



# **Weekly SERP Report**

## **Bozzuto.com Keyword Rankings**

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

## SERP Tracker Report

# Ranking Results

06/01/2011 - 06/30/2011

## Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
249 (-15)	521 (-74)	199 (+5)	151 (-3)

## Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
644 ▲	824 ▼	1031	57	169

## Average Rank

Google	Yahoo!	Bing
26 (79% ranked)	34 (55% ranked)	35 (36% ranked)

## All Keywords

GA visits from 05/30-06/28

1st Page ☐

2nd Page ☐

3rd Page ☐

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Luxury Apartments Washington DC	59	1,000	1,600	12 (-8)	9 (-3)	3 (+1)
The Hampton Arlington VA	45	480	260	5 (+1)	3 (+7)	-
Gaslight Commons South Orange NJ	40	170	210	1	2 (+1)	2
Luxury Apartments DC	39	1,900	2,900	11 (-10)	1 (+1)	1 (+1)
The Glen Apartments Wheaton MD	30	58	46	1	2	2 (-1)
Washington Crossing Woburn MA	30	140	170	1 (+1)	2 (+2)	14 (-12)
The Apartments at North Point Reston VA	20	-	36	1	2 (+4)	7 (-1)
The Lexington at Market Square DC	19	-	36	1	1	5 (-4)
Sherwood Crossing Elkridge MD	18	170	210	2 (-1)	3	2
Silverwood Farm Prince Frederick MD	13	-	-	2 (-1)	2	1
The Metropolitan Bethesda MD	13	58	91	1	2 (+1)	1
Hunters Glen Upper Marlboro MD	11	73	91	1	1	1
The Estates Pikesville MD	11	210	170	7	5 (+5)	10 (-2)
Chatsworth Park Manassas VA	8	91	260	1	3	8 (-6)
Liberty Towers Jersey City	8	880	1,300	5 (+4)	9 (-2)	11 (-6)
Timberlawn Crescent Bethesda	8	170	73	1	2	2 (-1)
Greenwich Place Owings Mills MD	7	-	36	1	1	1

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Park Place DC	7	1,900	1,600	9 (-1)	4 (+2)	3 (+2)
apartments elkridge md	6	1,300	1,300	3 (+3)	44 (+41)	70 (+16)
belmont station elkridge md	6	260	260	4 (-1)	3 (+3)	12 (-7)
crystal park at waterford frederick md	6	-	-	1	2	3 (-1)
eight 50 alicenna baltimore	6	-	16	1	1	5 (-4)
The Lexington at Market Square Washington DC	6	-	16	1	1	6 (-5)
Lakeside Apartments Centreville VA	5	390	480	4 (+5)	13 (-12)	18 (+3)
Lotus Square Washington DC	5	58	73	5 (-1)	8 (+1)	13 (-6)
Luxury Apartment DC	5	1,900	2,400	7 (-6)	2 (+1)	1 (+2)
Riverview Landing Eagleville PA	5	-	-	2	3 (-1)	4 (-3)
Senate Square DC	5	1,000	880	7	4 (+7)	-
Spring House at Brandywine West Chester PA	5	-	-	1	1	1
apartments Reston VA	4	4,400	4,400	10 (-1)	65 (-19)	-
Carver 2000 Senior Mansion Washington DC	4	-	-	1	1	1
excalibur pikesville md	4	-	-	1	2	1
The Apartments at Regent's Park Fairfax VA	4	-	-	3 (-2)	1	4 (+2)
Enclave at Emerson Laurel MD	3	-	-	20 (-17)	3	4 (-1)
Henderson House Baltimore MD	3	-	36	1	2	1
Stonington Farm Doylestown PA	3	73	170	1	2	1
The Courts of Devon Gaithersburg MD	3	-	-	1	2	11 (-10)
The Ellington DC	3	720	720	4 (+3)	5 (+7)	19 (-7)
View 14 DC	3	480	480	6 (+1)	10 (+3)	-
apartments Arlington VA	2	40,500	40,500	62 (-1)	-	-
apartments Columbia MD	2	9,900	9,900	13	-	67 (new)
apartments Germantown MD	2	4,400	4,400	8 (+1)	55 (-37)	53 (-35)
apartments Vienna VA	2	1,900	1,900	12 (-3)	43 (-14)	43 (-16)
Luxury Apartments Alexandria VA	2	320	260	46 (-28)	17 (+7)	-
Luxury Apartments Falls Church VA	2	-	-	9 (-2)	9 (-1)	-
luxury apartments Odenton MD	2	-	-	8 (-1)	13 (+3)	31 (-16)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Park Lane Seaport Boston MA	2	73	58	10	9 (+1)	15 (-7)
Red Run Apartments Owings Mills MD	2	91	320	6 (+1)	6 (+6)	20 (-9)
Rosemary Ridge Manassas VA	2	210	260	19 (-14)	3 (+5)	62 (-55)
Senate Square Washington DC	2	260	320	10 (-1)	3 (+5)	13 (-8)
Sherwood Crossing Columbia	2	-	-	1	1 (+1)	2
The Arbors at Fair Lakes Fairfax VA	2	-	-	6	1 (+6)	1 (+4)
The Townes at Harvest View Reisterstown MD	2	-	-	1	1	7 (-6)
aliceanna baltimore	1	1,900	1,900	5	4 (-1)	-
apartment Columbia MD	1	9,900	9,900	8	-	68 (new)
apartment Doylestown PA	1	-	-	6 (+1)	42 (-34)	52 (-44)
apartment Eagleville PA	1	-	-	5 (+1)	51 (-31)	32 (-12)
apartments DC	1	135,000	110,000	42 (+3)	-	-
apartments Doylestown PA	1	1,000	880	5	35 (-26)	52 (-44)
apartments Fairfax VA	1	8,100	8,100	64 (-42)	37 (new)	-
apartments Reisterstown MD	1	-	-	16 (-6)	102 (-48)	68 (-15)
apartments Towson MD	1	3,600	3,600	8 (-1)	20 (+13)	-
apartments Washington DC	1	60,500	60,500	52 (+7)	29 (+33)	-
Arbors at Broadlands Ashburn VA	1	-	-	1	2	2 (-1)
Broadmoor Apartments Richmond	1	590	590	6	10 (+5)	-
Concord Crystal City Arlington VA	1	-	16	3	4 (+1)	-
Crystal City Apartments Arlington VA	1	320	260	21 (-1)	11 (+21)	81 (-51)
excalibur baltimore	1	-	-	1	2	1
Jericho Residences Landover MD	1	-	-	6	4 (+2)	5 (-1)
Luxury Apartments Arlington VA	1	480	390	25 (+1)	10 (+16)	37 (-13)
Luxury Apartments Conshohocken PA	1	-	-	9	19 (+13)	46 (-16)
Luxury Apartments Pikesville MD	1	-	-	8 (-3)	8 (-1)	80 (-71)
Luxury Apartments South Orange NJ	1	-	-	2	4 (+2)	41 (-36)
Masons Keepe Manassas VA	1	110	110	6	6 (+2)	7
New Apartments DC	1	1,000	880	11 (-9)	5 (-2)	1 (+2)
Park Place Washington DC	1	480	480	10	6 (+4)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Pinnacle Town Center Germantown MD	1	-	-	1	2	1
rental apartments Hoboken	1	880	1,000	7 (new)	-	-
Riverview Landing Norristown PA	1	-	-	2	10 (+6)	8 (+7)
Siena Park Arlington VA	1	140	480	6 (-2)	6 (+1)	15 (-10)
St. Paul Senior Living Apartments Capitol Heights MD	1	-	-	3 (-1)	2	6 (+5)
Studio Apartments DC	1	2,400	1,600	19 (+4)	50 (-3)	-
The Gramercy at Town Center Columbia MD	1	-	-	1	2	4 (-3)
The Munsey Baltimore MD	1	-	36	2	4	10 (-6)
The Tuscan Apartments Alexandria VA	1	-	46	19 (-10)	5 (+3)	12 (-5)
The Zenith Baltimore MD	1	-	-	8 (+6)	15 (+2)	48 (-32)
Towson Woods Apartments Towson MD	1	-	36	1	1 (+1)	1
WestEnd25 Washington DC	1	73	91	5 (+1)	4	11 (-8)
1 bedroom apartments Columbia MD		-	-	7 (-1)	25 (+1)	4 (+16)
1 Bedroom Apartments DC		-	-	19 (+1)	72 (-3)	-
1 bedroom apartments Owings Mills MD		-	-	6 (+1)	10 (-4)	45 (-39)
1 Bedroom Apartments Washington DC		320	260	101 (-80)	47 (+8)	48 (+7)
100 Park at Wyomissing Square Wyomissing PA		-	-	6 (-1)	3 (+12)	34 (-20)
1901 west annapolis md		110	91	10	13 (+3)	15 (-1)
2 Bedroom Apartments Centreville VA		-	-	5 (+2)	7 (+3)	49 (-41)
2 Bedroom Apartments DC		-	-	14 (+6)	58 (+25)	-
2 Bedroom Apartments Elkridge MD		-	-	2	3 (+4)	11 (-5)
2 Bedroom Apartments Reston VA		-	-	3	7 (+13)	44 (-25)
2 Bedroom Apartments Washington DC		260	210	15 (+2)	66 (-1)	29 (+46)
2 Bedroom Apartments West Chester PA		-	-	7	9 (+4)	13 (-1)
2 Bedroom Apartments Columbia		-	-	43 (+4)	-	60 (new)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
220 Twentieth Street Arlington VA		46	91	6	3	6 (-3)
220 Twentieth Street DC		-	-	2 (-1)	1	-
3 bedroom apartments Germantown MD		-	-	5 (+2)	10 (+1)	29 (-19)
3 Bedroom Apartments Alexandria VA		-	-	9 (-1)	48 (+27)	-
3 bedroom apartments Baltimore		-	-	6	30 (-5)	20 (-1)
3 Bedroom Apartments DC		480	480	14	119 (-94)	46 (-23)
3 Bedroom Apartments Medford MA		-	-	7	17 (+4)	-
3 bedroom apartments Owings Mills MD		-	-	3 (+2)	6 (+2)	21 (-15)
3 Bedroom Apartments Reisterstown MD		-	-	3 (-1)	4 (+2)	2 (+2)
3 Bedroom Apartments Reston VA		-	-	3 (-1)	3 (+2)	49 (-45)
3 Bedroom Apartments Washington DC		91	140	12	37 (+9)	35 (+8)
360 State Street New Haven CT		140	590	18 (-2)	28 (+4)	15 (+16)
apartment Germantown MD		4,400	4,400	7 (+3)	38 (-20)	34 (-15)
apartment Alexandria VA		22,200	27,100	83 (-5)	-	-
apartment annapolis		12,100	12,100	37 (+9)	65 (-9)	-
apartment Arlington VA		33,100	33,100	64 (-13)	-	-
apartment Ashburn VA		2,400	2,400	11 (+8)	95 (-64)	57 (-27)
apartment baltimore		74,000	74,000	29 (+5)	-	-
apartment Bedford MA		-	-	25 (+2)	-	91 (new)
apartment Bethesda		1,900	2,400	23 (+2)	52 (-33)	88 (-69)
apartment Bethesda MD		4,400	4,400	27 (-4)	61 (-27)	-
apartment Boston		27,100	33,100	-	-	-
apartment Bowie		-	-	-	-	-
apartment bowie-russet md		-	-	1	1	1
apartment Capitol Heights MD		-	-	9 (+3)	37	85 (-48)
apartment Centreville VA		2,400	2,400	30 (+4)	-	-
apartment Columbia		9,900	9,900	38 (+11)	-	-
apartment Conshohocken PA		-	-	46 (-5)	-	90 (new)
apartment DC		27,100	27,100	56 (+1)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment elkridge md		-	-	5	48 (+11)	78 (-20)
apartment Englewood		720	720	66 (+24)	-	-
apartment Fairfax VA		8,100	8,100	71 (-40)	80 (new)	-
apartment Falls Church VA		4,400	3,600	94 (-11)	-	-
apartment for rent Germantown MD		-	-	-	-	-
apartment for rent Reston VA		480	590	58 (+4)	113 (new)	-
apartment for rent Alexandria VA		1,600	2,400	89 (new)	-	-
apartment for rent annapolis		2,400	2,900	45 (+8)	-	-
apartment for rent Arlington VA		2,400	2,900	-	-	-
apartment for rent Ashburn VA		-	-	41 (+8)	-	-
apartment for rent baltimore		14,800	14,800	-	-	-
apartment for rent Bedford MA		-	-	40 (-1)	-	-
apartment for rent Bethesda		1,000	1,600	50 (+2)	89 (-5)	-
apartment for rent Bethesda MD		590	880	44 (+9)	-	-
apartment for rent Boston		22,200	22,200	-	-	-
apartment for rent Bowie		-	-	-	-	-
apartment for rent bowie-russet md		-	-	1	-	-
apartment for rent Capitol Heights MD		-	-	61 (+9)	105 (new)	-
apartment for rent Centreville VA		-	-	43 (+3)	-	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Columbia MD		880	1,000	75 (+5)	-	-
apartment for rent Conshohocken PA		-	-	39 (+2)	-	-
apartment for rent DC		12,100	14,800	-	-	-
apartment for rent Doylestown PA		-	-	42 (-9)	-	-
apartment for rent Eagleville PA		-	-	32 (-1)	61 (-3)	-
apartment for rent elkridge md		-	-	38 (+3)	-	-
apartment for rent Englewood		-	-	-	-	-
apartment for rent Fairfax VA		1,000	1,300	103 (-7)	110 (new)	-
apartment for rent Falls Church VA		-	-	80 (-4)	-	-
apartment for rent frederick md		2,400	2,400	76 (-10)	-	-
apartment for rent Gaithersburg MD		320	480	74 (-20)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment for rent Georgetown		1,300	1,900	-	-	-
apartment for rent Germantown MD		-	-	-	-	-
apartment for rent hanover md		-	-	25 (-1)	71 (-12)	-
apartment for rent Henrico VA		-	-	26 (+20)	91 (new)	-
apartment for rent Herndon VA		260	390	80 (-20)	-	-
apartment for rent Hoboken		5,400	5,400	-	-	-
apartment for rent Jersey City		5,400	5,400	95 (+4)	-	-
apartment for rent Landover MD		-	-	33 (+10)	-	-
apartment for rent laurel md		1,300	1,300	98 (-24)	-	-
apartment for rent Manassas VA		480	590	49 (+14)	-	-
apartment for rent Massapequa NY		-	-	27	81 (new)	-
apartment for rent Medford MA		-	-	50 (-10)	89 (new)	-
apartment for rent New Haven		1,900	2,400	-	-	-
apartment for rent New York		49,500	90,500	-	-	-
apartment for rent Newark		3,600	3,600	-	-	-
apartment for rent Norristown		-	-	55 (-3)	-	-
apartment for rent Norristown PA		-	-	39 (+6)	99 (new)	-
apartment for rent North Bethesda MD		-	-	29 (-1)	-	-
apartment for rent North Wales PA		-	-	25 (+6)	88 (+16)	-
apartment for rent Oakton VA		-	-	27 (+8)	47 (-6)	16 (+24)
apartment for rent Odenton MD		-	-	54 (+2)	117 (new)	-
apartment for rent Owings Mills		-	-	26 (+5)	83 (-19)	-
apartment for rent Owings Mills MD		-	-	22	33 (+53)	77 (+13)
apartment for rent Philadelphia		22,200	22,200	-	-	-
apartment for rent pikesville md		-	-	29 (+14)	-	-
apartment for rent Prince Frederick MD		-	-	46 (-20)	91 (+11)	-
apartment for rent Reisterstown MD		-	-	32 (new)	-	-
apartment for rent Reston VA		480	590	58 (+4)	112 (new)	-
apartment for rent Richmond		8,100	12,100	-	-	-
apartment for rent Richmond VA		5,400	5,400	-	-	-
apartment for rent Rockville		-	-	106 (-8)	-	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment for rent Rockville MD		590	880	68 (+6)	-	-
apartment for rent Silver Spring		1,000	1,600	-	-	-
apartment for rent South Laurel		-	-	13 (-3)	-	-
apartment for rent South Orange NJ		-	-	34 (+4)	-	-
apartment for rent Towson MD		-	-	60 (+9)	-	-
apartment for rent Upper Marlboro MD		-	-	38 (+7)	-	-
apartment for rent Vienna VA		-	-	-	-	-
apartment for rent Washington DC		5,400	6,600	107 (-32)	-	-
apartment for rent West Chester PA		1,000	1,000	76 (-9)	-	-
apartment for rent Wheaton MD		-	-	33 (+1)	-	-
apartment for rent White Plains NY		1,600	1,600	48 (+3)	-	-
apartment for rent Woburn MA		-	-	42 (-2)	86 (new)	-
apartment for rent Wyomissing PA		-	-	25	53 (+11)	-
apartment frederick md		9,900	9,900	38 (+1)	-	85 (new)
apartment Gaithersburg MD		5,400	5,400	18	-	-
apartment Georgetown		1,900	2,400	-	-	-
apartment Germantown MD		4,400	4,400	7 (+6)	56 (-38)	-
apartment hanover md		1,000	1,000	23 (+8)	49 (+24)	84 (-9)
apartment Henrico VA		-	-	16 (-2)	68 (-4)	-
apartment Herndon VA		3,600	3,600	104 (-33)	-	-
apartment Hoboken		4,400	5,400	-	-	-
apartment Jersey City		22,200	22,200	-	-	-
apartment Landover MD		-	-	31 (-4)	-	-
apartment laurel md		14,800	12,100	29 (+5)	57 (-18)	69 (-30)
Apartment Luxury Baltimore		-	-	19 (-2)	43 (+27)	-
apartment Manassas VA		6,600	6,600	20 (+7)	-	-
apartment Massapequa NY		-	-	25 (-5)	69 (+20)	66 (+24)
apartment Medford MA		2,400	1,900	40 (+3)	-	-
apartment New Haven		14,800	12,100	-	-	-
apartment New York		201,000	368,000	-	-	-
apartment Newark		2,900	2,900	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment Norristown		-	-	20 (+8)	82 (-7)	-
apartment Norristown PA		-	-	26 (+6)	81 (-1)	-
apartment North Bethesda MD		-	-	19 (-3)	44 (+29)	53 (+24)
apartment North Wales PA		-	-	14	104 (-11)	-
apartment Oakton VA		-	-	17 (+1)	24 (+6)	27 (+2)
apartment Odenton MD		-	-	65 (+26)	-	-
apartment Owings Mills		5,400	5,400	24 (+2)	34 (-15)	-
apartment Owings Mills MD		-	-	20 (+7)	28 (+4)	-
apartment Philadelphia		18,100	18,100	-	-	-
apartment pikesville md		-	-	6	34 (-16)	-
apartment Prince Frederick MD		-	-	13	46 (-36)	69 (-60)
apartment Reisterstown MD		-	-	14 (-5)	94 (-39)	91 (-36)
apartment rental Alexandria VA		320	390	-	-	-
apartment rental annapolis		-	-	32 (-1)	-	-
apartment rental Arlington VA		390	320	92 (-46)	-	-
apartment rental Ashburn VA		-	-	28 (+2)	-	-
apartment rental baltimore		1,900	2,400	-	-	-
apartment rental Bedford MA		-	-	34 (-10)	-	-
apartment rental Bethesda		260	390	27 (-16)	20 (+9)	-
apartment rental Bethesda MD		-	-	26 (-16)	19 (+10)	-
apartment rental Boston		1,600	1,900	-	-	-
apartment rental Bowie		-	-	-	-	-
apartment rental Capitol Heights MD		-	-	36 (-1)	89 (-7)	-
apartment rental Centreville VA		-	-	32 (+1)	105 (+9)	-
apartment rental Columbia		-	-	-	-	-
apartment rental Columbia MD		-	-	28 (+2)	121 (new)	-
apartment rental Conshohocken PA		-	-	29	-	-
apartment rental DC		1,000	1,600	-	-	-
apartment rental Doylestown PA		-	-	37 (+2)	91 (-16)	-
apartment rental Eagleville PA		-	-	25 (+2)	82 (-13)	63 (+6)
apartment rental Elkridge MD		-	-	23 (-2)	82 (-2)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rental Englewood		-	-	83 (-34)	-	-
apartment rental Fairfax VA		390	320	82 (+7)	-	-
apartment rental Falls Church VA		-	-	55 (+29)	-	-
apartment rental frederick md		-	-	54 (-12)	-	-
apartment rental Gaithersburg MD		-	-	25 (+4)	-	-
apartment rental Georgetown		320	390	-	-	-
apartment rental Germantown MD		-	-	-	103 (-25)	-
apartment rental hanover md		-	-	15 (-3)	91 (-9)	65 (+9)
apartment rental Henrico VA		-	-	18 (+17)	81 (+19)	91 (new)
apartment rental Herndon VA		-	-	73 (-36)	-	-
apartment rental Hoboken		1,900	2,900	-	-	-
apartment rental Jersey City		2,400	2,900	-	-	-
apartment rental Landover		-	-	49	-	-
apartment rental Laurel		-	-	-	-	-
apartment rental Laurel MD		-	-	75 (-20)	120 (new)	-
apartment rental Manassas VA		-	-	35 (+6)	-	-
apartment rental Massapequa NY		-	-	20 (-2)	63 (+20)	-
apartment rental Medford MA		-	-	-	99 (new)	-
apartment rental New Haven		320	320	-	-	-
apartment rental New York		74,000	110,000	-	-	-
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	29 (+1)	100 (+13)	-
apartment rental Norristown PA		-	-	24 (+4)	100 (+2)	95 (+3)
apartment rental North Bethesda MD		-	-	27 (-1)	49 (+23)	-
apartment rental North Wales PA		-	-	25 (+3)	87 (+18)	-
apartment rental Oakton VA		-	-	20 (+4)	43 (+12)	15 (+37)
apartment rental Odenton		-	-	31 (+5)	105 (new)	-
apartment rental Owings Mills MD		-	-	15 (-1)	30 (+16)	-
apartment rental Philadelphia		720	880	-	-	-
apartment rental Pikesville MD		-	-	26 (+3)	81 (-4)	-
apartment rental Prince Frederick MD		-	-	17 (+1)	86 (+22)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rental Reisterstown MD		-	-	29 (new)	114 (-27)	-
apartment rental Reston VA		-	-	35 (-6)	100 (+17)	-
apartment rental Richmond		390	720	-	-	-
apartment rental Richmond VA		480	320	-	-	-
apartment rental Rockville		-	-	77 (-6)	-	-
apartment rental Rockville MD		210	260	65 (-6)	-	-
apartment rental Silver Spring		-	-	-	-	-
apartment rental South Laurel		-	-	10 (+3)	16 (+10)	-
apartment rental South Orange NJ		-	-	27 (-7)	-	-
apartment rental Towson MD		-	-	40 (+6)	96 (-8)	-
apartment rental Upper Marlboro MD		-	-	28	79 (new)	-
apartment rental Vienna VA		-	-	-	-	-
apartment rental Washington DC		1,600	1,900	-	42 (+33)	-
apartment rental West Chester PA		-	-	-	-	-
apartment rental Wheaton MD		-	-	25 (+1)	65 (-9)	-
apartment rental White Plains NY		390	390	-	120 (new)	-
apartment rental Woburn MA		-	-	36 (-2)	85 (new)	-
apartment rental Wyomissing PA		-	-	16 (-4)	59 (+7)	88 (-21)
apartment rentals Alexandria VA		390	390	36 (+4)	-	-
apartment rentals annapolis		-	-	26 (+2)	-	-
apartment rentals Arlington VA		390	320	42 (-11)	-	-
apartment rentals Ashburn VA		-	-	21 (+4)	103 (-33)	-
apartment rentals baltimore		1,300	1,600	45 (+13)	-	-
apartment rentals Bedford MA		-	-	21 (-11)	-	-
apartment rentals Bethesda		260	390	14 (+6)	60 (-14)	21 (+24)
apartment rentals Bethesda MD		140	110	20 (+10)	21 (+14)	-
apartment rentals Boston		6,600	6,600	-	-	-
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	1	1	1
apartment rentals Capitol Heights MD		-	-	29 (+7)	52 (+9)	70 (-8)
apartment rentals Centreville VA		-	-	29	92 (-28)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals Columbia		-	-	67 (new)	-	-
apartment rentals Columbia MD		-	-	31 (-2)	84 (new)	-
apartment rentals Conshohocken PA		-	-	24 (+1)	-	88 (-4)
apartment rentals DC		3,600	3,600	103 (-22)	-	-
apartment rentals Doylestown PA		-	-	26 (-8)	77 (-33)	-
apartment rentals Eagleville PA		-	-	13 (-5)	79 (-33)	77 (-30)
apartment rentals elkridge md		-	-	38	82 (-19)	-
apartment rentals Englewood		-	-	23 (+12)	-	-
apartment rentals Fairfax VA		140	110	40 (+7)	-	-
apartment rentals Falls Church VA		-	-	36 (+22)	111 (new)	-
apartment rentals frederick md		-	-	35 (-8)	115 (-46)	-
apartment rentals Gaithersburg MD		-	-	27 (+6)	-	-
apartment rentals Georgetown		320	390	-	-	-
apartment rentals Germantown MD		-	-	-	99 (-28)	-
apartment rentals hanover md		-	-	18 (+1)	87 (new)	65 (new)
apartment rentals Henrico VA		-	-	23 (+12)	82 (-16)	91 (-21)
apartment rentals Herndon VA		-	-	32 (-1)	-	-
apartment rentals Hoboken		1,900	2,400	109 (-1)	-	-
apartment rentals Jersey City		1,300	1,300	70 (+10)	-	-
apartment rentals Landover MD		-	-	96 (-56)	-	74 (new)
apartment rentals Laurel MD		-	-	40 (-7)	114 (-17)	-
apartment rentals laurel md		-	-	35 (-2)	118 (new)	-
apartment rentals Manassas VA		-	-	26 (+3)	-	-
apartment rentals Massapequa NY		-	-	10	65 (-1)	81 (-21)
apartment rentals Medford MA		110	73	30 (-4)	82 (+4)	-
apartment rentals New Haven		480	590	48 (+22)	-	-
apartment rentals New York		12,100	22,200	-	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	16	67 (-28)	-
apartment rentals Norristown PA		-	-	-	88 (-33)	-
apartment rentals North Bethesda MD		-	-	14 (-4)	52 (+27)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals North Wales PA		-	-	27 (+9)	87 (-7)	-
apartment rentals Oakton VA		-	-	19 (+4)	33 (-12)	15 (+5)
apartment rentals Odenton MD		-	-	79 (-34)	113 (-10)	-
apartment rentals Owings Mills		-	-	17 (-2)	41 (-21)	-
apartment rentals Owings Mills MD		-	-	19 (+6)	30 (+3)	-
apartment rentals Philadelphia		2,400	2,400	-	-	-
apartment rentals pikesville md		-	-	22 (+5)	70 (-7)	-
apartment rentals Prince Frederick MD		-	-	27 (-5)	65 (-8)	-
apartment rentals Reisterstown MD		-	-	40 (new)	90 (new)	-
apartment rentals Reston VA		110	110	31	94 (+2)	-
apartment rentals Richmond		880	1,900	39 (new)	-	-
apartment rentals Richmond VA		480	320	43 (+7)	-	-
apartment rentals Rockville		-	-	-	-	-
apartment rentals Rockville MD		91	91	98 (-27)	-	-
apartment rentals Silver Spring		-	-	-	-	-
apartment rentals South Laurel		-	-	8 (+4)	-	-
apartment rentals South Orange NJ		-	-	32 (+7)	-	-
apartment rentals Towson MD		-	-	45 (+7)	90 (new)	-
apartment rentals Upper Marlboro MD		-	-	23 (+3)	74 (new)	-
apartment rentals Vienna VA		-	-	-	-	-
apartment rentals Washington DC		2,900	4,400	-	62 (-3)	-
apartment rentals West Chester PA		210	110	30 (+1)	-	-
apartment rentals Wheaton MD		-	-	23 (-9)	48 (-11)	-
apartment rentals White Plains NY		320	260	36 (+1)	107 (-34)	-
apartment rentals Woburn MA		-	-	26 (-6)	71 (-19)	-
apartment rentals Wyomissing PA		-	-	13	53 (-13)	96 (-58)
apartment Reston VA		4,400	4,400	10 (+4)	72 (-31)	-
apartment Richmond		8,100	12,100	-	-	-
apartment Richmond VA		49,500	49,500	-	-	-
apartment Rockville		1,900	1,900	55 (-3)	-	-
apartment Rockville MD		6,600	8,100	45 (+5)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment Silver Spring		27,100	27,100	-	-	-
apartment South Laurel		-	-	16 (+1)	29 (+9)	-
apartment South Orange NJ		-	-	14	89 (new)	90 (new)
apartment Towson MD		-	-	9 (-1)	31 (-5)	-
apartment Upper Marlboro MD		-	-	13 (+3)	25 (+44)	-
apartment Vienna VA		1,900	1,900	12 (-2)	64 (-34)	-
apartment Washington DC		60,500	60,500	47 (+3)	48 (+4)	-
apartment West Chester PA		8,100	6,600	22 (+3)	-	-
apartment Wheaton MD		-	-	14 (-2)	23 (-14)	54 (-45)
apartment White Plains NY		3,600	4,400	99 (-20)	-	-
Apartment With Garage DC		-	-	3	-	-
Apartment with Garage Washington DC		-	-	5	9 (+9)	32 (-16)
apartment Woburn MA		2,400	1,900	25 (+1)	64 (+35)	81 (+18)
apartment Wyomissing PA		-	-	10	58 (+32)	83 (+7)
apartments Germantown MD		4,400	4,400	8 (+1)	46 (-28)	-
apartments Alexandria VA		22,200	22,200	79 (+2)	-	-
apartments annapolis		12,100	12,100	35	48 (+14)	-
apartments Ashburn VA		2,400	2,400	11 (+5)	-	57 (-31)
apartments baltimore		74,000	74,000	26 (+2)	-	-
apartments Bedford MA		2,400	1,900	24 (+1)	-	93 (new)
apartments Bethesda		12,100	12,100	25 (+2)	27 (-3)	-
apartments Bethesda MD		4,400	4,400	25 (-1)	48 (-15)	-
apartments Boston		110,000	90,500	-	-	-
apartments Bowie		2,900	3,600	-	-	-
apartments bowie-russet md		-	-	1	1	1
Apartments Bronx Englewood		-	-	1	8 (-2)	23 (-17)
apartments Capitol Heights MD		-	-	-	31 (+13)	99 (-57)
apartments Centreville VA		2,900	2,400	27 (+8)	-	-
apartments Columbia		90,500	74,000	18 (+67)	-	-
apartments Conshohocken PA		1,300	1,300	101 (-54)	80 (+4)	90 (-3)
apartments Eagleville PA		-	-	6	43 (-19)	34 (-12)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments Englewood		6,600	6,600	114 (-9)	-	-
apartments Falls Church VA		4,400	3,600	86 (-9)	-	-
apartments for rent Germantown MD		320	390	-	-	-
apartments for rent Alexandria VA		1,600	2,400	113 (new)	-	-
apartments for rent annapolis		1,600	2,400	82 (+23)	-	-
apartments for rent Arlington VA		1,900	2,400	-	-	-
apartments for rent Ashburn VA		320	320	43 (+7)	-	-
apartments for rent baltimore		12,100	12,100	-	-	-
apartments for rent Bedford MA		720	590	59 (-14)	-	-
apartments for rent Bethesda		880	1,300	45 (-2)	109 (-26)	-
apartments for rent Bethesda MD		480	720	60 (+5)	-	-
apartments for rent Boston		18,100	18,100	-	-	-
apartments for rent Bowie		-	-	-	-	-
apartments for rent bowie-russet md		-	-	1	-	-
apartments for rent Capitol Heights MD		-	-	69 (-40)	105 (-16)	-
apartments for rent Centreville VA		210	260	42 (+5)	-	-
apartments for rent Columbia		5,400	6,600	-	-	-
apartments for rent Columbia MD		720	1,000	88 (-16)	-	-
apartments for rent Conshohocken PA		260	210	38 (+1)	-	-
apartments for rent DC		9,900	12,100	-	-	-
apartments for rent Doylestown PA		260	210	37 (-3)	-	-
apartments for rent Eagleville PA		-	-	22 (+5)	60 (-1)	-
apartments for rent elkridge md		140	170	34 (+9)	-	-
apartments for rent Englewood		-	-	-	-	-
apartments for rent Fairfax VA		1,000	1,000	-	112 (new)	-
apartments for rent Falls Church VA		390	480	72 (-2)	-	-
apartments for rent frederick md		1,600	1,900	73 (-8)	-	-
apartments for rent Gaithersburg MD		320	480	93 (-17)	-	-
apartments for rent Georgetown		1,300	1,900	-	-	-
apartments for rent Germantown MD		320	390	-	-	-
apartments for rent hanover md		91	140	24 (-2)	59 (new)	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Henrico VA		-	-	20 (+21)	85 (new)	-
apartments for rent Herndon VA		260	390	67 (-4)	-	-
apartments for rent Hoboken		4,400	4,400	-	-	-
apartments for rent Jersey City		3,600	4,400	117 (-15)	-	-
apartments for rent Landover MD		-	-	36 (+7)	-	-
apartments for rent laurel md		880	1,000	68 (-5)	-	-
apartments for rent Manassas VA		480	590	63 (+17)	-	-
apartments for rent Massapequa NY		-	-	28 (-5)	76 (new)	-
apartments for rent Medford MA		480	480	68 (-25)	-	-
apartments for rent New Haven		2,900	3,600	-	-	-
apartments for rent New York		49,500	60,500	-	-	-
apartments for rent Newark		2,900	2,900	-	-	-
apartments for rent Norristown		-	-	79 (+8)	-	-
apartments for rent Norristown PA		320	210	36 (+16)	101 (new)	-
apartments for rent North Bethesda MD		-	-	36 (new)	90 (+29)	-
apartments for rent North Wales PA		-	-	26 (+6)	105 (-17)	-
apartments for rent Oakton VA		-	-	45 (-8)	45 (-1)	16 (+27)
apartments for rent Odenton MD		140	110	44 (+5)	112 (-8)	-
apartments for rent Owings Mills		-	-	59 (-7)	104 (-37)	-
apartments for rent Owings Mills MD		210	210	36 (+5)	39 (+73)	77 (+16)
apartments for rent Philadelphia		22,200	18,100	-	-	-
apartments for rent pikesville md		-	-	23 (+13)	-	-
apartments for rent Prince Frederick MD		-	-	45 (-31)	88 (new)	-
apartments for rent Reisterstown MD		-	-	29 (new)	-	-
apartments for rent Reston VA		480	590	68 (+10)	-	-
apartments for rent Richmond		8,100	9,900	-	-	-
apartments for rent Richmond VA		5,400	4,400	-	-	-
apartments for rent Rockville		880	1,300	111 (-16)	-	-
apartments for rent Rockville MD		590	880	74 (-11)	-	-
apartments for rent Silver Spring		880	1,300	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent South Laurel		-	-	10 (+1)	-	-
apartments for rent South Orange NJ		320	210	31 (+3)	-	-
apartments for rent Towson MD		390	390	45 (+8)	-	-
apartments for rent Upper Marlboro MD		-	-	34 (+6)	93 (+18)	-
apartments for rent Vienna VA		210	210	-	-	-
apartments for rent Washington DC		4,400	5,400	84 (-30)	-	-
apartments for rent West Chester PA		1,000	1,000	72 (-10)	-	-
apartments for rent Wheaton MD		73	91	36 (+5)	-	-
apartments for rent White Plains NY		1,300	1,600	48 (+2)	119 (-9)	-
apartments for rent Woburn MA		320	320	51 (+3)	88 (new)	-
apartments for rent Wyomissing PA		91	73	26 (+1)	53 (+11)	-
apartments frederick md		9,900	9,900	39 (+5)	-	85 (new)
apartments Gaithersburg MD		5,400	5,400	40 (-3)	-	-
apartments Georgetown		22,200	22,200	-	-	-
apartments hanover md		1,000	1,000	22 (+6)	69 (+8)	66 (+12)
apartments Henrico VA		720	590	14 (-2)	62 (-4)	-
apartments Herndon VA		3,600	3,600	-	-	-
apartments Hoboken		18,100	18,100	-	-	-
Apartments In Tysons Corner Herndon VA		-	-	1	13 (-5)	-
apartments Jersey City		22,200	22,200	-	-	-
apartments Landover MD		1,000	1,600	39 (-3)	103 (-20)	-
apartments laurel md		14,800	12,100	26 (+7)	62 (-20)	70 (-29)
apartments Manassas VA		6,600	6,600	25	37 (new)	79 (new)
apartments Massapequa NY		-	-	28 (-11)	61 (+32)	65 (new)
apartments Medford MA		2,400	1,900	74 (-32)	-	-
Apartments Near Metro Bethesda		-	-	5 (+2)	9	7 (+1)
Apartments Near Metro North Bethesda MD		-	-	4	3	7 (-4)
apartments New Haven		14,800	12,100	-	-	-
apartments New York		201,000	368,000	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments Newark		22,200	22,200	-	-	-
apartments Norristown		2,900	2,900	27 (+1)	57 (+7)	-
apartments Norristown PA		1,900	1,600	28 (+10)	68 (+4)	-
apartments North Bethesda MD		-	-	19 (-3)	42 (+37)	86 (-5)
apartments North Wales PA		590	480	17 (+3)	100 (-1)	75 (+25)
apartments Oakton VA		480	390	16	20 (+12)	19 (+11)
apartments Odenton MD		1,300	1,300	119 (-27)	-	-
apartments Owings Mills		5,400	5,400	29 (+1)	34 (+2)	-
apartments Owings Mills MD		1,900	1,900	21 (+7)	26 (+13)	-
apartments Philadelphia		90,500	90,500	-	-	-
apartments pikesville md		880	1,000	6	31 (-16)	75 (-61)
apartments Prince Frederick MD		-	-	12	45 (-34)	69 (-59)
Apartments Rental DC		-	-	58 (+36)	-	-
Apartments Rental DC Arlington VA		-	-	15 (+1)	29 (+16)	-
apartments Richmond		74,000	74,000	-	-	-
apartments Richmond VA		49,500	49,500	-	-	-
apartments Rockville		12,100	12,100	67 (-13)	112 (new)	-
apartments Rockville MD		5,400	5,400	-	-	-
apartments Silver Spring		22,200	22,200	-	-	-
apartments South Laurel		-	-	13 (-1)	22 (+16)	-
apartments South Orange NJ		1,300	880	16 (-1)	90 (new)	94 (new)
apartments Upper Marlboro MD		720	720	16 (+2)	26 (+45)	-
apartments West Chester PA		8,100	6,600	27	-	-
apartments Wheaton MD		1,000	1,000	14	20 (-9)	54 (-45)
apartments White Plains NY		4,400	4,400	98 (-19)	-	-
apartments Woburn MA		2,400	1,900	31 (-2)	56 (+37)	81 (+11)
apartments Wyomissing PA		590	480	14 (-2)	56 (+44)	83 (+16)
arbors at arundel preserve baltimore		-	-	6	6 (+5)	38 (-27)
arbors at arundel preserve hanover md		-	-	9 (-1)	3 (+3)	9 (-3)
Avenel at Montgomery Square Norristown		-	-	1 (+16)	3	3 (-1)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Avenel at Montgomery Square North Wales PA		-	-	7 (-1)	6	9 (-4)
Bank Street Commons White Plains NY		58	58	18 (-10)	8 (+11)	18
belmont station baltimore		-	-	5 (+13)	7 (-4)	-
Broadmoor Apartments Henrico VA		-	-	3	4 (-1)	6 (-3)
Carver 2000 Senior Mansion DC		-	-	1	1	1
Clarendon Apartment Arlington VA		-	-	30 (+3)	71 (-7)	-
Clarendon Apartment DC		-	-	15 (+1)	74 (-20)	55
Concord Crystal City DC		-	-	2	2	4 (-2)
concord park at bowie-russet md		-	-	1	1	1
concord park at russet laurel md		-	-	1	2 (-1)	1
Crystal City Apartments DC		-	-	15 (+1)	10 (+7)	-
Edgewater Apartments Philadelphia PA		-	-	5 (+1)	9 (+1)	8 (+1)
EOS Twenty-One Alexandria VA		210	210	4 (+1)	4 (+3)	9 (-2)
Four Winds at Oakton VA		-	-	3	3 (+1)	3
Gaslight Commons Newark		-	-	3 (+1)	5	4
Halstead Arlington DC		-	-	5 (+1)	4 (+1)	73 (-69)
Halstead Arlington VA		110	140	9	3 (+11)	19 (-6)
Harbor Apartments Baltimore		-	-	4	15 (-11)	36 (-33)
Highland Park DC		880	880	7 (+2)	7	-
Highland Park Washington DC		140	110	6 (+3)	9 (-1)	73 (-66)
Honey Tree Richmond VA		390	390	7 (+3)	9	15 (-8)
Howard County Townhomes Laurel MD		-	-	1	2 (-1)	-
Jericho Residences DC		-	-	7 (+1)	3 (+3)	5 (+1)
Laurel Square Apartments Laurel MD		720	880	5 (-1)	8 (-4)	17 (-15)
Laurel Square Apartments South Laurel		-	-	1	2 (+1)	4 (-2)
Lodge at Seven Oaks Bowie		-	-	1	2	-
Lodge at Seven Oaks Odenton MD		58	58	11 (-1)	5 (+2)	18 (-13)
loft apartments baltimore		720	590	21 (-1)	18 (+30)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
London/Normandy House Arlington VA		28	46	1	2 (-1)	10 (+8)
London/Normandy House DC		-	-	1	2	1
Lotus Square DC		390	320	6 (-1)	9 (-1)	8 (-1)
Low Rent Apartment Annapolis		-	-	9 (-2)	-	-
Luxury Apartment Reston VA		-	-	12 (-1)	12 (-4)	51 (-44)
Luxury Apartment Arlington VA		480	390	25 (-3)	16 (+14)	37 (-9)
Luxury Apartment Fairfax VA		-	-	26 (-3)	29 (-3)	54 (-28)
Luxury Apartment Philadelphia		1,600	1,600	30 (+5)	65 (+47)	-
luxury apartments annapolis		110	140	11 (+1)	10 (-1)	13 (-3)
Luxury Apartments Bedford MA		-	-	8	9 (+4)	83 (-71)
Luxury Apartments Boston		4,400	4,400	49 (+34)	-	-
luxury apartments Bowie		-	-	-	-	-
Luxury Apartments Doylestown PA		-	-	3 (+6)	4 (-2)	11 (-10)
Luxury Apartments Eagleville PA		-	-	2	3 (+3)	11 (-7)
Luxury Apartments Massapequa NY		-	-	6 (-1)	2 (+4)	9 (-4)
Luxury Apartments Newark		260	320	-	-	-
Luxury Apartments Norristown PA		-	-	8 (-1)	11 (+30)	-
Luxury Apartments Oakton VA		-	-	5 (+1)	2	1
luxury apartments Wheaton MD		-	-	5 (-2)	4 (+1)	18 (-14)
Luxury Apartments White Plains NY		-	-	17 (-1)	17 (+7)	-
Luxury Apartments Woburn MA		-	-	7	4	17 (-12)
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	6 (-1)	3 (+5)	13 (-7)
Metro Apartments Fairfax VA		-	-	5 (-2)	21	16 (+3)
Metro Apartments Vienna VA		-	-	3 (-1)	18	38 (-21)
MetroPointe Wheaton MD		73	73	4	5 (+6)	18 (-7)
Monroe Place Herndon VA		73	170	19 (-12)	4 (+3)	9 (-3)
Near Towson University Towson MD		-	-	15 (-1)	26 (-18)	81 (-75)
new apartments bowie-russet md		-	-	1	1	1
new apartments laurel md		-	-	8 (+1)	18 (-1)	19 (-4)
New Apartments Washington DC		390	320	14 (+4)	12 (-8)	67 (-64)
Newseum Residences DC		-	46	6 (-1)	4	8 (-4)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Newseum Residences Washington DC		-	36	8 (-3)	5 (-1)	3 (-1)
Observer Park Hoboken		260	320	4 (+6)	4 (new)	-
Observer Park New York		-	-	1 (+3)	9 (new)	-
Park Place at Van Dorn Alexandria VA		-	36	18 (-12)	6 (+8)	7 (+6)
Pearson Square Falls Church VA		91	58	9 (-1)	3 (-1)	11 (-7)
Pentagon City Apartments Arlington VA		58	73	36 (+2)	105 (+13)	-
Pentagon City Apartments DC		-	-	34	108 (-50)	-
pet friendly apartments baltimore		73	73	10	16 (+3)	68 (-50)
pet friendly apartments frederick md		-	-	5 (+1)	3 (+3)	5
pet friendly apartments pikesville md		-	-	1	2 (+1)	2 (-1)
pet friendly Germantown MD		-	-	2 (-1)	7 (+1)	51 (-44)
pet friendly Laurel MD		-	-	2 (+7)	21 (+4)	22
Pet Friendly Manassas VA		-	-	8 (+2)	26 (+4)	14 (+14)
Pet Friendly Prince Frederick MD		-	-	5 (+1)	1	12 (-11)
pet friendly Rockville		-	-	-	119 (-22)	84 (+12)
pet friendly South Laurel		-	-	22 (+5)	-	-
Pet Friendly Upper Marlboro MD		-	-	1 (+1)	5 (+3)	15 (-13)
Pet-Friendly Hoboken		-	-	12 (-2)	24	31 (-8)
Pet-Friendly New York		2,900	3,600	-	-	-
Poplar Glen Columbia MD		91	140	4 (+2)	4 (+3)	1 (+4)
Rapid Transit Alexandria VA		-	-	2 (+1)	6 (-1)	6 (-3)
Rapid Transit Manassas VA		-	-	1	2	1
Regatta Apartments Norristown PA		46	46	18 (-10)	5 (+3)	11 (-5)
rent loft baltimore		-	-	-	-	-
Rent Loft Fairfax VA		-	-	-	115 (new)	72 (new)
rent loft hanover md		-	-	5 (+1)	2	5 (-3)
Rent Loft Richmond VA		-	-	13 (+1)	93 (-69)	-
Rent Lofts Bethesda MD		-	-	2 (+1)	9 (-4)	55 (-50)
Rent Lofts Columbia MD		-	-	4 (+3)	10 (-4)	68 (-62)
Rent Lofts DC		-	-	7 (+2)	45 (-11)	-
Rent Lofts Gaithersburg MD		-	-	5 (-1)	6 (+2)	34 (-26)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Rent Lofts Washington DC		-	-	12 (-1)	51 (-9)	-
Rent Studio Jersey City		-	-	13 (+1)	75 (-36)	66 (-29)
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	16 (+11)	37 (-11)	47 (-22)
rent townhomes elkridge md		-	-	9	12	47 (-36)
Rent Townhomes Norristown PA		-	-	11 (+1)	23 (+2)	95 (-72)
Rent Townhomes Wyomissing PA		-	-	9 (+1)	13 (-2)	56 (-46)
rental apartment Germantown MD]		-	-	-	-	-
rental apartment Alexandria VA		-	-	98 (new)	-	-
rental apartment annapolis		-	-	57 (-6)	-	-
rental apartment Arlington VA		2,900	3,600	62 (-23)	-	-
rental apartment Ashburn VA		-	-	13 (-3)	111 (-6)	-
rental apartment baltimore		1,900	2,400	-	-	-
rental apartment Bedford MA		-	-	53 (-5)	-	-
rental apartment Bethesda		-	-	7 (+6)	31 (+14)	-
rental apartment Bethesda MD		-	-	7	32 (-4)	-
rental apartment Boston		27,100	27,100	-	-	-
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	1	1	1
rental apartment Capitol Heights MD		-	-	68 (-25)	75 (+22)	-
rental apartment Centreville VA		-	-	47 (+2)	94 (+5)	-
rental apartment Columbia		-	-	86 (+27)	-	-
rental apartment Columbia MD		-	-	20 (-4)	107 (new)	-
rental apartment Conshohocken PA		-	-	36 (+4)	-	78 (+20)
rental apartment DC		14,800	18,100	58 (+31)	-	-
rental apartment Doylestown PA		-	-	43 (-10)	109 (-10)	-
rental apartment Eagleville PA		-	-	29 (+1)	86 (-6)	69 (+10)
rental apartment elkridge md		-	-	12 (-2)	71 (new)	-
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	-	-	-
rental apartment Falls Church VA		-	-	96 (+6)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment frederick md		-	-	102 (-9)	-	-
rental apartment Gaithersburg MD		-	-	27 (-2)	-	-
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	-	-	-
rental apartment hanover md		-	-	23 (+3)	72 (+16)	65 (+29)
rental apartment Henrico VA		-	-	18 (+22)	91 (-5)	98 (-10)
rental apartment Herndon VA		-	-	92 (-15)	-	-
rental apartment Hoboken		6,600	6,600	-	-	-
rental apartment Jersey City		5,400	6,600	-	-	-
rental apartment Landover MD		-	-	34 (+17)	-	-
rental apartment laurel md		-	-	112 (-16)	-	-
rental apartment Manassas VA		-	-	46 (+42)	-	-
rental apartment Massapequa NY		-	-	28 (+1)	78 (+12)	80 (+7)
rental apartment Medford MA		-	-	71 (-26)	104 (new)	-
rental apartment New Haven		-	-	-	-	-
rental apartment New York		60,500	110,000	-	-	-
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	78 (+13)	96 (+11)	-
rental apartment Norristown PA		-	-	24 (+11)	92 (+4)	100 (new)
rental apartment North Bethesda MD		-	-	56 (-35)	50 (+44)	-
rental apartment North Wales PA		-	-	26 (+5)	102 (+6)	-
rental apartment Oakton VA		-	-	26 (+7)	40 (+18)	15 (+40)
rental apartment Odenton MD		-	-	43 (+4)	-	-
rental apartment Owings Mills		-	-	24 (+6)	61 (-7)	75 (-27)
rental apartment Owings Mills MD		-	-	33 (+10)	41 (+8)	-
rental apartment Philadelphia		22,200	22,200	-	-	-
rental apartment pikesville md		-	-	27 (+13)	71 (+16)	-
rental apartment Prince Frederick MD		-	-	19 (-2)	-	-
rental apartment Reisterstown MD		-	-	32 (new)	97 (-5)	-
rental apartment Reston VA		-	-	16 (-2)	83 (+22)	-
rental apartment Richmond		-	-	-	-	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Richmond VA		-	-	-	-	-
rental apartment Rockville		-	-	-	-	-
rental apartment Rockville MD		-	-	98 (-5)	-	-
rental apartment Silver Spring		-	-	-	-	-
rental apartment South Laurel		-	-	15	21 (+24)	-
rental apartment South Orange NJ		-	-	31 (-11)	-	-
rental apartment Towson MD		-	-	-	-	-
rental apartment Upper Marlboro MD		-	-	31 (+3)	84 (new)	-
rental apartment Vienna VA		-	-	-	-	-
rental apartment Washington DC		6,600	8,100	-	51 (+17)	51 (+16)
rental apartment West Chester PA		-	-	107 (-30)	-	-
rental apartment Wheaton MD		-	-	31 (+2)	58 (-6)	-
rental apartment White Plains NY		-	-	69 (+6)	-	-
rental apartment Woburn MA		-	-	58 (-9)	86 (new)	-
rental apartment Wyomissing PA		-	-	20 (+2)	62	85 (-24)
rental apartments Germantown MD]		-	-	-	-	-
rental apartments Alexandria VA		260	320	-	-	-
rental apartments annapolis		-	-	34 (+3)	115 (new)	-
rental apartments Arlington VA		390	260	85 (-42)	-	-
rental apartments Ashburn VA		-	-	17 (-4)	-	98 (new)
rental apartments baltimore		1,900	2,400	-	-	-
rental apartments Bedford MA		-	-	31 (-4)	-	-
rental apartments Bethesda		-	-	7 (-4)	33 (+11)	-
rental apartments Bethesda MD		110	91	7 (-2)	35 (-6)	-
rental apartments Boston		1,600	1,600	-	-	-
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	1	1	1
rental apartments Capitol Heights MD		-	-	40 (+6)	-	-
rental apartments Centreville VA		-	-	35 (+4)	100 (+1)	-
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	24 (-3)	113 (new)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments Conshohocken PA		-	-	31 (+2)	-	76 (+20)
rental apartments DC		880	1,000	102 (new)	-	-
rental apartments Doylestown PA		-	-	29 (-6)	108 (-13)	-
rental apartments Eagleville PA		-	-	24 (+2)	88 (-3)	85 (-2)
rental apartments elkridge md		-	-	11 (-1)	67 (+31)	-
rental apartments Englewood		-	-	-	-	-
rental apartments Fairfax VA		-	-	-	-	-
rental apartments Falls Church VA		-	-	-	121 (new)	-
rental apartments frederick md		-	-	71 (-19)	-	-
rental apartments Gaithersburg MD		-	-	-	115 (new)	-
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD		-	-	-	-	-
rental apartments hanover md		-	-	16 (+1)	74 (+11)	65 (+17)
rental apartments Henrico VA		-	-	17 (+20)	88 (-1)	98 (-8)
rental apartments Herndon VA		-	-	-	-	-
rental apartments Jersey City		720	1,000	-	-	-
rental apartments Landover MD		-	-	61 (+14)	-	-
rental apartments laurel md		-	-	63 (-19)	-	-
rental apartments Manassas VA		-	-	40 (+4)	-	-
rental apartments Massapequa NY		-	-	17 (-3)	82 (+8)	80 (+16)
rental apartments Medford MA		-	-	-	108 (new)	-
rental apartments New Haven		-	-	51 (+15)	-	-
rental apartments New York		6,600	18,100	-	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	89 (-8)	102 (+4)	-
rental apartments Norristown PA		-	-	24 (+5)	97 (-1)	100 (new)
rental apartments North Bethesda MD		-	-	14 (-3)	52 (+38)	-
rental apartments North Wales PA		-	-	24 (+7)	109 (-3)	-
rental apartments Oakton VA		-	-	28 (+3)	38 (+19)	15 (+40)
rental apartments Odenton MD		-	-	43 (-3)	-	-
rental apartments Owings Mills		-	-	23 (+1)	68 (-9)	75 (-26)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments Owings Mills MD		-	-	29 (+6)	23 (+28)	-
rental apartments Philadelphia		590	720	-	-	-
rental apartments pikesville md		-	-	24 (+7)	62 (+24)	-
rental apartments Prince Frederick MD		-	-	18 (-1)	80 (+35)	-
rental apartments Reisterstown MD		-	-	28 (new)	88 (-5)	-
rental apartments Reston VA		-	-	25 (-8)	106 (+14)	-
rental apartments Richmond		320	480	-	-	-
rental apartments Richmond VA		320	260	-	-	-
rental apartments Rockville		-	-	-	-	-
rental apartments Rockville MD		-	-	-	-	-
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	9 (+2)	20 (+26)	-
rental apartments South Orange NJ		-	-	21	-	-
rental apartments Towson MD		-	-	39 (+5)	-	-
rental apartments Upper Marlboro MD		-	-	35 (+10)	83 (new)	-
rental apartments Vienna VA		-	-	-	-	-
rental apartments Washington DC		1,000	1,600	-	55 (+18)	-
rental apartments West Chester PA		-	-	-	-	-
rental apartments Wheaton MD		-	-	25 (-8)	56 (+1)	-
rental apartments White Plains NY		140	140	-	-	-
rental apartments Woburn MA		-	-	-	89 (new)	-
rental apartments Wyomissing PA		-	-	13 (+1)	65 (-2)	96 (-32)
River House Arlington VA		720	1,000	9 (+1)	3 (+10)	-
River House DC		91	110	29 (+20)	-	-
Riverstone at Owings Mills Owings Mills MD		-	-	2 (+2)	3 (+3)	27 (-23)
Riverwalk at Millennium Conshohocken PA		-	-	6 (+1)	15 (-7)	12 (-4)
Rolling Hills Germantown MD		140	320	1	2 (-1)	8 (-7)
Rolling Hills Rockville		-	-	9 (+15)	2	3 (-2)
Senior Living Capitol Heights MD		-	-	2	2	8 (-7)
senior living DC		-	-	83 (-12)	85 (-11)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
senior living Landover MD		-	-	4	8	20 (-13)
Senior Living Washington DC		390	390	92 (-8)	98 (+15)	-
Short Term Apartments Ashburn VA		-	-	1	8 (+5)	3 (+9)
Siena Park DC		-	-	2	2	-
SouthPoint at Massapequa NY		-	-	20 (-12)	4 (+5)	12 (-4)
Spa Cove Annapolis		390	260	26 (+2)	102 (+17)	-
Spinnaker Bay at Harbor East Baltimore MD		-	-	3 (-1)	2	3 (-1)
St. Johns Wood Fairfax VA		-	-	2 (-1)	3 (-1)	1 (+1)
St. Johns Wood Reston VA		58	58	8 (-1)	7	10 (-4)
Stone Point Apartments Annapolis MD		58	46	6	6 (+1)	8 (-2)
Strathmore Court at White Flint [region]		-	-	1	1 (+1)	3 (-1)
Strathmore Court at White Flint North Bethesda MD		-	-	3	2	7 (-6)
Studio Apartment Baltimore		880	720	12 (+1)	34 (+10)	45 (+3)
Studio Apartment Georgetown		-	-	-	-	-
Studio Apartment Washington DC		880	720	26 (+5)	55 (+21)	53 (+21)
Studio Apartments Arlington VA		480	320	16 (+2)	17 (+15)	-
Studio Apartments Baltimore		880	720	11	35 (+10)	46 (+4)
Studio Apartments New Haven		-	-	17	32 (-1)	-
Studio Apartments Norristown		-	-	-	121 (new)	84 (new)
Studio Apartments North Wales PA		-	-	5 (-1)	13 (-3)	-
Studio Apartments Rockville MD		91	73	10 (+1)	14 (+19)	80 (-48)
Studio Apartments Silver Spring		-	-	-	-	-
Studio Apartments Washington DC		880	720	22 (+5)	66 (+9)	57 (+16)
Studio For Rent Arlington VA		-	-	14 (+2)	-	-
Studio For Rent Bethesda MD		-	-	9 (-3)	14 (+4)	97 (-79)
Studio For Rent DC		-	-	-	-	72 (+15)
Studios Baltimore		-	-	-	-	-
The Apartments at Harbor Park Reston VA		-	-	1	2	5 (-4)

## SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
The Apartments at Regent's Park Vienna VA		-	-	2 (-1)	1	2 (new)
The Brownstones at Englewood South Englewood NJ		-	-	6	2 (+5)	8 (-1)
The Ellington Washington DC		140	170	5 (+1)	6 (+34)	25 (+12)
The Fenestra at Rockville Town Square Rockville MD		-	-	28 (-22)	3 (+5)	23 (-11)
The Fenestra at Rockville Town Square Silver Spring		-	-	2 (-1)	-	-
The Fitzgerald at UB Midtown Baltimore MD		-	-	4 (-2)	2 (-1)	3 (-2)
The Grays on Pennsylvania DC		140	260	7	7	15 (-8)
The Grays on Pennsylvania Washington DC		28	110	6 (-1)	9 (-3)	21 (-13)
The Halstead at Guilford Baltimore MD		-	-	4 (-1)	7 (-1)	4
The Hampton DC		-	-	43 (+18)	9 (+16)	-
The Jefferson at Fair Oaks Fairfax VA		-	-	1	2	3 (-2)
The Jefferson at Fair Oaks Herndon VA		-	-	1	2	1
The Loree Grand at Union Place DC		-	-	19 (-12)	7 (+1)	16 (-8)
The Loree Grand at Union Place Washington DC		-	-	19 (-11)	4 (+3)	15 (-8)
The Promenade at Harbor East Baltimore MD		-	-	1	2	1
The Residences at Rivers Edge Medford MA		-	-	19 (-12)	3 (+3)	-
The Residences at the Market Common Arlington VA		58	91	11	3 (+4)	5
The Residences at the Market Common DC		-	-	2 (+2)	8 (+1)	-
The Village at Taylor Pond Bedford MA		-	-	7	5 (-1)	5 (-2)
The Whitney Bethesda MD		46	46	8	3 (+2)	10 (-6)
Timberlawn Crescent North Bethesda MD		-	-	1	3 (-1)	1
Town Home Rentals Bethesda		-	-	10	8 (+4)	38 (-27)

## SERP Tracker Report

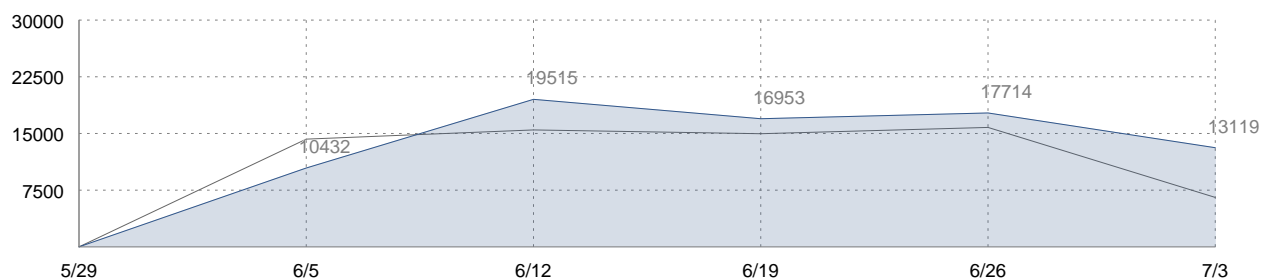
(continued)

Keyword	<u>GA Visits</u>	Local Vol	Global Vol	Google	Yahoo!	Bing
Town Home Rentals North Bethesda MD		-	-	5	7 (-5)	47 (-46)
townhome for rent Owings Mills		-	-	31 (-8)	15 (+4)	86 (-67)
Townhomes Wheaton MD		-	-	7	8 (-4)	31 (-28)
U Street Apartments DC		590	480	17 (+1)	14 (-1)	33 (-20)
U Street Apartments Washington DC		170	170	14 (+2)	13 (+5)	13 (+5)
Upstairs at Bethesda Row Bethesda MD		-	-	4 (+4)	3 (-1)	14 (-13)
View 14 Washington DC		210	170	5 (+1)	5 (+6)	95 (-86)
West End Apartments Henrico VA		-	-	2 (+1)	9 (-4)	-
West End Apartments Richmond		-	-	40	-	-
WestEnd25 Georgetown		-	-	3	2 (+1)	-

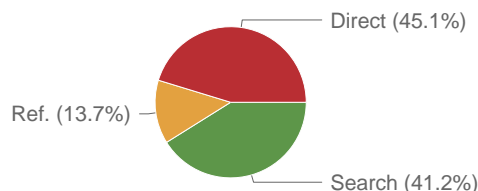
## Google Analytics Summary Report

### Google Analytics

06/01/2011 - 06/30/2011  
 compared to: 05/02/2011 - 05/31/2011  
 Excluding paid search



**77,733** Visits  
 Previous: 67,035 (+15.96%)  
**375,345** Page Views  
 Previous: 325,853 (+15.19%)



### 10,633 Site Referrals

TOP REFERRERS	%	VISITS
rentsentinel.com	19.2%	2,042
washingtondc.craigslist.org	10.8%	1,145
intranet.bozzuto.com:8095	3.8%	409
jtrinsights.com	3.7%	389
units.realtydatatrust.com	3.7%	389

### 32,058 Search Referrals

TOP KEYWORDS	%	VISITS
bozzuto	12.0%	3,837
bozzuto management	7.2%	2,299
bozzuto apartments	3.7%	1,182
bozzuto group	1.1%	368
buzzuto	1.0%	335

TOP SEARCH ENGINES	%	VISITS
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## Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	84.1%	26,961
bing	8.5%	2,738
yahoo	5.3%	1,685
search	0.8%	254
aol	0.8%	250

TOP LANDING PAGES	%	VISITS
/	22.4	17,308
/apartments?ctd_ac=1081055&ctx_name=WashPost-News-Rental&ctx_Ad Source=WashPost-News-Rental&?utm_source=News-Rental	5.1	3,981
/about-us/careers	3.5	2,724
/apartments	2.6	2,050
/services/management	2.4	1,830