston VA		210	260	48 (+7)	61 (+6)	-
Rolling Hills Germantown MD		210	210	1	2	1
Sherwood Crossing Elkridge MD	2	210	210	4 (-3)	3 (+1)	2
The Metropolitan Bethesda MD	7	210	210	1	2	1
apartment rentals Rockville MD		170	170	-	12 (+71)	-
Siena Park Arlington VA		170	170	14	3 (+1)	-
The Glen Apartments Wheaton MD	34	170	170	1	1 (+1)	27 (-26)
The Grays on Pennsylvania DC	5	170	170	3 (-2)	6 (-1)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Washington Crossing Woburn MA	36	170	210	1	7 (-5)	-
apartments for rent hanover md		140	140	87 (-46)	-	-
apartments for rent Massapequa NY		140	140	62 (-51)	51	-
Chatsworth Park Manassas VA	4	140	140	1	1	17 (-16)
Halstead Arlington VA		140	170	14	3	-
luxury apartments annapolis		140	140	30 (-10)	7 (-2)	-
overlook manor frederick md	5	140	140	43 (-18)	2	1 (+1)
Red Run Apartments Owings Mills MD	2	140	140	4 (+1)	4	29 (-26)
River House DC		140	170	33 (+10)	-	-
Rosemary Ridge Manassas VA	1	140	140	63 (-34)	3	22 (-19)
Summer Chase Apartments Limerick PA	9	140	140	-	3 (+1)	-
The Apartments at North Point Reston VA	1	140	140	2	1	-
U Street Apartments Washington DC		140	140	28 (-8)	31 (+9)	-
1901 west annapolis md		110	110	5	3	2 (+20)
apartment rentals Medford MA		110	140	-	42	64 (new)
apartment rentals Vienna VA		110	140	-	36	-
Enclave at Emerson Laurel MD		110	110	16 (+3)	2	-
Gaslight Commons South Orange NJ	14	110	140	1	2	4 (+8)
Highland Park Washington DC		110	110	29 (-5)	8 (-2)	-
Hunters Glen Upper Marlboro MD	32	110	110	1	1	-
luxury apartments philadelphia pa	3	110	110	4 (+71)	42 (+47)	-
Monroe Place Herndon VA		110	110	5 (+1)	2 (+1)	1 (+1)
Poplar Glen Columbia MD		110	110	4 (+1)	3	39 (-31)
residences on the avenue washington dc		110	140	43 (-13)	2	2 (new)
The Lexington at Market Square DC	1	110	110	1	1	1
The Tuscan Apartments Alexandria VA	2	110	110	13 (+7)	3	-
View 14 Washington DC	1	110	110	23 (-2)	11 (+2)	-
apartments for rent Reisterstown MD		91	91	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Pentagon City Apartments Arlington VA		91	91	-	-	-
St. Johns Wood Reston VA		91	91	26 (-21)	3 (-1)	2 (-1)
Stonington Farm Doylestown PA	4	91	91	1	2	-
The Munsey Baltimore MD	19	91	91	1	3	1 (+14)
The Zenith Baltimore MD	1	91	91	4 (+55)	3	-
Masons Keepe Manassas VA	4	73	73	4 (+1)	4	3
overlook manor apartments		73	73	-	2	-
Stone Point Apartments Annapolis MD		73	73	12 (+5)	4 (-1)	-
Studio Apartments Rockville MD		73	73	22 (+7)	15 (+1)	-
The Paramount Arlington VA	30	73	73	4	2	1
The Residences at the Market Common Arlington VA	4	73	73	1	3	-
The Whitney Bethesda MD	2	73	73	5	3	2 (+3)
Timberlawn Crescent Bethesda	2	73	91	4 (-3)	2	6 (-5)
Towson Woods Apartments Towson MD	6	73	73	1	1	-
220 Twentieth Street Arlington VA	5	58	58	-	5 (-1)	4 (+13)
Crystal City Apartments DC		58	73	46 (-15)	10 (+4)	-
Greenwich Place Owings Mills MD	1	58	73	1	1	-
Henderson House Baltimore MD	4	58	58	1 (+31)	4 (-1)	2 (-1)
Lodge at Seven Oaks Odenton MD	2	58	58	4	3	-
Lotus Square Washington DC	1	58	73	5 (+3)	3	-
Luxury Apartments White Plains NY	1	58	58	5 (+98)	9 (+14)	-
Park Lane Seaport Boston MA		58	58	-	3 (+1)	-
Pearson Square Falls Church VA		58	58	4	2 (+2)	-
Rhode Island Row Washington DC	1	58	58	22 (+9)	2	-
Sterling Parc Cedar Knolls NJ		58	58	-	4	3 (+16)
The Courts of Devon Gaithersburg MD	1	58	58	1	1 (+1)	-
Bank Street Commons White Plains NY	2	46	58	5	3 (+1)	-
Edgewater Apartments Philadelphia PA		46	46	3 (+2)	3	2 (+19)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Newseum Residences DC		46	46	22	4	25 (-20)
pet friendly apartments alexandria va		46	46	30 (-11)	20 (-3)	13 (new)
Regatta Apartments Norristown PA	1	46	46	77 (-73)	3	11 (-2)
Luxury Apartments Falls Church VA	3	36	36	68 (-5)	7 (+1)	4 (+49)
Riverview Landing Eagleville PA		36	36	1	2	-
The Lexington at Market Square Washington DC	6	36	46	1	1 (+1)	-
Arbors at Broadlands Ashburn VA	11	28	28	1	2	-
Concord Crystal City Arlington VA		28	28	12 (+14)	3	-
EOS Twenty-One Alexandria VA	1	28	36	1 (+4)	5 (-2)	-
London/Normandy House Arlington VA		28	28	1	1	-
Luxury Apartments Woburn MA		28	28	57 (-46)	6 (-3)	-
The Grays on Pennsylvania Washington DC		28	28	3 (-2)	5	5 (new)
1500 locust apartments philadelphia pa		22	22	35 (+2)	7 (+1)	-
eight 50 alicearna baltimore		22	22	1	1	1
Newseum Residences Washington DC		22	28	21 (-1)	5 (+1)	4 (-2)
1 Bedroom Apartments apartments Cedar Knolls		-	-	-	2 (+2)	2 (+12)
1 Bedroom Apartments apartments Morristown		-	-	-	-	-
1 Bedroom Apartments Cedar Knolls		-	-	46 (-37)	3	-
1 bedroom apartments Columbia MD		-	-	7 (+2)	15 (-2)	-
1 Bedroom Apartments DC		-	-	75 (-27)	60 (-5)	-
1 Bedroom Apartments Morristown		-	-	-	90 (-2)	54 (-7)
1 bedroom apartments Owings Mills MD		-	-	15 (-1)	14 (-6)	10 (+12)
100 Park at Wyomissing Square Wyomissing PA		-	-	4	3	-
1830 lombard philadelphia pa		-	-	41 (-26)	3	-
1830 lombard apartments philadelphia pa		-	-	44 (-27)	2	-
2 Bedroom Apartments Centreville VA		-	-	87 (-77)	5 (+3)	3 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
2 Bedroom Apartments Elkrige MD		-	-	5 (+36)	3	1 (new)
2 Bedroom Apartments Reston VA		-	-	13 (+22)	8 (+1)	-
2 Bedroom Apartments West Chester PA		-	-	71 (-2)	16	10 (+28)
2 Bedroom ApartmentsColumbia		-	-	43 (+21)	117 (-98)	-
220 Twentieth Street DC		-	-	-	4 (-1)	-
2401 pennsylvania apartments dc		-	-	6	1	1 (+1)
2401 pennsylvania apartments washington dc		-	-	24 (-13)	1	-
2401 pennsylvania dc		-	-	11 (+1)	1	-
3 bedroom apartments Germantown MD		-	-	15 (+33)	8 (-1)	6 (+51)
3 Bedroom Apartments Alexandria VA		-	-	37 (-3)	33 (-7)	-
3 Bedroom Apartments apartments Reisterstown		-	-	74 (new)	-	-
3 bedroom apartments Baltimore		-	-	4 (+59)	49 (-39)	35 (new)
3 Bedroom Apartments Medford MA		-	-	68 (-41)	17 (-3)	-
3 bedroom apartments Owings Mills MD		-	-	14 (+10)	15	-
3 Bedroom Apartments Reisterstown		-	-	84 (new)	9	5 (+21)
3 Bedroom Apartments Reisterstown MD		-	-	85 (-11)	8 (+1)	-
3 Bedroom Apartments Reston VA		-	-	15 (+63)	4 (-1)	-
800 carlyle alexandria va	2	-	-	-	1 (+1)	1 (+6)
800 carlyle apartments alexandria va		-	-	-	1 (+1)	1 (+9)
apartment Bedford MA		-	-	107 (-89)	39 (+4)	-
apartment Bowie		-	-	-	-	-
apartment bowie-russet md		-	-	11 (-5)	1	-
apartment Capitol Heights MD		-	-	81 (-16)	15	-
apartment Cedar Knolls		-	-	91 (-77)	29	-
apartment Conshohocken PA		-	-	70 (-2)	73 (+11)	-
apartment Doylestown PA		-	-	85 (-5)	28 (-3)	-
apartment Eagleville PA		-	-	81 (-70)	32 (-2)	23 (+16)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent Germantown MD		-	-	68 (+2)	-	-
apartment for rent Ashburn VA		-	-	-	-	-
apartment for rent Bedford MA		-	-	99 (-77)	54 (+1)	-
apartment for rent Bowie		-	-	-	-	-
apartment for rent bowie-russet md		-	-	7 (-4)	-	-
apartment for rent Capitol Heights MD		-	-	80 (+5)	90 (-22)	64 (new)
apartment for rent Cedar Knolls		-	-	-	74 (+8)	-
apartment for rent Centreville VA		-	-	-	52 (+5)	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Conshohocken PA		-	-	-	-	-
apartment for rent Doylestown PA		-	-	-	43 (+1)	-
apartment for rent Eagleville PA		-	-	-	-	-
apartment for rent elkridge md		-	-	101 (new)	-	-
apartment for rent Englewood		-	-	-	-	-
apartment for rent Germantown MD		-	-	70	-	-
apartment for rent hanover md		-	-	95 (-51)	55 (+11)	-
apartment for rent Henrico VA		-	-	73 (-15)	-	-
apartment for rent Landover MD		-	-	92 (new)	-	-
apartment for rent Manassas VA		-	-	69 (-29)	-	-
apartment for rent Massapequa NY		-	-	66 (-57)	53 (+5)	43 (new)
apartment for rent Morristown		-	-	78 (-24)	-	-
apartment for rent Norristown		-	-	-	103 (+18)	-
apartment for rent Norristown PA		-	-	63 (+3)	88 (-5)	-
apartment for rent North Bethesda		-	-	64 (new)	86 (-3)	-
apartment for rent North Bethesda MD		-	-	42 (-17)	63 (-15)	-
apartment for rent North Wales PA		-	-	-	86 (-1)	-
apartment for rent Oakton VA		-	-	-	-	-
apartment for rent Odenton MD		-	-	96 (new)	-	-
apartment for rent Owings Mills		-	-	65 (-42)	52 (-13)	46 (+10)
apartment for rent Owings Mills MD		-	-	56 (-35)	32 (+5)	23 (+40)
apartment for rent pikesville md		-	-	74 (-1)	72 (-13)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent Prince Frederick MD		-	-	41 (-21)	45 (-25)	-
apartment for rent Reisterstown		-	-	-	99 (-5)	-
apartment for rent Reisterstown MD		-	-	-	-	-
apartment for rent Rockville		-	-	-	-	-
apartment for rent South Laurel		-	-	-	32 (+4)	-
apartment for rent South Orange NJ		-	-	-	58 (+12)	-
apartment for rent Towson MD		-	-	67 (+4)	-	-
apartment for rent Upper Marlboro MD		-	-	95 (-57)	59 (-19)	45 (new)
apartment for rent Wheaton MD		-	-	38 (-14)	43 (+3)	32 (new)
apartment for rent white marsh md		-	-	82 (+2)	116 (-14)	-
apartment for rent Woburn MA		-	-	99 (-65)	53 (+17)	-
apartment for rent Wyomissing PA		-	-	94 (-62)	45 (-1)	30 (new)
apartment Henrico VA		-	-	101 (-46)	107 (new)	-
apartment Landover MD		-	-	17 (+2)	38 (+18)	-
Apartment Luxury Baltimore		-	-	-	20 (+5)	-
apartment Massapequa NY		-	-	109 (-91)	27 (+5)	-
apartment Norristown		-	-	-	45 (+3)	-
apartment Norristown PA		-	-	101 (-32)	42 (-7)	-
apartment North Bethesda MD		-	-	14 (+1)	42 (-8)	-
apartment North Wales PA		-	-	51 (+29)	60 (+3)	66 (+14)
apartment Oakton VA		-	-	93 (new)	24 (-4)	-
apartment Odenton MD		-	-	-	81 (+9)	61 (new)
apartment Owings Mills MD		-	-	71 (-60)	7	-
apartment pikesville md		-	-	-	32 (-5)	-
apartment Prince Frederick MD		-	-	14 (-6)	16 (-5)	-
apartment Reisterstown		-	-	114 (-29)	23 (+10)	-
apartment Reisterstown MD		-	-	-	45 (-3)	-
apartment rental annapolis		-	-	99 (-19)	121 (new)	-
apartment rental Ashburn VA		-	-	86 (+9)	45 (+9)	-
apartment rental Bedford MA		-	-	86 (-63)	43 (-6)	-
apartment rental Bowie		-	-	99 (new)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Capitol Heights MD		-	-	76 (-7)	55 (+5)	-
apartment rental Cedar Knolls		-	-	102 (-85)	38 (-4)	-
apartment rental Centreville VA		-	-	-	31 (+5)	-
apartment rental Columbia		-	-	-	-	-
apartment rental Conshohocken PA		-	-	-	94 (+2)	-
apartment rental Doylestown PA		-	-	-	26 (+1)	70 (new)
apartment rental Eagleville PA		-	-	16 (-1)	70 (-2)	-
apartment rental Elkridge MD		-	-	82 (+17)	43 (+1)	-
apartment rental Englewood		-	-	86 (-1)	-	-
apartment rental Fairfax VA		-	-	-	44 (+10)	40 (new)
apartment rental Falls Church VA		-	-	-	52 (+11)	-
apartment rental frederick md		-	-	-	49 (-7)	-
apartment rental Gaithersburg MD		-	-	83 (+1)	48 (+6)	-
apartment rental Germantown MD		-	-	77 (-21)	83 (-7)	82 (new)
apartment rental hanover md		-	-	70 (-23)	43 (-2)	-
apartment rental Henrico VA		-	-	83 (-30)	101 (new)	-
apartment rental Herndon VA		-	-	76 (+1)	-	-
apartment rental Landover		-	-	-	-	-
apartment rental Laurel		-	-	97 (-9)	-	-
apartment rental Laurel MD		-	-	84 (-61)	61 (+3)	-
apartment rental Limerick		-	-	-	61 (+1)	-
apartment rental Manassas VA		-	-	70 (-21)	46 (+7)	-
apartment rental Massapequa NY		-	-	-	40 (+10)	-
apartment rental Medford MA		-	-	-	42 (+2)	-
apartment rental Morristown		-	-	106 (-41)	-	-
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	-	61 (+10)	-
apartment rental Norristown PA		-	-	97 (-34)	52 (+4)	42 (new)
apartment rental North Bethesda		-	-	67 (-45)	50	-
apartment rental North Bethesda MD		-	-	44 (-7)	48 (-10)	-
apartment rental North Wales PA		-	-	-	43 (-1)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Oakton VA		-	-	52 (+22)	15	-
apartment rental Odenton		-	-	-	97 (+8)	-
apartment rental Owings Mills MD		-	-	59 (-47)	11 (+6)	-
apartment rental Pikesville MD		-	-	80	39	-
apartment rental Prince Frederick MD		-	-	34 (-24)	18 (+11)	-
apartment rental Reisterstown		-	-	-	78 (+7)	-
apartment rental Reisterstown MD		-	-	91	51 (+2)	-
apartment rental Rockville		-	-	-	-	-
apartment rental Rockville MD		-	-	-	101 (-25)	-
apartment rental Silver Spring		-	-	-	5 (new)	-
apartment rental South Laurel		-	-	-	15 (+4)	8 (+56)
apartment rental South Orange NJ		-	-	-	47 (-9)	-
apartment rental Towson MD		-	-	80	55 (-5)	-
apartment rental Upper Marlboro MD		-	-	-	41 (+1)	33 (new)
apartment rental Vienna VA		-	-	-	69 (+46)	-
apartment rental West Chester PA		-	-	-	75 (+2)	-
apartment rental Wheaton MD		-	-	37 (-13)	6	-
apartment rental white marsh md		-	-	89 (new)	24 (+3)	-
apartment rental Woburn MA		-	-	80 (-45)	33 (-3)	-
apartment rental Wyomissing PA		-	-	-	25 (-1)	-
apartment rentals annapolis		-	-	-	93 (new)	-
apartment rentals Ashburn VA		-	-	-	57 (-2)	-
apartment rentals Bedford MA		-	-	91 (-75)	40 (-9)	-
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	6 (-5)	1	-
apartment rentals Capitol Heights MD		-	-	101 (new)	44 (+12)	-
apartment rentals Cedar Knolls		-	-	98 (-88)	36 (+6)	24 (-2)
apartment rentals Centreville VA		-	-	100 (-62)	25 (+14)	-
apartment rentals Columbia		-	-	-	30 (-8)	-
apartment rentals Columbia MD		-	-	97 (-55)	13 (+2)	11 (-5)
apartment rentals Conshohocken PA		-	-	-	58 (+4)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Doylestown PA		-	-	-	9	-
apartment rentals Eagleville PA		-	-	-	70 (+2)	-
apartment rentals elkridge md		-	-	86 (+9)	34 (-3)	-
apartment rentals Englewood		-	-	90 (-3)	76 (+16)	-
apartment rentals Falls Church VA		-	-	-	60 (+3)	-
apartment rentals frederick md		-	-	81 (-36)	25 (+6)	-
apartment rentals Gaithersburg MD		-	-	-	65 (+1)	-
apartment rentals Germantown MD	1	-	-	70 (-15)	19 (-4)	17 (-10)
apartment rentals hanover md		-	-	90 (-51)	28 (+4)	20 (-7)
apartment rentals Henrico VA		-	-	63 (-20)	120 (new)	-
apartment rentals Herndon VA		-	-	-	65 (+3)	-
apartment rentals Landover MD		-	-	88 (new)	66 (new)	-
apartment rentals Laurel MD		-	-	79 (-57)	10 (-1)	-
apartment rentals laurel md	1	-	-	79 (-57)	10 (-1)	-
apartment rentals Limerick		-	-	-	35 (+9)	-
apartment rentals Massapequa NY		-	-	-	37 (+4)	-
apartment rentals Morristown		-	-	-	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	-	26 (+14)	-
apartment rentals Norristown PA		-	-	67	46 (+3)	-
apartment rentals North Bethesda		-	-	61 (-43)	62 (-6)	-
apartment rentals North Bethesda MD		-	-	37 (-17)	49 (-15)	-
apartment rentals North Wales PA		-	-	64 (+3)	49 (-9)	-
apartment rentals Oakton VA		-	-	-	12 (-1)	-
apartment rentals Odenton MD		-	-	-	31 (+30)	21 (new)
apartment rentals Owings Mills		-	-	89 (-75)	26 (-12)	17 (+11)
apartment rentals Owings Mills MD		-	-	70 (-57)	8 (+6)	5 (+14)
apartment rentals pikesville md		-	-	57 (+49)	11 (-1)	10
apartment rentals Prince Frederick MD		-	-	45 (-34)	19 (+1)	-
apartment rentals Reisterstown		-	-	-	57 (-4)	-
apartment rentals Reisterstown MD		-	-	-	47	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Rockville		-	-	81 (-9)	63 (new)	-
apartment rentals Silver Spring		-	-	97 (new)	73 (new)	-
apartment rentals South Laurel		-	-	-	14 (+1)	-
apartment rentals South Orange NJ		-	-	-	51 (-6)	-
apartment rentals Towson MD		-	-	101 (-31)	33 (+23)	-
apartment rentals Upper Marlboro MD		-	-	74 (-42)	39 (+8)	-
apartment rentals Wheaton MD		-	-	32 (-16)	9	-
apartment rentals white marsh md		-	-	-	-	-
apartment rentals Woburn MA		-	-	82 (-50)	29 (-4)	-
apartment rentals Wyomissing PA		-	-	-	21 (-1)	-
apartment South Laurel		-	-	-	27 (-1)	18 (+47)
apartment South Orange NJ		-	-	96 (-70)	41 (-14)	-
apartment Upper Marlboro MD		-	-	-	17 (-6)	-
apartment Wheaton MD		-	-	13 (+3)	15 (-2)	14 (new)
apartment white marsh md		-	-	14 (+17)	79 (-27)	58 (+26)
Apartment With Garage DC		-	-	35 (+10)	6	-
Apartment with Garage Washington DC		-	-	29 (+7)	10 (+1)	-
apartment Wyomissing PA		-	-	18 (+1)	26 (+3)	20 (new)
apartments bowie-russet md		-	-	11 (-5)	1	-
Apartments Bronx Englewood		-	-	3 (+18)	3 (+1)	1 (+17)
apartments Capitol Heights MD		-	-	90 (-23)	24	-
apartments Cedar Knolls		-	-	-	36 (+1)	-
apartments Eagleville PA		-	-	71 (new)	27 (+1)	-
apartments for rent Bedford MA		-	-	-	61 (+3)	-
apartments for rent Bowie		-	-	100 (new)	-	-
apartments for rent bowie-russet md		-	-	6 (-3)	-	-
apartments for rent Capitol Heights MD		-	-	-	91 (-21)	-
apartments for rent Cedar Knolls		-	-	-	53 (+3)	-
apartments for rent Eagleville PA		-	-	-	-	-
apartments for rent elkridge md		-	-	79 (new)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Henrico VA		-	-	69 (-12)	-	-
apartments for rent Landover MD		-	-	79 (new)	-	-
apartments for rent Norristown		-	-	93 (+8)	104 (new)	-
apartments for rent North Bethesda		-	-	62 (-40)	85 (-8)	-
apartments for rent North Bethesda MD		-	-	38 (-13)	66 (-4)	-
apartments for rent North Wales PA		-	-	-	92 (-2)	-
apartments for rent Oakton VA		-	-	-	-	-
apartments for rent Owings Mills		-	-	73 (-50)	57 (+10)	48 (new)
apartments for rent pikesville md		-	-	72 (new)	75 (-13)	-
apartments for rent Prince Frederick MD		-	-	44 (-24)	50 (-26)	-
apartments for rent Reisterstown		-	-	-	95 (-5)	-
apartments for rent South Laurel		-	-	-	-	-
apartments for rent Upper Marlboro MD		-	-	69 (-18)	56 (-1)	44 (new)
apartments for rent Wheaton MD		-	-	39 (-23)	66 (+5)	-
apartments for rent white marsh md		-	-	72	119 (-16)	41 (new)
apartments for rent Wyomissing PA		-	-	40 (-8)	49 (+5)	33 (new)
Apartments In Tysons Corner Herndon VA		-	-	-	6	-
apartments Massapequa NY		-	-	75 (-59)	21 (+4)	-
Apartments Near Metro Bethesda		-	-	20 (-7)	3	-
Apartments Near Metro North Bethesda MD		-	-	12 (+3)	4 (-1)	-
apartments Prince Frederick MD		-	-	12 (-2)	20 (-8)	-
apartments Reisterstown		-	-	-	17 (+3)	-
Apartments Rental DC		-	-	-	-	-
Apartments Rental DC Arlington VA		-	-	-	23 (-2)	-
apartments South Laurel		-	-	-	25 (-4)	16 (+59)
arbors apartments white marsh md		-	-	8 (+3)	3 (+2)	2 (+5)
arbors at arundel preserve baltimore		-	-	4	3	9 (-6)
arbors at arundel preserve hanover md		-	-	5	2	22 (-17)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
arbors baltimore white marsh md		-	-	6 (-4)	3	-
Avenel at Montgomery Square Norristown		-	-	16 (-14)	2	-
Avenel at Montgomery Square North Wales PA		-	-	22 (+7)	6 (-3)	-
belmont station baltimore	1	-	-	4	2	1 (new)
Broadmoor Apartments Henrico VA		-	-	-	3	-
brookside apartments frederick maryland		-	-	-	2	-
brookside frederick		-	-	-	2	-
brookside frederick maryland		-	-	-	2	-
Carver 2000 Senior Mansion DC		-	-	1	1	33 (-31)
Carver 2000 Senior Mansion Washington DC		-	-	2 (+1)	1	-
city center apartments philadelphia pa		-	-	-	-	-
Clarendon Apartment Arlington VA		-	-	-	32 (+10)	-
Clarendon Apartment DC		-	-	61 (+23)	46 (-5)	-
Concord Crystal City DC		-	-	11 (+5)	2	-
concord park at bowie-russet md		-	-	-	1	-
concord park at russet laurel md		-	-	1	2 (-1)	-
Crystal City Apartments apartments Arlington		-	-	4 (+33)	18 (-2)	17 (+20)
Crystal City Apartments apartments DC		-	-	24 (-3)	14 (-1)	-
crystal park at waterford frederick md	3	-	-	2	2	-
excalibur baltimore	1	-	-	1	1 (+1)	1
excalibur pikesville md	2	-	-	1	2	1
Four Winds at Oakton VA		-	-	5 (+1)	3 (-1)	-
Gaslight Commons Newark		-	-	-	3 (-1)	11 (+41)
Halstead Arlington apartments Arlington		-	-	26 (-10)	3	17 (+3)
Halstead Arlington apartments DC		-	-	5	1	1 (+3)
Halstead Arlington Arlington VA		-	-	20 (-3)	3	2 (+12)
Halstead Arlington DC		-	-	5 (+13)	4 (-1)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Harbor Apartments Baltimore		-	-	81 (-40)	2	-
Howard County Townhomes Laurel MD		-	-	105 (-59)	2 (-1)	-
Jericho Residences DC		-	-	4	2	2 (+1)
Jericho Residences Landover MD		-	-	4	3	1 (+1)
Laurel Square Apartments South Laurel		-	-	24 (-3)	2	1 (+4)
Lodge at Seven Oaks Bowie		-	-	4 (+7)	2 (-1)	-
London/Normandy House DC		-	-	1	2	-
Low Rent Apartment Annapolis		-	-	80 (new)	23 (-5)	-
Luxury Apartment Reston VA		-	-	15 (-1)	7 (+1)	-
Luxury Apartment Arlington VA	1	-	-	4 (+17)	14 (+1)	-
Luxury Apartment Fairfax VA		-	-	33 (-1)	19 (+1)	-
Luxury Apartments apartments Bethesda		-	-	16 (-10)	15 (-5)	-
Luxury Apartments apartments DC		-	-	95 (-89)	6 (-3)	-
Luxury Apartments apartments North Bethesda		-	-	13 (+12)	13	-
Luxury Apartments Bedford MA		-	-	86 (-75)	9 (-1)	-
luxury apartments Bowie		-	-	-	-	-
Luxury Apartments Conshohocken PA		-	-	36 (-7)	21 (-1)	-
Luxury Apartments Doylestown PA		-	-	1	7 (-2)	-
Luxury Apartments Eagleville PA		-	-	4 (new)	2	1 (+15)
Luxury Apartments Manhattan apartments New York		-	-	-	-	-
Luxury Apartments Massapequa NY		-	-	30 (-4)	2	-
Luxury Apartments Norristown PA		-	-	44 (-20)	14 (+1)	-
Luxury Apartments North Bethesda		-	-	12 (+17)	20 (+1)	14 (+15)
Luxury Apartments Oakton VA	1	-	-	4 (new)	2	-
luxury apartments Odenton MD		-	-	-	19 (-13)	4 (new)
Luxury Apartments Pikesville MD	1	-	-	43 (-4)	5 (+1)	-
Luxury Apartments South Orange NJ		-	-	8	4 (-2)	-
luxury apartments Wheaton MD	1	-	-	5 (+10)	3	27 (-1)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
luxury apartments white marsh md		-	-	67 (-37)	29 (-24)	21 (+13)
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	8 (+1)	3	2 (+7)
Metro Apartments Fairfax VA		-	-	16 (-2)	10	7 (+53)
Metro Apartments Vienna VA		-	-	16 (+14)	3	-
MetroPointe Wheaton MD	2	-	-	8 (-4)	2	1 (+15)
Monterey North Bethesda MD		-	-	-	3	-
Near Towson University Towson MD		-	-	-	28 (-13)	-
new apartments bowie-russet md		-	-	11 (-5)	1	-
new apartments laurel md		-	-	10 (+10)	10	-
Observer Park New York		-	-	1	4 (new)	-
overlook manor frederick		-	-	-	2 (-1)	12 (new)
overlook manor frederick maryland	1	-	-	36 (-21)	2	-
Park Place at Van Dorn Alexandria VA		-	-	24	7 (-1)	-
Pentagon City Apartments Arlington		-	-	100 (-43)	71 (-13)	-
Pentagon City Apartments DC		-	-	94 (-62)	78 (-18)	-
pet friendly apartments baltimore		-	-	36 (-1)	11 (-3)	9 (+52)
pet friendly apartments frederick md		-	-	11	2	-
pet friendly apartments pikesville md		-	-	22 (-2)	2	1 (+5)
pet friendly Germantown MD		-	-	37 (+70)	8 (-2)	7 (+10)
pet friendly Laurel MD		-	-	23 (+3)	19 (-5)	-
Pet Friendly Manassas VA		-	-	41 (+1)	28 (-2)	-
Pet Friendly Prince Frederick MD		-	-	18 (-1)	13 (-3)	-
pet friendly Rockville		-	-	-	74 (+7)	-
pet friendly South Laurel		-	-	21 (+64)	-	-
Pet Friendly Upper Marlboro MD		-	-	53 (-30)	14 (-3)	-
Pet-Friendly Hoboken		-	-	-	8 (-1)	-
Pinnacle Town Center Germantown MD	1	-	-	4 (-3)	2	-
Rapid Transit Alexandria VA		-	-	29 (-17)	12 (-2)	3 (+2)
Rapid Transit Manassas VA		-	-	8 (-2)	2	-
rent loft baltimore		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Rent Loft Fairfax VA		-	-	-	109 (-6)	66 (+22)
rent loft hanover md		-	-	-	7 (-1)	-
Rent Loft Richmond VA		-	-	88	-	-
Rent Lofts apartments Bethesda		-	-	72 (+16)	4	-
Rent Lofts Bethesda		-	-	46 (new)	9 (-2)	-
Rent Lofts Bethesda MD		-	-	47 (-19)	10 (-3)	-
Rent Lofts Columbia MD		-	-	11	6 (+1)	-
Rent Lofts DC		-	-	98 (new)	27 (-2)	21 (new)
Rent Lofts Gaithersburg MD		-	-	47 (new)	10 (-2)	-
Rent Lofts Washington DC		-	-	-	47 (+14)	33 (new)
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	77 (-45)	38 (-15)	-
rent townhomes elkridge md		-	-	67 (-10)	9	8 (+51)
Rent Townhomes Norristown PA		-	-	-	21 (+7)	-
Rent Townhomes Wyomissing PA		-	-	-	17 (+2)	-
rental apartment Germantown MD]		-	-	5 (+53)	119 (-19)	-
rental apartment Alexandria VA		-	-	-	76 (+2)	-
rental apartment annapolis		-	-	-	66 (-3)	-
rental apartment Arlington		-	-	-	-	-
rental apartment Arlington VA		-	-	89 (+1)	-	-
rental apartment Ashburn VA		-	-	-	48 (+3)	-
rental apartment Bedford MA		-	-	107 (-85)	64 (-16)	-
rental apartment Bethesda		-	-	6 (+56)	43 (-27)	-
rental apartment Bethesda MD		-	-	6 (+51)	27 (-9)	-
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	11 (-6)	1	1
rental apartment Capitol Heights MD		-	-	68 (-6)	88 (-13)	-
rental apartment Cedar Knolls		-	-	-	45 (-3)	28 (-12)
rental apartment Centreville VA		-	-	8 (+40)	43 (+3)	-
rental apartment Columbia		-	-	-	-	-
rental apartment Columbia MD		-	-	80 (-16)	53 (+11)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Conshohocken PA		-	-	4 (+53)	103 (-3)	-
rental apartment Doylestown PA		-	-	4 (new)	23 (+3)	-
rental apartment Eagleville PA		-	-	13 (-1)	83 (-1)	46 (-1)
rental apartment elkridge md		-	-	80 (new)	66 (-2)	-
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	83 (+6)	49 (new)	-
rental apartment Falls Church VA		-	-	111 (-60)	64 (+12)	-
rental apartment frederick md		-	-	5 (+42)	62 (-23)	-
rental apartment Gaithersburg MD		-	-	94 (+5)	52 (+9)	-
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	6 (+54)	-	-
rental apartment hanover md		-	-	49 (+3)	45 (+2)	-
rental apartment Henrico VA		-	-	74 (-19)	98 (new)	-
rental apartment Herndon VA		-	-	83 (-4)	-	-
rental apartment Landover MD		-	-	48 (+21)	113 (-20)	-
rental apartment laurel md		-	-	41 (-18)	58 (-8)	53 (-4)
rental apartment Limerick		-	-	82 (new)	92 (+5)	-
rental apartment Manassas VA		-	-	88 (-46)	58 (-4)	-
rental apartment Massapequa NY		-	-	-	44 (+5)	-
rental apartment Medford MA		-	-	-	52 (+1)	-
rental apartment Morristown		-	-	-	-	-
rental apartment New Haven		-	-	-	119 (-13)	-
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	93 (-7)	99 (+10)	-
rental apartment Norristown PA		-	-	82 (-8)	57 (+8)	-
rental apartment North Bethesda		-	-	5 (+16)	71 (-8)	-
rental apartment North Bethesda MD		-	-	6 (+24)	48 (-2)	-
rental apartment North Wales PA		-	-	-	62 (-5)	53 (new)
rental apartment Oakton VA		-	-	5 (+40)	21	-
rental apartment Odenton MD		-	-	100 (new)	-	99 (new)
rental apartment Owings Mills		-	-	68 (-54)	67 (-29)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Owings Mills MD		-	-	58 (-47)	17 (-1)	-
rental apartment philadelphia pa		-	-	-	73 (new)	-
rental apartment pikesville md		-	-	64 (+8)	53 (-5)	62 (+33)
rental apartment Prince Frederick MD		-	-	1	17 (+20)	-
rental apartment Reisterstown		-	-	-	84 (-4)	-
rental apartment Reisterstown MD		-	-	-	53 (-8)	-
rental apartment Reston VA		-	-	46 (+24)	55	-
rental apartment Richmond VA		-	-	-	-	-
rental apartment Rockville		-	-	-	-	-
rental apartment Rockville MD		-	-	83 (-1)	107 (+1)	-
rental apartment Silver Spring		-	-	105 (new)	5 (new)	-
rental apartment South Laurel		-	-	-	25 (-1)	-
rental apartment South Orange NJ		-	-	101 (-79)	55 (+15)	-
rental apartment Towson MD		-	-	69 (+26)	-	-
rental apartment Upper Marlboro MD		-	-	4 (+32)	36 (-1)	27 (new)
rental apartment Vienna VA		-	-	67 (new)	97 (-1)	-
rental apartment West Chester PA		-	-	88	92 (-8)	-
rental apartment Wheaton MD		-	-	6 (+11)	22 (-6)	17 (+63)
rental apartment white marsh md		-	-	66 (-4)	63	-
rental apartment White Plains NY		-	-	4 (+31)	73 (-8)	-
rental apartment Woburn MA		-	-	99 (-63)	40 (-1)	-
rental apartment Wyomissing PA		-	-	5 (+25)	29 (-2)	24 (+25)
rental apartments Germantown MD]		-	-	73 (-23)	119 (-23)	-
rental apartments annapolis		-	-	91 (-40)	74 (-7)	-
rental apartments Ashburn VA		-	-	100	56 (-2)	-
rental apartments Bedford MA		-	-	94 (-66)	51 (-2)	48 (new)
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	-	1	-
rental apartments Capitol Heights MD		-	-	70 (-19)	111 (-12)	-
rental apartments Cedar Knolls		-	-	95 (new)	75 (+4)	39 (-11)
rental apartments Centreville VA		-	-	-	36 (+7)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	70 (-4)	48 (new)	-
rental apartments Conshohocken PA		-	-	-	-	-
rental apartments Doylestown PA		-	-	-	28 (-1)	-
rental apartments Eagleville PA		-	-	-	75 (+2)	-
rental apartments elkridge md		-	-	85 (+8)	73 (+7)	-
rental apartments Englewood		-	-	-	-	-
rental apartments Fairfax VA		-	-	91 (-40)	92 (new)	-
rental apartments Falls Church VA		-	-	-	59 (+17)	-
rental apartments Gaithersburg MD		-	-	-	52 (+7)	-
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD	2	-	-	75 (-22)	96 (-21)	-
rental apartments hanover md		-	-	53 (+3)	52 (-2)	-
rental apartments Henrico VA		-	-	73 (-28)	93 (new)	-
rental apartments Herndon VA		-	-	-	86 (+32)	-
rental apartments Landover MD		-	-	58 (-8)	112 (-24)	-
rental apartments laurel md		-	-	56 (-26)	61 (-3)	-
rental apartments Limerick		-	-	-	99 (+2)	-
rental apartments Manassas VA		-	-	96 (new)	49 (+6)	-
rental apartments Massapequa NY		-	-	-	39 (+5)	-
rental apartments Medford MA		-	-	-	50 (+2)	-
rental apartments Morristown		-	-	85 (-33)	-	-
rental apartments New Haven		-	-	-	-	-
rental apartments Newark	1	-	-	-	-	-
rental apartments Norristown		-	-	71 (-9)	95 (+10)	-
rental apartments Norristown PA		-	-	99 (-3)	51 (+16)	-
rental apartments North Bethesda		-	-	5 (+16)	73 (-3)	-
rental apartments North Bethesda MD		-	-	31 (-3)	40 (+17)	-
rental apartments North Wales PA		-	-	-	102 (-1)	79 (new)
rental apartments Oakton VA		-	-	40 (+15)	25 (-2)	-
rental apartments Odenton MD		-	-	86 (-35)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Owings Mills		-	-	55 (-38)	31 (-1)	23 (+6)
rental apartments Owings Mills MD		-	-	59 (-45)	15	12 (+21)
rental apartments pikesville md		-	-	100 (-7)	44 (+11)	-
rental apartments Prince Frederick MD		-	-	30 (-18)	44 (-10)	-
rental apartments Reisterstown		-	-	-	94 (-4)	65 (new)
rental apartments Reisterstown MD		-	-	-	51 (-4)	-
rental apartments Rockville		-	-	-	-	-
rental apartments Rockville MD		-	-	-	-	-
rental apartments Silver Spring		-	-	-	5 (new)	-
rental apartments South Laurel		-	-	-	24 (-4)	12 (+52)
rental apartments South Orange NJ		-	-	-	52 (+13)	-
rental apartments Towson MD		-	-	67	86 (-9)	-
rental apartments Upper Marlboro MD		-	-	-	44 (-2)	35 (new)
rental apartments Vienna VA		-	-	90 (new)	-	-
rental apartments West Chester PA		-	-	-	-	-
rental apartments Wheaton MD		-	-	15 (+4)	23 (+6)	16 (new)
rental apartments white marsh md		-	-	73 (new)	63 (+57)	40 (new)
rental apartments Woburn MA		-	-	-	40 (-5)	-
rental apartments Wyomissing PA		-	-	32 (-1)	28 (+2)	22 (+25)
residences on the avenue apartments dc		-	-	11 (-3)	2	2 (+6)
residences on the avenue apartments washington dc		-	-	24 (-5)	2	2 (+8)
Riverstone at Owings Mills Owings Mills MD		-	-	1 (+5)	4	2 (+34)
Riverview Landing Norristown PA		-	-	1	4	-
Riverwalk at Millennium Conshohocken PA		-	-	5 (-1)	3 (+4)	-
Rolling Hills Rockville		-	-	4 (-3)	2	-
Senior Living Capitol Heights MD		-	-	14	2	-
senior living DC		-	-	73 (-18)	49 (+19)	-
senior living Landover MD		-	-	3 (+2)	4 (-1)	3 (+10)
Sherwood Crossing Columbia	9	-	-	6 (-3)	2 (-1)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Short Term Apartments Ashburn VA		-	-	36 (new)	3 (-1)	-
Siena Park DC		-	-	11 (-7)	2	-
Silverwood Farm Prince Frederick MD	3	-	-	1	2	-
SouthPoint at Massapequa NY		-	-	-	3	-
Spinnaker Bay at Harbor East Baltimore MD		-	-	5 (-1)	2	-
Spring House at Brandywine West Chester PA	2	-	-	1	1	1 (+11)
St. Johns Wood Fairfax VA		-	-	2 (+2)	2	-
St. Paul Senior Living Apartments Capitol Heights MD		-	-	4 (+8)	2	-
Sterling Parc Morristown		-	-	-	3 (-1)	-
Strathmore Court at White Flint [region]		-	-	4 (-1)	1	1
Strathmore Court at White Flint North Bethesda MD	1	-	-	1	1 (+1)	17 (-11)
Studio Apartment Georgetown		-	-	-	-	-
Studio Apartments apartments Baltimore		-	-	78 (-16)	26 (-5)	20 (+47)
Studio Apartments New Haven		-	-	61 (-18)	35 (-2)	-
Studio Apartments Norristown		-	-	76 (+3)	74 (+9)	-
Studio Apartments North Wales PA		-	-	-	14 (-5)	-
Studio Apartments Silver Spring		-	-	38 (+44)	10 (new)	-
Studio For Rent apartments Arlington		-	-	111 (new)	-	-
Studio For Rent apartments DC		-	-	-	-	-
Studio For Rent Arlington		-	-	-	-	-
Studio For Rent Arlington VA		-	-	84 (-33)	105 (new)	-
Studio For Rent Bethesda MD		-	-	49 (+6)	46 (+3)	-
Studios Baltimore		-	-	-	-	-
Summer Chase Apartments Philadelphia		-	-	36 (-28)	2 (+2)	-
The Apartments at Harbor Park Reston VA	1	-	-	1	3 (-1)	-
The Apartments at Regent's Park Fairfax VA	1	-	-	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)	1	21 (-17)
the arbors at baltimore crossroads white marsh md		-	-	11 (-8)	9 (-4)	-
The Arbors at Fair Lakes Fairfax VA	7	-	-	1	1	1
The Brownstones at Englewood South Englewood NJ		-	-	-	2	-
The Fenestra at Rockville Town Square Rockville MD		-	-	36 (-9)	6 (-1)	-
The Fenestra at Rockville Town Square Silver Spring		-	-	2 (+36)	1	-
The Fitzgerald at UB Midtown Baltimore MD		-	-	8 (+1)	2	8 (-4)
The Gramercy at Town Center Columbia MD	6	-	-	1	2	-
The Halstead at Guilford Baltimore MD		-	-	4 (+1)	3	-
The Hampton DC		-	-	-	-	-
The Jefferson at Fair Oaks Fairfax VA	3	-	-	1	2	-
The Jefferson at Fair Oaks Herndon VA		-	-	4	2	-
The Loree Grand at Union Place DC		-	-	14 (-9)	4	14 (-8)
The Loree Grand at Union Place Washington DC		-	-	11 (-7)	4 (+2)	18 (-13)
The Paramount DC		-	-	-	5	5 (new)
The Promenade at Harbor East Baltimore MD		-	-	1	2	-
The Residences at McHenry Row Baltimore MD		-	-	3 (+12)	2	2 (-1)
The Residences at Rivers Edge Medford MA	1	-	-	-	3	-
The Residences at the Market Common DC		-	-	1	3 (+1)	-
The Townes at Harvest View Reisterstown MD	1	-	-	1	1	20 (-19)
The Village at Taylor Pond Bedford MA		-	-	37 (-21)	3	2 (+2)

SERP Tracker Report

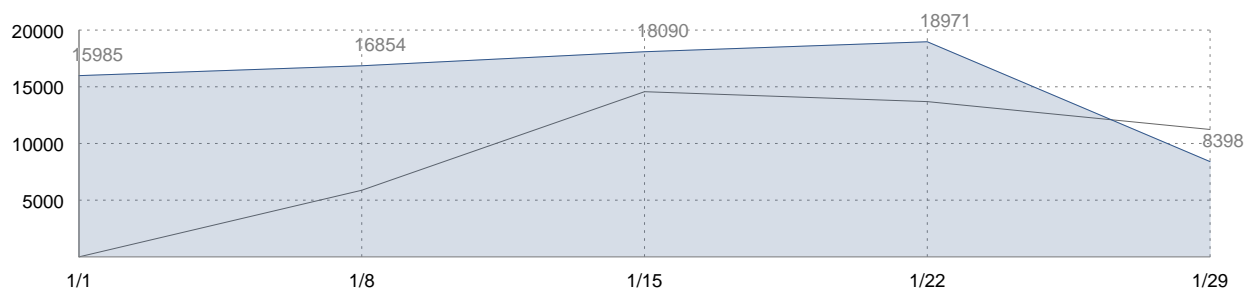
(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Timberlawn Crescent North Bethesda MD		-	-	1	2	-
Town Home Rentals Bethesda		-	-	37 (+13)	6	-
Town Home Rentals North Bethesda MD		-	-	27 (+2)	9 (-5)	-
Townhome Apartments apartments Limerick		-	-	35 (+4)	2 (-1)	1 (+1)
Townhome Apartments apartments Philadelphia		-	-	37 (+8)	-	-
Townhome Apartments Limerick		-	-	50 (-15)	1 (+1)	1 (+5)
Townhome Apartments Philadelphia		-	-	77 (-12)	71 (-6)	53 (new)
townhome for rent Owings Mills		-	-	72 (-38)	12	-
Townhomes Wheaton MD		-	-	13 (-3)	3	-
Upstairs at Bethesda Row Bethesda		-	-	1	2	-
Upstairs at Bethesda Row Bethesda MD	1	-	-	5	3	-
West End Apartments Henrico VA		-	-	65 (+4)	-	-
West End Apartments Richmond		-	-	-	-	-
WestEnd25 Georgetown		-	-	71 (-57)	3	3 (+1)
WestEnd25 Washington DC		-	12	-	5 (+1)	3 (+32)

Google Analytics Summary Report

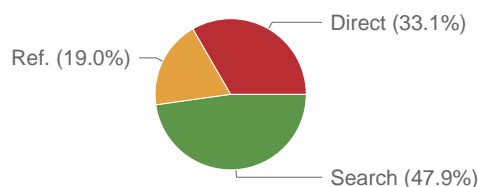
Google Analytics

1/1/2012 - 1/31/2012
 compared to: 12/1/2011 - 12/31/2011
 Excluding paid search



78,298 Visits
 Previous: 57,199 (+36.89%)

376,137 Page Views
 Previous: 277,847 (+35.38%)



14,894 Site Referrals

TOP REFERRERS	%	VISITS
ads.rentsentinel.com	26.4%	3,939
apartmentratings.com	10.3%	1,531
washingtondc.craigslist.org	7.4%	1,097
maps.google.com	5.7%	849
ad.doubleclick.net	3.0%	443

37,523 Search Referrals

TOP KEYWORDS	%	VISITS
(not provided)	22.3%	8,368
bozzuto	7.2%	2,694
bozzuto apartments	2.4%	918
bozzuto management	1.8%	687
bozzuto group	1.0%	380

TOP SEARCH ENGINES	%	VISITS
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Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	84.0%	31,509
bing	9.0%	3,372
yahoo	5.6%	2,101
search	0.7%	244
aol	0.5%	183

TOP LANDING PAGES	%	VISITS
/	24.5	19,105
/about-us/careers	3.4	2,676
/apartments	2.9	2,293
/regions/bozzuto-new-homes	2.5	1,914
/apartments/communities	2.3	1,782