



# **Weekly SERP Report**

**Bozzuto.com Keyword Rankings**

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

## SERP Tracker Report

# Ranking Results

7/1/2011 - 7/31/2011

## Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
252 (+1)	556 (+25)	193 (-7)	169 (+15)

## Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
911 	415 	1195	128	76

## Average Rank

Google	Yahoo!	Bing
23 (80% ranked)	35 (63% ranked)	33 (33% ranked)

## All Keywords

GA visits from 7/11-8/9

1st Page ☐

2nd Page ☐

3rd Page ☐

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Washington Crossing Woburn MA	43	260	210	1	2	4 (+10)
Sherwood Crossing Elkridge MD	34	140	210	1 (+1)	2 (+1)	2
The Glen Apartments Wheaton MD	31	140	140	1	2	2
The Hampton Arlington VA	25	1,900	1,600	3 (+2)	8 (-5)	7 (new)
The Metropolitan Bethesda MD	24	210	210	1	2	1
belmont station elkridge md	21	210	260	2 (+2)	3	12
Liberty Towers Jersey City	19	1,000	1,000	4 (+1)	8 (+1)	9 (+2)
Lakeside Apartments Centreville VA	16	480	480	4	10 (+3)	18
Luxury Apartments Washington DC	15	1,300	1,600	6 (+6)	9	8 (-5)
Luxury Apartments DC	14	2,400	2,900	6 (+5)	2 (-1)	1
Gaslight Commons South Orange NJ	13	210	210	1	2	13 (-11)
Henderson House Baltimore MD	12	91	46	1	2	1
Spring House at Brandywine West Chester PA	11	-	-	1	1	1
Luxury Apartments Alexandria VA	9	320	320	17 (+29)	63 (-46)	-
eight 50 alicecanna baltimore	8	-	16	1	1	1 (+4)
crystal park at waterford frederick md	7	-	-	1	2	6 (-3)
Park Place DC	7	2,900	2,400	8 (+1)	5 (-1)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
The Courts of Devon Gaithersburg MD	7	-	-	1	2	1 (+10)
The Lexington at Market Square DC	7	110	91	1	1	10 (-5)
Enclave at Emerson Laurel MD	6	110	58	3 (+17)	2 (+1)	2 (+2)
Observer Park Hoboken	6	390	320	4	5 (-1)	4 (new)
Park Place Washington DC	6	880	1,000	7 (+3)	7 (-1)	-
Riverview Landing Eagleville PA	6	-	-	1 (+1)	2 (+1)	1 (+3)
Stonington Farm Doylestown PA	6	91	140	1	2	1
The Lexington at Market Square Washington DC	6	-	-	1	1	9 (-3)
Arbors at Broadlands Ashburn VA	5	-	28	1	2	5 (-3)
Timberlawn Crescent Bethesda	5	58	91	1	2	2
apartments Fairfax VA	4	12,100	12,100	24 (+40)	53 (-16)	-
apartments Woburn MA	4	2,900	2,400	16 (+15)	31 (+25)	-
Chatsworth Park Manassas VA	4	91	260	1	1 (+2)	1 (+7)
excalibur pikesville md	4	-	-	1	2	1
Luxury Apartment DC	4	1,600	2,400	9 (-2)	5 (-3)	1
Red Run Apartments Owings Mills MD	4	110	320	6	6	54 (-34)
Towson Woods Apartments Towson MD	4	91	46	1	1	11 (-10)
apartments elkridge md	3	1,300	1,300	5 (-2)	27 (+17)	61 (+9)
apartments Germantown MD	3	4,400	5,400	11 (-3)	28 (+27)	34 (+19)
apartments Oakton VA	3	590	480	13 (+3)	17 (+3)	83 (-64)
apartments Reston VA	3	5,400	5,400	10	40 (+25)	39 (new)
concord park at russet laurel md	3	-	-	1	1 (+1)	14 (-13)
Crystal City Apartments Arlington VA	3	480	390	21	18 (-7)	-
Poplar Glen Columbia MD	3	110	110	4	4	1
Regatta Apartments Norristown PA	3	46	46	8 (+10)	6 (-1)	5 (+6)
Sherwood Crossing Columbia	3	-	-	1	1	2
The Ellington DC	3	1,900	1,600	4	5	5 (+14)
The Gramercy at Town Center Columbia MD	3	-	-	1	2	8 (-4)
The Jefferson at Fair Oaks Fairfax VA	3	-	-	1	2	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
The Residences at the Market Common Arlington VA	3	73	110	4 (+7)	4 (-1)	6 (-1)
The Townes at Harvest View Reisterstown MD	3	-	-	1	1	5 (+2)
3 Bedroom Apartments DC	2	880	720	11 (+3)	16 (+103)	74 (-28)
3 Bedroom Apartments Washington DC	2	170	210	10 (+2)	35 (+2)	34 (+1)
apartment rentals Columbia MD	2	-	-	20 (+11)	47 (+37)	-
apartment Towson MD	2	3,600	4,400	8 (+1)	35 (-4)	-
apartments DC	2	201,000	165,000	57 (-15)	-	-
apartments Gaithersburg MD	2	5,400	6,600	40	-	-
Broadmoor Apartments Richmond	2	590	590	22 (-16)	10	-
Greenwich Place Owings Mills MD	2	-	36	1	1	1
Hunters Glen Upper Marlboro MD	2	110	91	1	1	1
loft apartments baltimore	2	720	590	21	16 (+2)	-
Lotus Square Washington DC	2	91	73	6 (-1)	6 (+2)	13
New Apartments DC	2	1,600	1,900	10 (+1)	3 (+2)	1
rental apartments frederick md	2	-	-	7 (+64)	95 (new)	-
Riverview Landing Norristown PA	2	-	-	1 (+1)	3 (+7)	8
Senate Square DC	2	1,000	880	6 (+1)	4	-
Senate Square Washington DC	2	260	320	7 (+3)	3	3 (+10)
Silverwood Farm Prince Frederick MD	2	-	-	1 (+1)	2	1
The Apartments at North Point Reston VA	2	260	140	1	1 (+1)	5 (+2)
The Estates Pikesville MD	2	260	210	7	6 (-1)	10
View 14 DC	2	390	480	-	16 (-6)	-
1901 west annapolis md	1	110	91	4 (+6)	10 (+3)	-
apartment Bethesda	1	14,800	18,100	35 (-12)	45 (+7)	84 (+4)
apartment Hoboken	1	27,100	27,100	-	105 (new)	-
apartment rental Bethesda MD	1	320	320	29 (-3)	36 (-17)	-
apartments Ashburn VA	1	3,600	2,900	18 (-7)	47 (new)	37 (+20)
apartments Bethesda	1	18,100	18,100	28 (-3)	29 (-2)	84 (new)
apartments Bethesda MD	1	6,600	6,600	34 (-9)	43 (+5)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments Centreville VA	1	2,900	2,900	19 (+8)	74 (new)	-
apartments Doylestown PA	1	1,300	1,300	5	29 (+6)	52
apartments West Chester PA	1	8,100	8,100	30 (-3)	93 (new)	-
Broadmoor Apartments Henrico VA	1	-	-	3	1 (+3)	5 (+1)
Halstead Arlington VA	1	170	170	9	3	17 (+2)
Harbor Apartments Baltimore	1	-	-	4	5 (+10)	34 (+2)
London/Normandy House DC	1	-	-	1	2	1
Luxury Apartments Arlington VA	1	590	480	46 (-21)	15 (-5)	-
Luxury Apartments Bedford MA	1	-	-	8	8 (+1)	-
luxury apartments Odenton MD	1	-	-	7 (+1)	13	23 (+8)
Luxury Apartments Woburn MA	1	-	-	6 (+1)	4	99 (-82)
Masons Keepe Manassas VA	1	58	91	5 (+1)	6	6 (+1)
Monroe Place Herndon VA	1	73	140	4 (+15)	6 (-2)	10 (-1)
Newseum Residences Washington DC	1	-	22	6 (+2)	5	3
rental apartment Hoboken	1	2,900	3,600	8 (new)	-	-
rental apartments Oakton VA	1	-	-	21 (+7)	40 (-2)	94 (-79)
River House Arlington VA	1	720	1,000	8 (+1)	3	-
Riverstone at Owings Mills Owings Mills MD	1	-	-	4 (-2)	3	25 (+2)
Studio Apartment Baltimore	1	880	720	11 (+1)	30 (+4)	37 (+8)
Studio Apartments Arlington VA	1	480	390	16	23 (-6)	-
Studio Apartments Rockville MD	1	73	73	9 (+1)	14	82 (-2)
Studio Apartments Washington DC	1	880	880	22	55 (+11)	54 (+3)
The Apartments at Regent's Park Fairfax VA	1	-	-	1 (+2)	1	5 (-1)
The Grays on Pennsylvania DC	1	260	260	4 (+3)	5 (+2)	31 (-16)
The Grays on Pennsylvania Washington DC	1	46	91	4 (+2)	6 (+3)	-
The Village at Taylor Pond Bedford MA	1	-	-	6 (+1)	6 (-1)	4 (+1)
The Zenith Baltimore MD	1	91	91	7 (+1)	11 (+4)	12 (+36)
1 bedroom apartments Columbia MD		-	-	7	8 (+17)	3 (+1)
1 Bedroom Apartments DC		-	-	16 (+3)	84 (-12)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
1 bedroom apartments Owings Mills MD		-	-	6	5 (+5)	37 (+8)
1 Bedroom Apartments Washington DC		260	320	20 (+81)	65 (-18)	41 (+7)
100 Park at Wyomissing Square Wyomissing PA		-	-	5 (+1)	3	11 (+23)
2 Bedroom Apartments Centreville VA		-	-	2 (+3)	4 (+3)	58 (-9)
2 Bedroom Apartments DC		-	-	14	62 (-4)	-
2 Bedroom Apartments Elkridge MD		-	-	2	3	22 (-11)
2 Bedroom Apartments Reston VA		-	-	5 (-2)	2 (+5)	54 (-10)
2 Bedroom Apartments Washington DC		320	260	16 (-1)	78 (-12)	33 (-4)
2 Bedroom Apartments West Chester PA		-	-	8 (-1)	8 (+1)	13
2 Bedroom ApartmentsColumbia		-	-	15 (+28)	-	46 (+14)
220 Twentieth Street Arlington VA		73	91	6	3	6
220 Twentieth Street DC		-	-	1 (+1)	1	-
3 bedroom apartments Germantown MD		-	-	6 (-1)	7 (+3)	4 (+25)
3 Bedroom Apartments Alexandria VA		-	-	7 (+2)	27 (+21)	51 (new)
3 bedroom apartments Baltimore		-	-	6	25 (+5)	2 (+18)
3 Bedroom Apartments Medford MA		-	-	7	16 (+1)	-
3 bedroom apartments Owings Mills MD		-	-	5 (-2)	7 (-1)	14 (+7)
3 Bedroom Apartments Reisterstown MD		-	-	2 (+1)	3 (+1)	7 (-5)
3 Bedroom Apartments Reston VA		-	-	5 (-2)	3	44 (+5)
360 State Street New Haven CT		210	590	14 (+4)	32 (-4)	10 (+5)
aliceanna baltimore		1,900	1,900	5	3 (+1)	-
apartment Germantown MD		4,400	5,400	12 (-5)	29 (+9)	32 (+2)
apartment Alexandria VA		27,100	33,100	79 (+4)	-	-
apartment annapolis		12,100	12,100	33 (+4)	69 (-4)	-
apartment Arlington VA		40,500	40,500	64	-	-
apartment Ashburn VA		3,600	3,600	19 (-8)	67 (+28)	37 (+20)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment baltimore		74,000	74,000	23 (+6)	-	-
apartment Bedford MA		-	-	53 (-28)	-	93 (-2)
apartment Bethesda MD		5,400	6,600	33 (-6)	52 (+9)	-
apartment Boston		135,000	165,000	-	-	-
apartment Bowie		-	-	-	-	-
apartment bowie-russet md		-	-	1	1	1
apartment Capitol Heights MD		-	-	9	20 (+17)	74 (+11)
apartment Centreville VA		2,900	2,900	19 (+11)	65 (new)	-
apartment Columbia		135,000	165,000	-	-	-
apartment Columbia MD		12,100	12,100	16 (-8)	-	55 (+13)
apartment Conshohocken PA		-	-	32 (+14)	68 (new)	78 (+12)
apartment DC		165,000	165,000	119 (-63)	-	-
apartment Doylestown PA		-	-	10 (-4)	34 (+8)	52
apartment Eagleville PA		-	-	6 (-1)	17 (+34)	40 (-8)
apartment elkridge md		1,300	1,300	5	27 (+21)	61 (+17)
apartment Englewood		9,900	9,900	60 (+6)	-	-
apartment Fairfax VA		12,100	12,100	27 (+44)	69 (+11)	-
apartment Falls Church VA		5,400	4,400	50 (+44)	66 (new)	-
apartment for rent Germantown MD		880	880	78 (new)	-	-
apartment for rent Reston VA		1,300	1,300	46 (+12)	92 (+21)	-
apartment for rent Alexandria VA		5,400	5,400	65 (+24)	-	-
apartment for rent annapolis		2,400	2,900	47 (-2)	-	-
apartment for rent Arlington VA		5,400	6,600	50 (new)	-	-
apartment for rent Ashburn VA		-	-	45 (-4)	-	-
apartment for rent baltimore		14,800	14,800	-	-	-
apartment for rent Bedford MA		-	-	32 (+8)	-	-
apartment for rent Bethesda		2,400	2,900	37 (+13)	94 (-5)	-
apartment for rent Bethesda MD		1,300	1,300	34 (+10)	-	-
apartment for rent Boston		33,100	40,500	-	-	-
apartment for rent Bowie		-	-	-	-	-
apartment for rent bowie-russet md		-	-	1	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment for rent Capitol Heights MD		-	-	38 (+23)	94 (+11)	-
apartment for rent Centreville VA		-	-	35 (+8)	-	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Columbia MD		2,900	2,900	44 (+31)	-	-
apartment for rent Conshohocken PA		-	-	33 (+6)	84 (new)	-
apartment for rent DC		22,200	27,100	92 (new)	-	-
apartment for rent Doylestown PA		-	-	32 (+10)	-	-
apartment for rent Eagleville PA		-	-	37 (-5)	-	-
apartment for rent elkridge md		-	-	43 (-5)	-	-
apartment for rent Englewood		-	-	-	-	-
apartment for rent Fairfax VA		2,900	2,900	71 (+32)	95 (+15)	-
apartment for rent Falls Church VA		-	-	43 (+37)	-	-
apartment for rent frederick md		2,400	2,400	57 (+19)	-	-
apartment for rent Gaithersburg MD		880	880	36 (+38)	118 (new)	-
apartment for rent Georgetown		3,600	4,400	-	-	-
apartment for rent Germantown MD		880	880	81 (new)	-	-
apartment for rent hanover md		-	-	27 (-2)	48 (+23)	-
apartment for rent Henrico VA		-	-	27 (-1)	75 (+16)	-
apartment for rent Herndon VA		1,000	880	46 (+34)	-	-
apartment for rent Hoboken		8,100	8,100	100 (new)	-	-
apartment for rent Jersey City		9,900	9,900	85 (+10)	-	-
apartment for rent Landover MD		-	-	29 (+4)	-	-
apartment for rent laurel md		1,300	1,300	41 (+57)	-	-
apartment for rent Manassas VA		1,900	1,600	45 (+4)	-	-
apartment for rent Massapequa NY		-	-	24 (+3)	38 (+43)	-
apartment for rent Medford MA		-	-	29 (+21)	-	-
apartment for rent New Haven		2,900	3,600	-	-	-
apartment for rent New York		246,000	301,000	-	-	-
apartment for rent Newark		5,400	5,400	-	-	-
apartment for rent Norristown		-	-	40 (+15)	-	-
apartment for rent Norristown PA		-	-	34 (+5)	-	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment for rent North Bethesda MD		-	-	28 (+1)	70 (new)	-
apartment for rent North Wales PA		-	-	25	67 (+21)	-
apartment for rent Oakton VA		-	-	29 (-2)	48 (-1)	-
apartment for rent Odenton MD		-	-	57 (-3)	-	-
apartment for rent Owings Mills		-	-	32 (-6)	62 (+21)	-
apartment for rent Owings Mills MD		-	-	27 (-5)	26 (+7)	-
apartment for rent Philadelphia		33,100	33,100	-	-	-
apartment for rent pikesville md		-	-	26 (+3)	80 (new)	-
apartment for rent Prince Frederick MD		-	-	20 (+26)	65 (+26)	-
apartment for rent Reisterstown MD		-	-	35 (-3)	-	-
apartment for rent Reston VA		1,300	1,300	46 (+12)	92 (+20)	-
apartment for rent Richmond		18,100	22,200	-	-	-
apartment for rent Richmond VA		12,100	9,900	-	-	-
apartment for rent Rockville		-	-	101 (+5)	-	-
apartment for rent Rockville MD		1,600	1,600	46 (+22)	-	-
apartment for rent Silver Spring		2,900	2,900	-	-	-
apartment for rent South Laurel		-	-	8 (+5)	-	-
apartment for rent South Orange NJ		-	-	28 (+6)	-	-
apartment for rent Towson MD		-	-	50 (+10)	-	-
apartment for rent Upper Marlboro MD		-	-	29 (+9)	-	-
apartment for rent Vienna VA		-	-	-	-	-
apartment for rent Washington DC		9,900	12,100	100 (+7)	-	-
apartment for rent West Chester PA		1,900	1,900	65 (+11)	-	-
apartment for rent Wheaton MD		-	-	28 (+5)	-	-
apartment for rent White Plains NY		1,600	1,600	37 (+11)	-	-
apartment for rent Woburn MA		-	-	35 (+7)	-	-
apartment for rent Wyomissing PA		-	-	25	33 (+20)	-
apartment frederick md		9,900	9,900	27 (+11)	100 (new)	-
apartment Gaithersburg MD		5,400	5,400	19 (-1)	-	-
apartment Georgetown		33,100	33,100	-	-	-
apartment Germantown MD		4,400	5,400	12 (-5)	29 (+27)	34 (new)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment hanover md		1,000	1,000	20 (+3)	47 (+2)	96 (-12)
apartment Henrico VA		-	-	91 (-75)	37 (+31)	-
apartment Herndon VA		4,400	4,400	-	106 (new)	-
apartment Jersey City		27,100	27,100	-	-	-
apartment Landover MD		-	-	34 (-3)	99 (new)	-
apartment laurel md		12,100	12,100	19 (+10)	15 (+42)	80 (-11)
Apartment Luxury Baltimore		-	-	5 (+14)	30 (+13)	-
apartment Manassas VA		8,100	8,100	24 (-4)	32 (new)	88 (new)
apartment Massapequa NY		-	-	13 (+12)	58 (+11)	69 (-3)
apartment Medford MA		2,400	1,900	30 (+10)	58 (new)	-
apartment New Haven		14,800	14,800	-	-	-
apartment New York		823,000	1,000,000	-	-	-
apartment Newark		27,100	27,100	-	-	-
apartment Norristown		-	-	83 (-63)	64 (+18)	-
apartment Norristown PA		-	-	26	51 (+30)	-
apartment North Bethesda MD		-	-	18 (+1)	24 (+20)	56 (-3)
apartment North Wales PA		-	-	23 (-9)	61 (+43)	63 (new)
apartment Oakton VA		-	-	13 (+4)	17 (+7)	83 (-56)
apartment Odenton MD		-	-	46 (+19)	90 (new)	-
apartment Owings Mills		6,600	6,600	23 (+1)	31 (+3)	-
apartment Owings Mills MD		-	-	20	20 (+8)	79 (new)
apartment Philadelphia		135,000	135,000	-	-	-
apartment pikesville md		-	-	5 (+1)	29 (+5)	-
apartment Prince Frederick MD		-	-	10 (+3)	10 (+36)	58 (+11)
apartment Reisterstown MD		-	-	12 (+2)	71 (+23)	65 (+26)
apartment rental Alexandria VA		1,000	1,300	-	103 (new)	-
apartment rental annapolis		-	-	26 (+6)	-	-
apartment rental Arlington VA		1,600	1,600	-	-	-
apartment rental Ashburn VA		-	-	26 (+2)	-	-
apartment rental baltimore		1,900	2,400	-	-	-
apartment rental Bedford MA		-	-	27 (+7)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rental Bethesda		720	880	22 (+5)	37 (-17)	-
apartment rental Boston		9,900	14,800	-	-	-
apartment rental Bowie		-	-	-	-	-
apartment rental Capitol Heights MD		-	-	30 (+6)	63 (+26)	-
apartment rental Centreville VA		-	-	27 (+5)	60 (+45)	-
apartment rental Columbia		-	-	87 (new)	-	-
apartment rental Columbia MD		390	390	30 (-2)	72 (+49)	-
apartment rental Conshohocken PA		-	-	29	98 (new)	-
apartment rental DC		6,600	9,900	-	-	-
apartment rental Doylestown PA		-	-	40 (-3)	68 (+23)	-
apartment rental Eagleville PA		-	-	27 (-2)	66 (+16)	-
apartment rental Elkridge MD		-	-	12 (+11)	62 (+20)	-
apartment rental Englewood		-	-	84 (-1)	-	-
apartment rental Fairfax VA		480	590	47 (+35)	87 (new)	-
apartment rental Falls Church VA		-	-	42 (+13)	80 (new)	-
apartment rental frederick md		-	-	45 (+9)	70 (new)	-
apartment rental Gaithersburg MD		-	-	30 (-5)	92 (new)	-
apartment rental Georgetown		590	880	-	-	-
apartment rental Germantown MD		-	-	60 (new)	107 (-4)	-
apartment rental hanover md		-	-	15	51 (+40)	-
apartment rental Henrico VA		-	-	19 (-1)	63 (+18)	90 (+1)
apartment rental Herndon VA		-	-	36 (+37)	101 (new)	-
apartment rental Hoboken		2,900	3,600	-	-	-
apartment rental Jersey City		2,900	2,900	-	-	-
apartment rental Landover		-	-	51 (-2)	97 (new)	-
apartment rental Laurel		-	-	-	-	-
apartment rental Laurel MD		-	-	38 (+37)	80 (+40)	-
apartment rental Manassas VA		-	-	29 (+6)	111 (new)	-
apartment rental Massapequa NY		-	-	19 (+1)	70 (-7)	74 (new)
apartment rental Medford MA		-	-	-	79 (+20)	-
apartment rental New Haven		590	880	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rental New York		74,000	110,000	-	-	-
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	35 (-6)	88 (+12)	-
apartment rental Norristown PA		-	-	32 (-8)	66 (+34)	95
apartment rental North Bethesda MD		-	-	23 (+4)	47 (+2)	-
apartment rental North Wales PA		-	-	26 (-1)	65 (+22)	-
apartment rental Oakton VA		-	-	15 (+5)	42 (+1)	79 (-64)
apartment rental Odenton		-	-	34 (-3)	92 (+13)	74 (new)
apartment rental Owings Mills MD		-	-	22 (-7)	19 (+11)	-
apartment rental Philadelphia		5,400	6,600	-	-	-
apartment rental Pikesville MD		-	-	21 (+5)	60 (+21)	-
apartment rental Prince Frederick MD		-	-	15 (+2)	40 (+46)	98 (new)
apartment rental Reisterstown MD		-	-	25 (+4)	88 (+26)	-
apartment rental Reston VA		-	-	34 (+1)	82 (+18)	-
apartment rental Richmond		2,400	5,400	-	-	-
apartment rental Richmond VA		1,300	1,300	-	-	-
apartment rental Rockville		-	-	71 (+6)	-	-
apartment rental Rockville MD		260	260	57 (+8)	-	-
apartment rental Silver Spring		-	-	-	-	-
apartment rental South Laurel		-	-	8 (+2)	10 (+6)	-
apartment rental South Orange NJ		-	-	23 (+4)	109 (new)	-
apartment rental Towson MD		-	-	39 (+1)	82 (+14)	-
apartment rental Upper Marlboro MD		-	-	24 (+4)	64 (+15)	-
apartment rental Vienna VA		-	-	-	-	-
apartment rental Washington DC		3,600	5,400	-	36 (+6)	-
apartment rental West Chester PA		-	-	-	111 (new)	-
apartment rental Wheaton MD		-	-	32 (-7)	42 (+23)	-
apartment rental White Plains NY		390	390	-	93 (+27)	-
apartment rental Woburn MA		-	-	28 (+8)	80 (+5)	-
apartment rental Wyomissing PA		-	-	21 (-5)	31 (+28)	82 (+6)
apartment rentals Alexandria VA		880	1,000	30 (+6)	79 (new)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals annapolis		-	-	23 (+3)	-	-
apartment rentals Arlington VA		1,300	1,300	38 (+4)	-	-
apartment rentals Ashburn VA		-	-	23 (-2)	114 (-11)	-
apartment rentals baltimore		1,600	1,600	45	-	-
apartment rentals Bedford MA		-	-	10 (+11)	88 (new)	-
apartment rentals Bethesda		390	590	13 (+1)	45 (+15)	-
apartment rentals Bethesda MD		170	210	16 (+4)	39 (-18)	-
apartment rentals Boston		8,100	9,900	-	-	-
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	1	1	1
apartment rentals Capitol Heights MD		-	-	31 (-2)	45 (+7)	-
apartment rentals Centreville VA		-	-	19 (+10)	51 (+41)	-
apartment rentals Columbia		-	-	32 (+35)	-	-
apartment rentals Conshohocken PA		-	-	22 (+2)	83 (new)	-
apartment rentals DC		5,400	6,600	74 (+29)	-	-
apartment rentals Doylestown PA		-	-	21 (+5)	54 (+23)	-
apartment rentals Eagleville PA		-	-	41 (-28)	59 (+20)	-
apartment rentals elkridge md		-	-	33 (+5)	54 (+28)	-
apartment rentals Englewood		-	-	22 (+1)	-	-
apartment rentals Fairfax VA		390	390	28 (+12)	68 (new)	-
apartment rentals Falls Church VA		-	-	36	83 (+28)	-
apartment rentals frederick md		-	-	27 (+8)	60 (+55)	-
apartment rentals Gaithersburg MD		-	-	24 (+3)	78 (new)	-
apartment rentals Georgetown		480	590	-	-	-
apartment rentals Germantown MD		-	-	37 (new)	111 (-12)	-
apartment rentals hanover md		-	-	14 (+4)	53 (+34)	-
apartment rentals Henrico VA		-	-	16 (+7)	58 (+24)	90 (+1)
apartment rentals Herndon VA		-	-	27 (+5)	94 (new)	-
apartment rentals Hoboken		2,900	2,400	-	118 (new)	-
apartment rentals Jersey City		2,400	2,400	69 (+1)	-	-
apartment rentals Landover MD		-	-	45 (+51)	84 (new)	68 (+6)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals Laurel MD		-	-	28 (+12)	71 (+43)	-
apartment rentals laurel md		-	-	28 (+7)	72 (+46)	-
apartment rentals Manassas VA		-	-	21 (+5)	98 (new)	-
apartment rentals Massapequa NY		-	-	9 (+1)	62 (+3)	74 (+7)
apartment rentals Medford MA		140	91	24 (+6)	61 (+21)	-
apartment rentals New Haven		480	590	52 (-4)	-	-
apartment rentals New York		60,500	74,000	-	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	18 (-2)	57 (+10)	-
apartment rentals Norristown PA		-	-	23 (new)	59 (+29)	95 (new)
apartment rentals North Bethesda MD		-	-	10 (+4)	49 (+3)	-
apartment rentals North Wales PA		-	-	29 (-2)	64 (+23)	-
apartment rentals Oakton VA		-	-	12 (+7)	33	79 (-64)
apartment rentals Odenton MD		-	-	38 (+41)	83 (+30)	-
apartment rentals Owings Mills		-	-	15 (+2)	48 (-7)	-
apartment rentals Owings Mills MD		-	-	16 (+3)	19 (+11)	-
apartment rentals Philadelphia		4,400	4,400	-	-	-
apartment rentals pikesville md		-	-	15 (+7)	47 (+23)	-
apartment rentals Prince Frederick MD		-	-	12 (+15)	43 (+22)	98 (new)
apartment rentals Reisterstown MD		-	-	28 (+12)	74 (+16)	-
apartment rentals Reston VA		210	260	28 (+3)	60 (+34)	-
apartment rentals Richmond		1,900	3,600	-	-	-
apartment rentals Richmond VA		1,000	1,000	36 (+7)	-	-
apartment rentals Rockville		-	-	105 (new)	-	-
apartment rentals Rockville MD		170	140	77 (+21)	-	-
apartment rentals Silver Spring		-	-	-	-	-
apartment rentals South Laurel		-	-	5 (+3)	9 (new)	-
apartment rentals South Orange NJ		-	-	29 (+3)	109 (new)	-
apartment rentals Towson MD		-	-	49 (-4)	71 (+19)	-
apartment rentals Upper Marlboro MD		-	-	22 (+1)	59 (+15)	-
apartment rentals Vienna VA		-	-	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals Washington DC		2,900	4,400	-	54 (+8)	-
apartment rentals West Chester PA		260	320	26 (+4)	89 (new)	-
apartment rentals Wheaton MD		-	-	13 (+10)	33 (+15)	-
apartment rentals White Plains NY		320	260	35 (+1)	78 (+29)	-
apartment rentals Woburn MA		110	73	20 (+6)	69 (+2)	-
apartment rentals Wyomissing PA		-	-	14 (-1)	28 (+25)	82 (+14)
apartment Reston VA		5,400	5,400	11 (-1)	47 (+25)	-
apartment Richmond		90,500	110,000	-	-	-
apartment Richmond VA		60,500	49,500	-	-	-
apartment Rockville		14,800	14,800	62 (-7)	120 (new)	-
apartment Rockville MD		8,100	8,100	42 (+3)	93 (new)	-
apartment Silver Spring		33,100	33,100	-	-	-
apartment South Laurel		-	-	17 (-1)	29	-
apartment South Orange NJ		-	-	17 (-3)	75 (+14)	-
apartment Upper Marlboro MD		-	-	14 (-1)	21 (+4)	93 (new)
apartment Vienna VA		2,400	2,400	11 (+1)	53 (+11)	57 (new)
apartment Washington DC		60,500	74,000	47	38 (+10)	-
apartment West Chester PA		8,100	8,100	27 (-5)	118 (new)	-
apartment Wheaton MD		-	-	11 (+3)	13 (+10)	53 (+1)
apartment White Plains NY		4,400	4,400	40 (+59)	-	-
Apartment With Garage DC		-	-	4 (-1)	-	-
Apartment with Garage Washington DC		-	-	6 (-1)	8 (+1)	33 (-1)
apartment Woburn MA		2,900	1,900	14 (+11)	36 (+28)	-
apartment Wyomissing PA		-	-	12 (-2)	46 (+12)	66 (+17)
apartments Germantown MD		4,400	5,400	11 (-3)	27 (+19)	34 (new)
apartments Alexandria VA		27,100	33,100	71 (+8)	-	-
apartments annapolis		12,100	12,100	34 (+1)	44 (+4)	-
apartments Arlington VA		40,500	40,500	48 (+14)	-	-
apartments baltimore		74,000	74,000	24 (+2)	-	-
apartments Bedford MA		2,400	2,400	44 (-20)	116 (new)	93
apartments Boston		135,000	135,000	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments Bowie		4,400	4,400	-	-	-
apartments bowie-russet md		-	-	1	1	1
Apartments Bronx Englewood		-	-	1	4 (+4)	-
apartments Capitol Heights MD		-	-	10 (new)	16 (+15)	74 (+25)
apartments Columbia		110,000	165,000	52 (-34)	-	-
apartments Columbia MD		12,100	12,100	17 (-4)	102 (new)	57 (+10)
apartments Conshohocken PA		1,300	1,300	35 (+66)	45 (+35)	78 (+12)
apartments Eagleville PA		-	-	6	18 (+25)	40 (-6)
apartments Englewood		9,900	9,900	100 (+14)	-	-
apartments Falls Church VA		5,400	4,400	37 (+49)	76 (new)	-
apartments for rent Germantown MD		590	720	89 (new)	-	-
apartments for rent Alexandria VA		2,900	3,600	76 (+37)	-	-
apartments for rent annapolis		1,600	2,400	91 (-9)	-	-
apartments for rent Arlington VA		4,400	5,400	75 (new)	-	-
apartments for rent Ashburn VA		590	590	49 (-6)	-	-
apartments for rent baltimore		12,100	12,100	-	-	-
apartments for rent Bedford MA		1,000	880	37 (+22)	-	-
apartments for rent Bethesda		1,900	2,400	35 (+10)	-	-
apartments for rent Bethesda MD		1,000	1,000	37 (+23)	-	-
apartments for rent Boston		27,100	33,100	-	-	-
apartments for rent Bowie		-	-	107 (new)	-	-
apartments for rent bowie-russet md		-	-	1	-	-
apartments for rent Capitol Heights MD		-	-	57 (+12)	90 (+15)	-
apartments for rent Centreville VA		480	390	35 (+7)	-	-
apartments for rent Columbia		12,100	33,100	-	-	-
apartments for rent Columbia MD		1,600	1,900	47 (+41)	-	-
apartments for rent Conshohocken PA		320	320	34 (+4)	86 (new)	-
apartments for rent DC		18,100	22,200	82 (new)	-	-
apartments for rent Doylestown PA		390	320	33 (+4)	-	-
apartments for rent Eagleville PA		-	-	32 (-10)	-	-
apartments for rent elkridge md		170	170	42 (-8)	-	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Englewood		-	-	-	-	-
apartments for rent Fairfax VA		1,900	1,900	76 (new)	91 (+21)	-
apartments for rent Falls Church VA		720	720	51 (+21)	-	-
apartments for rent frederick md		1,600	1,900	82 (-9)	-	-
apartments for rent Gaithersburg MD		720	720	43 (+50)	-	-
apartments for rent Georgetown		2,900	3,600	-	-	-
apartments for rent Germantown MD		590	720	90 (new)	-	-
apartments for rent hanover md		170	140	25 (-1)	44 (+15)	-
apartments for rent Henrico VA		-	-	20	72 (+13)	-
apartments for rent Herndon VA		720	720	60 (+7)	-	-
apartments for rent Hoboken		8,100	8,100	97 (new)	-	-
apartments for rent Jersey City		8,100	9,900	108 (+9)	-	-
apartments for rent Landover MD		-	-	27 (+9)	-	-
apartments for rent laurel md		880	1,000	73 (-5)	-	-
apartments for rent Manassas VA		1,300	1,000	43 (+20)	-	-
apartments for rent Massapequa NY		-	-	25 (+3)	42 (+34)	-
apartments for rent Medford MA		590	590	46 (+22)	-	-
apartments for rent New Haven		2,400	3,600	-	-	-
apartments for rent New York		246,000	301,000	-	-	-
apartments for rent Newark		4,400	5,400	-	-	-
apartments for rent Norristown		-	-	64 (+15)	117 (new)	-
apartments for rent Norristown PA		320	320	34 (+2)	-	-
apartments for rent North Bethesda MD		-	-	30 (+6)	78 (+12)	-
apartments for rent North Wales PA		-	-	27 (-1)	94 (+11)	-
apartments for rent Oakton VA		-	-	23 (+22)	-	-
apartments for rent Odenton MD		170	210	56 (-12)	-	-
apartments for rent Owings Mills		-	-	41 (+18)	45 (+59)	-
apartments for rent Owings Mills MD		210	260	33 (+3)	30 (+9)	-
apartments for rent Philadelphia		33,100	33,100	-	-	-
apartments for rent pikesville md		-	-	24 (-1)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Prince Frederick MD		-	-	20 (+25)	67 (+21)	-
apartments for rent Reisterstown MD		-	-	29	-	-
apartments for rent Reston VA		880	880	56 (+12)	93 (new)	-
apartments for rent Richmond		12,100	18,100	-	-	-
apartments for rent Richmond VA		8,100	8,100	-	-	-
apartments for rent Rockville		1,900	2,400	84 (+27)	-	-
apartments for rent Rockville MD		1,000	1,300	78 (-4)	-	-
apartments for rent Silver Spring		2,400	2,400	-	-	-
apartments for rent South Laurel		-	-	8 (+2)	-	-
apartments for rent South Orange NJ		390	320	27 (+4)	-	-
apartments for rent Towson MD		480	590	40 (+5)	-	-
apartments for rent Upper Marlboro MD		-	-	31 (+3)	85 (+8)	-
apartments for rent Vienna VA		390	390	-	-	-
apartments for rent Washington DC		8,100	9,900	65 (+19)	25 (new)	-
apartments for rent West Chester PA		1,600	1,600	69 (+3)	-	-
apartments for rent Wheaton MD		110	110	28 (+8)	-	-
apartments for rent White Plains NY		1,600	1,600	41 (+7)	106 (+13)	-
apartments for rent Woburn MA		720	480	37 (+14)	-	-
apartments for rent Wyomissing PA		110	91	27 (-1)	37 (+16)	-
apartments frederick md		9,900	9,900	30 (+9)	110 (new)	-
apartments Georgetown		33,100	33,100	-	-	-
apartments hanover md		1,000	1,000	22	40 (+29)	96 (-30)
apartments Henrico VA		1,000	880	19 (-5)	36 (+26)	-
apartments Herndon VA		4,400	4,400	-	99 (new)	-
apartments Hoboken		22,200	22,200	-	93 (new)	-
Apartments In Tysons Corner Herndon VA		-	-	1	9 (+4)	24 (new)
apartments Jersey City		27,100	27,100	-	-	-
apartments Landover MD		1,300	1,600	43 (-4)	106 (-3)	-
apartments laurel md		14,800	12,100	17 (+9)	15 (+47)	79 (-9)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments Manassas VA		8,100	8,100	23 (+2)	28 (+9)	88 (-9)
apartments Massapequa NY		-	-	14 (+14)	54 (+7)	69 (-4)
apartments Medford MA		2,400	1,900	27 (+47)	57 (new)	-
Apartments Near Metro Bethesda		-	-	3 (+2)	8 (+1)	6 (+1)
Apartments Near Metro North Bethesda MD		-	-	2 (+2)	2 (+1)	4 (+3)
apartments New Haven		14,800	18,100	-	-	-
apartments New York		823,000	1,000,000	-	-	-
apartments Newark		27,100	27,100	-	-	-
apartments Norristown		2,900	2,900	25 (+2)	70 (-13)	-
apartments Norristown PA		1,900	1,900	29 (-1)	46 (+22)	-
apartments North Bethesda MD		260	210	16 (+3)	21 (+21)	56 (+30)
apartments North Wales PA		590	720	19 (-2)	61 (+39)	63 (+12)
apartments Odenton MD		1,300	1,300	98 (+21)	92 (new)	-
apartments Owings Mills		6,600	6,600	25 (+4)	25 (+9)	-
apartments Owings Mills MD		1,900	2,400	16 (+5)	27 (-1)	79 (new)
apartments Philadelphia		135,000	135,000	-	-	-
apartments pikesville md		1,000	1,000	5 (+1)	24 (+7)	-
apartments Prince Frederick MD		-	-	11 (+1)	17 (+28)	58 (+11)
apartments Reisterstown MD		480	480	12 (+4)	72 (+30)	65 (+3)
Apartments Rental DC		-	-	52 (+6)	-	-
Apartments Rental DC Arlington VA		-	-	12 (+3)	23 (+6)	-
apartments Richmond		110,000	110,000	-	-	-
apartments Richmond VA		60,500	60,500	-	-	-
apartments Rockville		14,800	14,800	40 (+27)	97 (+15)	-
apartments Rockville MD		8,100	8,100	54 (new)	97 (new)	-
apartments Silver Spring		33,100	33,100	-	-	-
apartments South Laurel		-	-	11 (+2)	22	-
apartments South Orange NJ		1,300	1,000	17 (-1)	81 (+9)	-
apartments Towson MD		3,600	4,400	7 (+1)	30 (-10)	-
apartments Upper Marlboro MD		1,000	880	12 (+4)	27 (-1)	94 (new)
apartments Vienna VA		2,400	2,400	8 (+4)	34 (+9)	53 (-10)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments Washington DC		74,000	74,000	60 (-8)	32 (-3)	-
apartments Wheaton MD		1,000	1,000	11 (+3)	12 (+8)	53 (+1)
apartments White Plains NY		4,400	4,400	37 (+61)	-	-
apartments Wyomissing PA		590	590	12 (+2)	41 (+15)	66 (+17)
arbors at arundel preserve baltimore		-	-	6	7 (-1)	36 (+2)
arbors at arundel preserve hanover md		-	-	9	3	7 (+2)
Avenel at Montgomery Square Norristown		-	-	1	2 (+1)	3
Avenel at Montgomery Square North Wales PA		-	-	6 (+1)	6	6 (+3)
Bank Street Commons White Plains NY		46	58	8 (+10)	9 (-1)	19 (-1)
belmont station baltimore		-	-	6 (-1)	4 (+3)	-
brookside apartments		14,800	14,800	-	-	-
brookside apartments frederick maryland		-	-	-	-	-
brookside frederick		-	-	-	-	-
brookside frederick maryland		-	-	-	-	-
brookside frederick md		320	320	-	-	-
Carver 2000 Senior Mansion DC		-	-	1	1	1
Carver 2000 Senior Mansion Washington DC		-	-	1	1	1
Clarendon Apartment Arlington VA		-	-	27 (+3)	57 (+14)	-
Clarendon Apartment DC		-	-	14 (+1)	38 (+36)	59 (-4)
Concord Crystal City Arlington VA		-	22	3	4	-
Concord Crystal City DC		-	-	2	2	6 (-2)
concord park at bowie-russet md		-	-	1	1	1
Crystal City Apartments DC		-	-	22 (-7)	54 (-44)	-
Edgewater Apartments Philadelphia PA		-	28	3 (+2)	6 (+3)	11 (-3)
EOS Twenty-One Alexandria VA		-	28	4	5 (-1)	12 (-3)
excalibur baltimore		-	-	1	2	1
Four Winds at Oakton VA		-	-	3	3	3

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Gaslight Commons Newark		-	-	1 (+2)	5	-
Halstead Arlington DC		-	-	6 (-1)	3 (+1)	2 (+71)
Highland Park DC		1,000	880	5 (+2)	11 (-4)	-
Highland Park Washington DC		140	140	6	8 (+1)	-
Honey Tree Richmond VA		390	390	9 (-2)	8 (+1)	18 (-3)
Howard County Townhomes Laurel MD		-	-	1	1 (+1)	-
Jericho Residences DC		-	-	7	4 (-1)	5
Jericho Residences Landover MD		-	-	4 (+2)	4	3 (+2)
Laurel Square Apartments Laurel MD		880	880	3 (+2)	3 (+5)	15 (+2)
Laurel Square Apartments South Laurel		-	-	1	2	10 (-6)
Lodge at Seven Oaks Bowie		-	-	1	2	-
Lodge at Seven Oaks Odenton MD		58	58	11	5	9 (+9)
London/Normandy House Arlington VA		-	36	1	2	13 (-3)
Lotus Square DC		480	320	6	8 (+1)	11 (-3)
Low Rent Apartment Annapolis		-	-	9	33 (new)	-
Luxury Apartment Reston VA		-	-	9 (+3)	9 (+3)	57 (-6)
Luxury Apartment Arlington VA		590	390	20 (+5)	17 (-1)	-
Luxury Apartment Fairfax VA		-	-	22 (+4)	29	54
Luxury Apartment Philadelphia		1,600	1,900	25 (+5)	86 (-21)	-
luxury apartments annapolis		170	140	7 (+4)	7 (+3)	14 (-1)
Luxury Apartments Boston		5,400	5,400	50 (-1)	-	-
luxury apartments Bowie		-	-	-	-	-
Luxury Apartments Conshohocken PA		-	-	7 (+2)	9 (+10)	37 (+9)
Luxury Apartments Doylestown PA		-	-	3	4	9 (+2)
Luxury Apartments Eagleville PA		-	-	4 (-2)	2 (+1)	13 (-2)
Luxury Apartments Falls Church VA		-	-	8 (+1)	7 (+2)	-
Luxury Apartments Massapequa NY		-	-	6	2	8 (+1)
Luxury Apartments Newark		260	320	-	-	-
Luxury Apartments Norristown PA		-	-	7 (+1)	16 (-5)	33 (new)
Luxury Apartments Oakton VA		-	-	5	2	5 (-4)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Luxury Apartments Pikesville MD		-	-	8	9 (-1)	88 (-8)
Luxury Apartments South Orange NJ		-	-	2	2 (+2)	40 (+1)
luxury apartments Wheaton MD		-	-	7 (-2)	3 (+1)	20 (-2)
Luxury Apartments White Plains NY		-	-	16 (+1)	17	47 (new)
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	5 (+1)	4 (-1)	13
Metro Apartments Fairfax VA		-	-	3 (+2)	9 (+12)	30 (-14)
Metro Apartments Vienna VA		-	-	2 (+1)	6 (+12)	9 (+29)
MetroPointe Wheaton MD		73	73	5 (-1)	4 (+1)	16 (+2)
Near Towson University Towson MD		-	-	10 (+5)	19 (+7)	57 (+24)
new apartments bowie-russet md		-	-	1	1	1
new apartments laurel md		-	-	9 (-1)	10 (+8)	57 (-38)
New Apartments Washington DC		590	880	17 (-3)	9 (+3)	64 (+3)
Newseum Residences DC		-	46	6	4	7 (+1)
Observer Park New York		-	-	1	9	-
overlook manor apartments		46	58	-	-	-
overlook manor frederick		-	-	-	-	-
overlook manor frederick maryland		-	-	-	-	-
overlook manor frederick md		140	110	-	-	-
Park Lane Seaport Boston MA		73	58	9 (+1)	10 (-1)	19 (-4)
Park Place at Van Dorn Alexandria VA		-	36	5 (+13)	7 (-1)	5 (+2)
Pearson Square Falls Church VA		58	58	7 (+2)	3	9 (+2)
Pentagon City Apartments Arlington VA		110	91	27 (+9)	91 (+14)	-
Pentagon City Apartments DC		-	-	26 (+8)	106 (+2)	-
pet friendly apartments baltimore		-	-	9 (+1)	14 (+2)	64 (+4)
pet friendly apartments frederick md		-	-	4 (+1)	3	9 (-4)
pet friendly apartments pikesville md		-	-	1	2	2
pet friendly Germantown MD		-	-	2	7	14 (+37)
pet friendly Laurel MD		-	-	3 (-1)	15 (+6)	19 (+3)
Pet Friendly Manassas VA		-	-	8	24 (+2)	17 (-3)
Pet Friendly Prince Frederick MD		-	-	2 (+3)	1	49 (-37)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
pet friendly Rockville		-	-	-	94 (+25)	-
pet friendly South Laurel		-	-	24 (-2)	-	-
Pet Friendly Upper Marlboro MD		-	-	1	6 (-1)	7 (+8)
Pet-Friendly Hoboken		-	-	8 (+4)	17 (+7)	89 (-58)
Pet-Friendly New York		9,900	9,900	-	-	-
Pinnacle Town Center Germantown MD		-	-	1	2	16 (-15)
Rapid Transit Alexandria VA		-	-	1 (+1)	5 (+1)	7 (-1)
Rapid Transit Manassas VA		-	-	1	2	1
rent loft baltimore		-	-	-	-	-
Rent Loft Fairfax VA		-	-	-	113 (+2)	85 (-13)
rent loft hanover md		-	-	5	2	-
Rent Loft Richmond VA		-	-	13	69 (+24)	-
Rent Lofts Bethesda MD		-	-	2	8 (+1)	-
Rent Lofts Columbia MD		-	-	5 (-1)	8 (+2)	-
Rent Lofts DC		-	-	8 (-1)	30 (+15)	-
Rent Lofts Gaithersburg MD		-	-	4 (+1)	5 (+1)	24 (+10)
Rent Lofts Washington DC		-	-	9 (+3)	34 (+17)	-
Rent Studio Jersey City		-	-	10 (+3)	69 (+6)	59 (+7)
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	20 (-4)	37	-
rent townhomes elkridge md		-	-	11 (-2)	11 (+1)	-
Rent Townhomes Norristown PA		-	-	10 (+1)	19 (+4)	93 (+2)
Rent Townhomes Wyomissing PA		-	-	7 (+2)	14 (-1)	29 (+27)
rental apartment Germantown MD]		-	-	67 (new)	-	-
rental apartment Alexandria VA		-	-	57 (+41)	-	-
rental apartment annapolis		-	-	42 (+15)	101 (new)	-
rental apartment Arlington VA		-	-	49 (+13)	-	-
rental apartment Ashburn VA		-	-	13	107 (+4)	-
rental apartment baltimore		1,900	2,400	-	-	-
rental apartment Bedford MA		-	-	26 (+27)	-	-
rental apartment Bethesda		-	-	17 (-10)	54 (-23)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Bethesda MD		-	-	8 (-1)	41 (-9)	-
rental apartment Boston		9,900	14,800	-	-	-
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	1	1	1
rental apartment Capitol Heights MD		-	-	44 (+24)	86 (-11)	-
rental apartment Centreville VA		-	-	6 (+41)	68 (+26)	-
rental apartment Columbia		-	-	112 (-26)	-	-
rental apartment Columbia MD		-	-	22 (-2)	64 (+43)	-
rental apartment Conshohocken PA		-	-	36	97 (new)	-
rental apartment DC		6,600	9,900	35 (+23)	-	-
rental apartment Doylestown PA		-	-	38 (+5)	72 (+37)	-
rental apartment Eagleville PA		-	-	43 (-14)	71 (+15)	66 (+3)
rental apartment elkridge md		-	-	10 (+2)	62 (+9)	-
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	56 (new)	89 (new)	-
rental apartment Falls Church VA		-	-	52 (+44)	96 (new)	-
rental apartment frederick md		-	-	75 (+27)	90 (new)	-
rental apartment Gaithersburg MD		-	-	18 (+9)	104 (new)	-
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	71 (new)	-	-
rental apartment hanover md		-	-	24 (-1)	66 (+6)	-
rental apartment Henrico VA		-	-	20 (-2)	70 (+21)	-
rental apartment Herndon VA		-	-	10 (+82)	104 (new)	-
rental apartment Jersey City		2,900	2,900	-	-	-
rental apartment Landover MD		-	-	36 (-2)	101 (new)	63 (new)
rental apartment laurel md		-	-	94 (+18)	104 (new)	-
rental apartment Manassas VA		-	-	40 (+6)	-	-
rental apartment Massapequa NY		-	-	23 (+5)	56 (+22)	55 (+25)
rental apartment Medford MA		-	-	31 (+40)	80 (+24)	-
rental apartment New Haven		-	-	-	-	-
rental apartment New York		74,000	110,000	-	-	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	101 (-23)	89 (+7)	-
rental apartment Norristown PA		-	-	27 (-3)	63 (+29)	98 (+2)
rental apartment North Bethesda MD		-	-	26 (+30)	51 (-1)	-
rental apartment North Wales PA		-	-	30 (-4)	74 (+28)	-
rental apartment Oakton VA		-	-	16 (+10)	41 (-1)	94 (-79)
rental apartment Odenton MD		-	-	64 (-21)	121 (new)	-
rental apartment Owings Mills		-	-	33 (-9)	56 (+5)	-
rental apartment Owings Mills MD		-	-	31 (+2)	17 (+24)	-
rental apartment Philadelphia		5,400	6,600	-	-	-
rental apartment pikesville md		-	-	27	62 (+9)	-
rental apartment Prince Frederick MD		-	-	17 (+2)	42 (new)	-
rental apartment Reisterstown MD		-	-	25 (+7)	74 (+23)	-
rental apartment Reston VA		-	-	20 (-4)	85 (-2)	-
rental apartment Richmond		2,400	5,400	-	-	-
rental apartment Richmond VA		-	-	-	-	-
rental apartment Rockville		-	-	-	-	-
rental apartment Rockville MD		-	-	-	-	-
rental apartment Silver Spring		-	-	-	-	-
rental apartment South Laurel		-	-	11 (+4)	24 (-3)	-
rental apartment South Orange NJ		-	-	27 (+4)	106 (new)	-
rental apartment Towson MD		-	-	53 (new)	109 (new)	-
rental apartment Upper Marlboro MD		-	-	27 (+4)	69 (+15)	-
rental apartment Vienna VA		-	-	-	-	-
rental apartment Washington DC		3,600	5,400	-	50 (+1)	8 (+43)
rental apartment West Chester PA		-	-	68 (+39)	117 (new)	-
rental apartment Wheaton MD		-	-	63 (-32)	43 (+15)	-
rental apartment White Plains NY		-	-	58 (+11)	111 (new)	-
rental apartment Woburn MA		-	-	35 (+23)	78 (+8)	-
rental apartment Wyomissing PA		-	-	23 (-3)	43 (+19)	82 (+3)
rental apartments Germantown MD]		-	-	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments Alexandria VA		720	720	-	106 (new)	-
rental apartments annapolis		-	-	33 (+1)	109 (+6)	-
rental apartments Arlington VA		1,000	1,300	85	-	-
rental apartments Ashburn VA		-	-	14 (+3)	113 (new)	-
rental apartments baltimore		1,900	2,400	-	-	-
rental apartments Bedford MA		-	-	27 (+4)	-	-
rental apartments Bethesda		-	-	12 (-5)	52 (-19)	-
rental apartments Bethesda MD		320	260	11 (-4)	41 (-6)	-
rental apartments Boston		8,100	12,100	-	-	-
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	1	1	1
rental apartments Capitol Heights MD		-	-	34 (+6)	89 (new)	-
rental apartments Centreville VA		-	-	6 (+29)	74 (+26)	-
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	30 (-6)	71 (+42)	-
rental apartments Conshohocken PA		-	-	22 (+9)	101 (new)	-
rental apartments DC		5,400	8,100	36 (+66)	-	-
rental apartments Doylestown PA		-	-	23 (+6)	75 (+33)	-
rental apartments Eagleville PA		-	-	30 (-6)	64 (+24)	66 (+19)
rental apartments elkridge md		-	-	10 (+1)	59 (+8)	-
rental apartments Englewood		-	-	-	-	-
rental apartments Fairfax VA		-	-	-	88 (new)	-
rental apartments Falls Church VA		-	-	-	-	-
rental apartments Gaithersburg MD		-	-	109 (new)	-	-
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD		-	-	110 (new)	98 (new)	-
rental apartments hanover md		-	-	14 (+2)	68 (+6)	-
rental apartments Henrico VA		-	-	21 (-4)	-	-
rental apartments Herndon VA		-	-	-	118 (new)	-
rental apartments Hoboken		2,400	2,900	8 (-1)	-	-
rental apartments Jersey City		2,400	2,900	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments Landover MD		-	-	47 (+14)	96 (new)	67 (new)
rental apartments laurel md		-	-	44 (+19)	104 (new)	-
rental apartments Manassas VA		-	-	31 (+9)	-	-
rental apartments Massapequa NY		-	-	17	67 (+15)	76 (+4)
rental apartments Medford MA		-	-	-	85 (+23)	-
rental apartments New Haven		-	-	51	-	-
rental apartments New York		60,500	90,500	-	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	83 (+6)	91 (+11)	-
rental apartments Norristown PA		-	-	45 (-21)	79 (+18)	98 (+2)
rental apartments North Bethesda MD		-	-	15 (-1)	46 (+6)	-
rental apartments North Wales PA		-	-	21 (+3)	80 (+29)	-
rental apartments Odenton MD		-	-	38 (+5)	-	-
rental apartments Owings Mills		-	-	30 (-7)	52 (+16)	-
rental apartments Owings Mills MD		-	-	25 (+4)	15 (+8)	-
rental apartments Philadelphia		4,400	6,600	-	-	-
rental apartments pikesville md		-	-	20 (+4)	61 (+1)	-
rental apartments Prince Frederick MD		-	-	16 (+2)	43 (+37)	-
rental apartments Reisterstown MD		-	-	25 (+3)	72 (+16)	-
rental apartments Reston VA		-	-	29 (-4)	81 (+25)	-
rental apartments Richmond		2,400	4,400	-	-	-
rental apartments Richmond VA		1,000	1,000	-	-	-
rental apartments Rockville		-	-	-	-	-
rental apartments Rockville MD		-	-	-	-	-
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	8 (+1)	17 (+3)	-
rental apartments South Orange NJ		-	-	21	113 (new)	-
rental apartments Towson MD		-	-	36 (+3)	103 (new)	-
rental apartments Upper Marlboro MD		-	-	36 (-1)	76 (+7)	-
rental apartments Vienna VA		-	-	-	-	-
rental apartments Washington DC		2,900	4,400	-	50 (+5)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments West Chester PA		-	-	-	113 (new)	-
rental apartments Wheaton MD		-	-	20 (+5)	41 (+15)	-
rental apartments White Plains NY		320	390	-	106 (new)	-
rental apartments Woburn MA		-	-	-	82 (+7)	-
rental apartments Wyomissing PA		-	-	13	52 (+13)	84 (+12)
River House DC		170	170	33 (-4)	-	-
Riverwalk at Millennium Conshohocken PA		-	-	6	11 (+4)	12
Rolling Hills Germantown MD		140	320	1	2	1 (+7)
Rolling Hills Rockville		-	-	4 (+5)	3 (-1)	-
Rosemary Ridge Manassas VA		170	260	18 (+1)	4 (-1)	11 (+51)
Senior Living Capitol Heights MD		-	-	2	2	1 (+7)
senior living DC		-	-	-	90 (-5)	-
senior living Landover MD		-	-	5 (-1)	6 (+2)	15 (+5)
Senior Living Washington DC		260	320	61 (+31)	109 (-11)	-
Short Term Apartments Ashburn VA		-	-	1	3 (+5)	4 (-1)
Siena Park Arlington VA		140	390	7 (-1)	6	9 (+6)
Siena Park DC		-	-	2	2	-
SouthPoint at Massapequa NY		-	-	6 (+14)	4	13 (-1)
Spa Cove Annapolis		320	320	21 (+5)	32 (+70)	-
Spinnaker Bay at Harbor East Baltimore MD		-	-	3	2	1 (+2)
St. Johns Wood Fairfax VA		-	-	2	2 (+1)	1
St. Johns Wood Reston VA		140	91	6 (+2)	6 (+1)	12 (-2)
St. Paul Senior Living Apartments Capitol Heights MD		-	-	2 (+1)	2	1 (+5)
Stone Point Apartments Annapolis MD		46	58	6	6	8
Strathmore Court at White Flint [region]		-	-	1	1	2 (+1)
Strathmore Court at White Flint North Bethesda MD		-	-	3	2	7
Studio Apartment Georgetown		-	-	-	83 (new)	-
Studio Apartment Washington DC		880	720	25 (+1)	59 (-4)	58 (-5)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Studio Apartments Baltimore		880	880	13 (-2)	36 (-1)	37 (+9)
Studio Apartments DC		2,400	1,900	18 (+1)	38 (+12)	-
Studio Apartments New Haven		-	-	19 (-2)	27 (+5)	-
Studio Apartments Norristown		-	-	-	-	87 (-3)
Studio Apartments North Wales PA		-	-	5	12 (+1)	-
Studio Apartments Silver Spring		-	-	-	-	-
Studio For Rent Arlington VA		-	-	14	-	-
Studio For Rent Bethesda MD		-	-	9	20 (-6)	44 (+53)
Studio For Rent DC		-	-	-	70 (new)	-
Studios Baltimore		-	-	-	-	-
The Apartments at Harbor Park Reston VA		-	-	1	2	5
The Apartments at Regent's Park Vienna VA		-	-	2	1	2
The Arbors at Fair Lakes Fairfax VA		-	-	5 (+1)	1	3 (-2)
The Brownstones at Englewood South Englewood NJ		-	-	7 (-1)	2	9 (-1)
The Ellington Washington DC		390	480	6 (-1)	7 (-1)	19 (+6)
The Fenestra at Rockville Town Square Rockville MD		-	-	14 (+14)	4 (-1)	20 (+3)
The Fenestra at Rockville Town Square Silver Spring		-	-	2	-	-
The Fitzgerald at UB Midtown Baltimore MD		-	-	2 (+2)	2	5 (-2)
The Halstead at Guilford Baltimore MD		-	-	4	5 (+2)	5 (-1)
The Hampton DC		-	-	-	70 (-61)	-
The Jefferson at Fair Oaks Herndon VA		-	-	1	2	1
The Loree Grand at Union Place DC		-	-	9 (+10)	7	13 (+3)
The Loree Grand at Union Place Washington DC		-	-	8 (+11)	6 (-2)	13 (+2)
The Munsey Baltimore MD		140	91	3 (-1)	4	9 (+1)
The Promenade at Harbor East Baltimore MD		-	-	1	2	1

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
The Residences at Rivers Edge Medford MA		-	-	20 (-1)	7 (-4)	48 (new)
The Residences at the Market Common DC		-	-	4 (-2)	7 (+1)	-
The Tuscany Apartments Alexandria VA		91	140	9 (+10)	4 (+1)	14 (-2)
The Whitney Bethesda MD		73	73	4 (+4)	3	8 (+2)
Timberlawn Crescent North Bethesda MD		-	-	1	1 (+2)	1
Town Home Rentals Bethesda		-	-	13 (-3)	6 (+2)	35 (+3)
Town Home Rentals North Bethesda MD		-	-	5	7	-
townhome for rent Owings Mills		-	-	30 (+1)	13 (+2)	-
Townhomes Wheaton MD		-	-	6 (+1)	4 (+4)	24 (+7)
U Street Apartments DC		480	390	-	18 (-4)	45 (-12)
U Street Apartments Washington DC		140	140	-	15 (-2)	50 (-37)
Upstairs at Bethesda Row Bethesda MD		-	-	4	3	14
View 14 Washington DC		110	140	45 (-40)	18 (-13)	-
West End Apartments Henrico VA		-	-	8 (-6)	7 (+2)	-
West End Apartments Richmond		-	-	-	-	-
WestEnd25 Georgetown		-	-	4 (-1)	2	4 (new)
WestEnd25 Washington DC		-	12	5	5 (-1)	9 (+2)

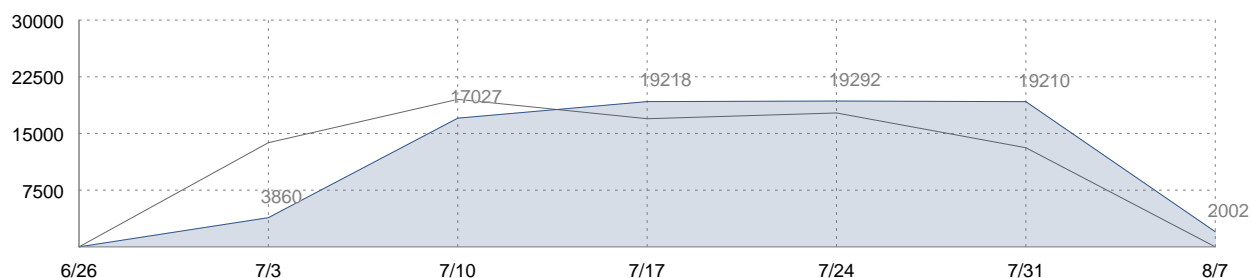
## Google Analytics Summary Report

### Google Analytics

7/1/2011 - 7/31/2011

compared to: 5/31/2011 - 6/30/2011

Excluding paid search

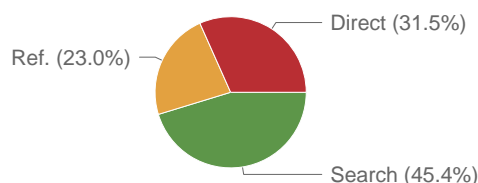


**80,609** Visits

Previous: 81,081 (-0.58%)

**389,491** Page Views

Previous: 389,976 (-0.12%)



### 18,574 Site Referrals

TOP REFERRERS	%	VISITS
rentsentinel.com	22.6%	4,206
washingtonpost.com	14.3%	2,655
apartmentratings.com	10.5%	1,955
washingtondc.craigslist.org	4.2%	775
maps.google.com	2.8%	528

### 36,603 Search Referrals

TOP KEYWORDS	%	VISITS
bozzuto	8.0%	2,923
bozzuto management	5.5%	2,020
bozzuto apartments	2.7%	978
buzzuto	0.8%	283
the bozzuto group	0.8%	276

TOP SEARCH ENGINES	%	VISITS
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## Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	85.0%	31,096
bing	7.6%	2,789
yahoo	4.9%	1,776
search	1.1%	390
aol	1.0%	376

TOP LANDING PAGES	%	VISITS
/	22.0	17,716
/apartments?ctd_ac=1081055&ctx_name=WashPost-News-Rental&ctx_Ad Source=WashPost-News-Rental&?utm_source=News-Rental	4.2	3,397
/apartments/communities/61	4.0	3,231
/about-us/careers	2.7	2,138
/apartments	2.3	1,819