



Weekly SERP Report

Bozzuto.com Keyword Rankings

Prepared for www.bozzuto.com

SERP Tracker Report

Ranking Results

3/1/2012 - 3/31/2012

Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
385 (+119)	642 (+158)	162 (+7)	103 (-1)

Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
988 	821 	1128	360	189

Average Rank

Google	Yahoo!	Bing
51 (45% ranked)	32 (64% ranked)	30 (62% ranked)

All Keywords

GA visits from 3/5-4/3

1st Page ☐

2nd Page ☐

3rd Page ☐

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment New York		823,000	1,000,000	-	-	-
apartments New York		673,000	1,000,000	-	-	-
apartment for rent New York		246,000	301,000	-	-	-
apartments for rent New York		201,000	301,000	-	-	-
apartment DC		165,000	165,000	66 (+12)	32 (+13)	28 (new)
apartments DC		165,000	165,000	80 (+30)	56 (+10)	55 (+7)
apartment Arlington		110,000	110,000	-	-	-
apartment Boston		110,000	135,000	-	-	-
apartment Columbia		110,000	165,000	-	-	-
apartment Philadelphia		110,000	110,000	-	-	-
apartments Arlington		110,000	110,000	-	-	-
apartments Boston		110,000	135,000	-	-	-
apartments Columbia		110,000	165,000	-	-	-
apartments Philadelphia		110,000	110,000	-	-	-
apartment Richmond		90,500	110,000	-	-	-
apartments Richmond		90,500	110,000	-	-	-
The Chelsea New York		90,500	135,000	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartment baltimore		74,000	74,000	-	-	-
apartments baltimore	1	74,000	74,000	118 (new)	-	-
apartment rental New York		60,500	90,500	-	-	-
apartments Richmond VA		60,500	60,500	-	92 (-10)	86 (new)
apartments Washington DC		60,500	60,500	-	29 (+1)	26
rental apartment New York		60,500	90,500	-	-	-
rental apartments New York		60,500	90,500	-	-	-
apartment washington dc		49,500	60,500	112 (new)	17 (+6)	17 (+5)
apartment rentals New York		49,500	74,000	-	-	-
apartment Richmond VA		49,500	49,500	-	108 (-12)	-
apartment Washington DC		49,500	60,500	110 (new)	17 (+6)	17 (new)
(not provided)	967	40,500	110,000	-	-	-
apartment Arlington VA		33,100	33,100	51 (-8)	95 (new)	94 (new)
apartments Arlington VA		33,100	33,100	57 (-9)	104 (new)	-
apartments Georgetown		33,100	33,100	-	-	-
apartment Alexandria VA		27,100	27,100	98 (-1)	87 (+30)	84 (new)
apartment for rent Boston		27,100	33,100	104 (new)	-	-
apartment for rent Philadelphia		27,100	33,100	-	-	-
apartment Georgetown		27,100	33,100	-	-	-
apartment Jersey City		27,100	27,100	-	-	-
apartment Silver Spring		27,100	27,100	106 (-24)	-	-
apartments Alexandria VA		27,100	27,100	81 (new)	-	-
apartments for rent Boston		27,100	33,100	-	-	-
apartments for rent Philadelphia		27,100	27,100	-	-	-
apartments Jersey City		27,100	27,100	-	-	-
apartments Newark		27,100	27,100	-	-	-
apartments Silver Spring	1	27,100	33,100	107 (-22)	-	-
apartment Hoboken		22,200	27,100	-	-	-
apartment Newark		22,200	27,100	-	-	-
apartments Hoboken		22,200	22,200	103 (new)	-	-
apartment for rent DC		18,100	22,200	108 (new)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartment Bethesda		14,800	14,800	-	16 (-2)	16 (new)
apartment for rent Richmond		14,800	22,200	-	-	-
apartments Bethesda	1	14,800	14,800	88 (-60)	21 (-3)	18 (new)
apartments for rent DC		14,800	18,100	102 (new)	-	-
apartments New Haven		14,800	14,800	-	-	-
apartments philadelphia pa		14,800	14,800	103 (new)	87 (new)	84 (new)
apartments Rockville		14,800	14,800	-	50 (new)	48 (new)
brookside apartments	1	14,800	14,800	-	37 (+3)	36 (new)
apartment Columbia MD		12,100	12,100	76 (-23)	20 (+39)	60
apartment for rent Arlington		12,100	14,800	-	-	-
apartment for rent baltimore		12,100	12,100	-	-	-
apartment laurel md		12,100	12,100	54 (-27)	17 (+2)	16 (new)
apartment New Haven		12,100	14,800	107 (new)	-	-
apartment philadelphia pa		12,100	14,800	88 (new)	72 (new)	73 (new)
apartment Rockville		12,100	14,800	-	52 (new)	53 (new)
apartments Columbia MD	1	12,100	12,100	113 (-70)	88 (-8)	26 (+55)
apartments for rent Columbia		12,100	33,100	-	-	-
apartments for rent Richmond		12,100	18,100	-	-	-
apartments laurel md		12,100	12,100	57 (-31)	35 (-16)	32 (new)
apartment annapolis		9,900	9,900	-	42	14 (+26)
apartment Fairfax VA		9,900	9,900	-	75 (-1)	69 (new)
apartment for rent Jersey City		9,900	9,900	102 (+1)	-	-
apartment for rent Richmond VA		9,900	9,900	103 (+4)	-	-
apartment frederick md		9,900	9,900	-	27 (+11)	26 (new)
apartment rental Boston		9,900	12,100	-	-	-
apartments annapolis		9,900	9,900	99 (-2)	51 (-4)	49 (-9)
apartments Fairfax VA	1	9,900	9,900	112	62 (-10)	63 (new)
apartments for rent Arlington		9,900	9,900	-	-	-
apartments for rent baltimore		9,900	9,900	-	-	-
apartments frederick md	2	9,900	9,900	70 (+16)	58 (+39)	56 (new)
Pet-Friendly New York		9,900	9,900	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
rental apartment Boston		9,900	12,100	-	-	-
apartment Englewood		8,100	9,900	-	91 (+3)	91 (new)
apartment for rent Hoboken		8,100	8,100	-	-	-
apartment for rent Washington DC		8,100	9,900	-	-	-
apartment Manassas VA		8,100	8,100	106 (-10)	12 (+38)	11 (new)
apartment rentals Boston		8,100	9,900	-	-	-
apartment West Chester PA		8,100	8,100	-	42 (+61)	41 (new)
apartments Englewood		8,100	9,900	72 (new)	-	-
apartments for rent Hoboken		8,100	8,100	-	-	-
apartments for rent Jersey City		8,100	9,900	97 (+12)	-	-
apartments for rent Richmond VA		8,100	8,100	98 (new)	-	-
apartments Manassas VA	2	8,100	8,100	71 (+4)	21 (+32)	19 (+32)
apartments Rockville MD		8,100	8,100	-	80 (-3)	73 (new)
apartments West Chester PA		8,100	8,100	-	89 (new)	89 (new)
rental apartments Boston		8,100	9,900	-	-	-
The Hampton DC		8,100	9,900	-	-	-
apartment Morristown		6,600	6,600	-	-	-
apartment Owings Mills	1	6,600	6,600	84 (-11)	23 (+2)	19 (new)
apartment Rockville MD		6,600	8,100	106 (-7)	62 (-11)	61 (new)
apartments for rent Washington DC		6,600	8,100	-	-	-
apartments Morristown		6,600	6,600	105 (new)	-	-
apartments Owings Mills		6,600	6,600	92 (-19)	17 (-2)	15 (-3)
apartment Bethesda MD		5,400	5,400	100 (-77)	28 (-10)	28 (new)
apartment for rent Arlington VA		5,400	5,400	78 (+16)	-	-
apartment Gaithersburg MD		5,400	5,400	119 (-6)	65 (-13)	67 (new)
apartment rental DC		5,400	6,600	-	42 (new)	41 (new)
apartments Bethesda MD		5,400	5,400	96 (-70)	40 (-1)	38 (new)
apartments Gaithersburg MD	1	5,400	5,400	113 (new)	54 (+8)	49 (new)
apartments Reston VA		5,400	5,400	101 (-76)	41 (+16)	38 (new)
rental apartments DC		5,400	5,400	-	-	-
apartment Germantown MD		4,400	4,400	103 (+3)	13 (+1)	13 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment Falls Church VA		4,400	4,400	-	56 (+24)	58 (new)
apartment for rent Alexandria VA		4,400	4,400	97 (new)	-	-
apartment for rent Newark		4,400	5,400	-	-	-
apartment Germantown MD		4,400	4,400	99 (+9)	13 (+1)	13 (new)
apartment rental Philadelphia		4,400	5,400	-	-	-
apartment rentals DC		4,400	5,400	-	44 (new)	43 (new)
apartment Reston VA		4,400	5,400	96 (-74)	43 (-6)	42 (new)
apartments Germantown MD		4,400	4,400	111 (-18)	21 (-3)	20 (new)
apartments Falls Church VA		4,400	4,400	-	56 (+56)	54 (new)
apartments for rent Newark		4,400	5,400	-	-	-
apartments Germantown MD	2	4,400	4,400	111 (-14)	22 (-2)	26 (-9)
Luxury Apartments Boston		4,400	4,400	-	-	-
rental apartment Philadelphia		4,400	5,400	-	90 (new)	-
rental apartments Philadelphia		4,400	4,400	-	-	-
apartment Ashburn VA		3,600	3,600	47 (+7)	29 (-12)	26 (new)
apartment Herndon VA		3,600	3,600	93 (+4)	67 (-5)	65 (new)
apartment rental Hoboken		3,600	3,600	-	-	-
apartment rentals Philadelphia		3,600	3,600	-	-	-
apartment Towson MD		3,600	3,600	109 (-44)	18 (+14)	29 (new)
apartment White Plains NY		3,600	3,600	92 (+5)	58 (-2)	58 (new)
apartments Ashburn VA	1	3,600	3,600	-	42 (-13)	37 (new)
apartments Bowie		3,600	4,400	-	-	-
apartments for rent Arlington VA		3,600	3,600	95 (+2)	-	-
apartments Herndon VA		3,600	3,600	78 (+20)	41 (+32)	38 (new)
apartments Towson MD		3,600	3,600	110 (-31)	27 (-5)	33 (new)
apartments White Plains NY		3,600	3,600	106 (-16)	73 (+11)	71 (new)
rental apartment Hoboken		3,600	3,600	10 (-5)	-	-
The Sagamore New York NY		3,600	3,600	4 (new)	-	-
apartment Centreville VA		2,900	2,900	86 (+8)	55 (+7)	55 (new)
apartment for rent Georgetown		2,900	4,400	-	-	-
apartment for rent New Haven		2,900	2,900	109 (+10)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent philadelphia pa		2,900	2,900	-	-	-
apartment rental washington dc		2,900	3,600	-	26 (+7)	24 (new)
apartment rental Washington DC		2,900	3,600	-	26 (+8)	24 (new)
apartments Centreville VA	1	2,900	2,900	83 (+16)	62 (+1)	60 (new)
apartments for rent Alexandria VA		2,900	2,900	-	-	-
apartments for rent philadelphia pa		2,900	3,600	94 (new)	-	-
apartments Norristown		2,900	2,900	-	40 (+14)	36 (new)
rental apartment Washington DC		2,900	3,600	-	84 (+12)	85 (new)
rental apartments Hoboken		2,900	2,900	-	-	-
test keyword		2,900	9,900	-	-	-
apartment for rent Columbia MD		2,400	2,900	96	-	-
apartment for rent Fairfax VA		2,400	2,400	99 (+8)	-	-
apartment for rent frederick md		2,400	2,400	120 (new)	-	-
apartment for rent Silver Spring		2,400	2,900	-	-	-
apartment rental Arlington		2,400	2,900	-	-	-
apartment rental Jersey City		2,400	2,900	-	-	-
apartment rentals washington dc		2,400	2,900	-	26 (+13)	24 (new)
apartment rentals Hoboken		2,400	2,900	104 (new)	-	-
apartment rentals Washington DC		2,400	2,900	-	27 (+13)	23 (+13)
apartment Vienna VA		2,400	2,400	54 (-1)	67 (-42)	68 (-46)
apartment Woburn MA		2,400	2,400	105 (new)	4 (+4)	4 (+4)
apartments Bedford MA		2,400	2,400	97 (+20)	114 (-66)	-
apartments for rent Georgetown		2,400	3,600	-	-	-
apartments for rent New Haven		2,400	2,900	87 (new)	-	-
apartments Woburn MA		2,400	2,400	88 (new)	17 (+1)	16 (new)
Park Place DC		2,400	2,400	4 (+1)	5 (-1)	4 (new)
rental apartment Jersey City		2,400	2,900	106 (new)	-	-
rental apartments washington dc		2,400	2,900	-	58 (+11)	53 (new)
rental apartments Jersey City	1	2,400	2,400	-	-	-
rental apartments Washington DC		2,400	2,900	-	54 (+15)	54 (new)
the avenue apartments dc		2,400	2,400	11	2 (+1)	2 (new)

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
aliceanna baltimore		1,900	1,900	-	1 (+2)	3 (new)
apartment for rent Bethesda		1,900	2,400	88 (+5)	92 (-14)	-
apartment Medford MA		1,900	1,900	65 (-4)	-	-
apartment rental Richmond		1,900	4,400	-	-	-
apartment rentals Arlington		1,900	1,900	-	-	-
apartment rentals Jersey City		1,900	1,900	106 (new)	-	-
apartments for rent Rockville		1,900	1,900	90 (+27)	-	-
apartments for rent Silver Spring		1,900	2,400	-	-	-
apartments Medford MA		1,900	1,900	-	87 (-26)	86 (-28)
apartments Norristown PA		1,900	1,900	84 (+22)	37 (+9)	35 (+9)
apartments Owings Mills MD		1,900	1,900	89 (-29)	6	5 (new)
apartments Vienna VA	2	1,900	2,400	89 (+18)	45 (-16)	40 (-15)
Luxury Apartments DC	3	1,900	1,900	111 (-104)	5	3 (new)
rental apartments Arlington		1,900	2,400	-	-	-
rental apartments Richmond		1,900	3,600	-	-	-
Studio Apartments DC	1	1,900	1,900	104 (new)	92 (+16)	89 (new)
apartment for rent West Chester PA		1,600	1,600	93 (-2)	-	-
apartment rental baltimore		1,600	1,900	-	-	-
apartment rentals Richmond		1,600	2,900	-	-	-
apartments for rent annapolis		1,600	1,600	-	-	-
apartments for rent Bethesda		1,600	1,900	89 (+14)	60 (+14)	57 (new)
apartments for rent Fairfax VA		1,600	1,600	90 (+2)	-	-
apartments for rent frederick md		1,600	1,600	115 (-7)	61 (new)	61 (new)
Luxury Apartment DC		1,600	1,900	-	2	2 (new)
Luxury Apartment Philadelphia		1,600	1,600	4	-	74 (-44)
New Apartments DC		1,600	1,900	55 (-11)	3	2 (new)
rental apartment baltimore		1,600	1,900	5	-	-
rental apartments baltimore		1,600	1,600	-	-	-
The Ellington DC	5	1,600	1,600	-	2 (+1)	2
apartment elkrigde md		1,300	1,300	87 (-7)	25 (+3)	23 (+6)
apartment for rent laurel md		1,300	1,300	84 (+10)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartment for rent Rockville MD		1,300	1,300	-	-	-
apartment for rent White Plains NY		1,300	1,600	98 (new)	118 (-33)	-
apartment Limerick		1,300	4,400	98 (+14)	11 (+1)	11 (new)
apartment rental Arlington VA		1,300	1,300	82 (+7)	84 (-13)	84 (new)
apartment rentals baltimore		1,300	1,300	-	-	-
apartments Conshohocken PA		1,300	1,300	110 (new)	61 (+5)	60 (+2)
apartments elkridge md		1,300	1,300	-	37 (+11)	33 (new)
apartments for rent Columbia MD		1,300	1,600	88 (+1)	-	-
apartments for rent Englewood		1,300	1,300	-	-	-
apartments for rent Morristown		1,300	1,600	-	-	-
apartments for rent West Chester PA		1,300	1,300	-	-	-
apartments for rent White Plains NY		1,300	1,300	99 (new)	121 (-40)	-
apartments Landover MD		1,300	1,300	44 (-15)	35 (+16)	32 (new)
apartments Limerick		1,300	6,600	-	12 (-5)	12 (new)
apartments Odenton MD		1,300	1,300	105 (-2)	79 (+3)	82 (new)
apartments South Orange NJ		1,300	1,300	95 (-6)	20 (+5)	18 (new)
apartments white marsh md		1,300	1,300	29 (+28)	26 (+4)	23 (+7)
The Hampton Arlington VA	1	1,300	1,300	3	-	-
apartment for rent Reston VA		1,000	1,000	91 (+17)	-	-
apartment for rent Bethesda MD		1,000	1,300	96 (-3)	-	-
apartment for rent Reston VA		1,000	1,000	91 (+23)	-	-
apartment hanover md		1,000	1,000	17 (+9)	25 (-2)	23 (new)
apartment rental Alexandria VA		1,000	1,000	87 (+23)	69 (+24)	-
apartment rental Richmond VA		1,000	1,300	-	-	-
apartment rentals Arlington VA		1,000	1,000	78 (-12)	-	-
apartments Doylestown PA		1,000	1,300	-	8 (+3)	7 (new)
apartments for rent Bedford MA		1,000	1,000	117 (new)	-	-
apartments for rent Manassas VA		1,000	1,000	99 (-5)	-	-
apartments for rent Rockville MD		1,000	1,000	-	-	-
apartments hanover md		1,000	1,000	16	26 (+1)	22 (new)
apartments Henrico VA		1,000	1,000	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments North Bethesda		1,000	1,000	77 (-59)	51 (+2)	45 (-1)
apartments Wheaton MD	1	1,000	1,300	39 (-27)	12	11 (new)
Luxury Apartments Washington DC	2	1,000	1,000	-	6 (+4)	4 (new)
rental apartments Richmond VA		1,000	1,000	74 (new)	76 (-23)	79 (new)
the avenue apartments washington dc		1,000	1,000	12 (-1)	5 (-3)	4 (-2)
1 Bedroom Apartments DC		880	880	-	68 (+9)	64 (+11)
apartment for rent Falls Church VA		880	880	-	-	-
apartment for rent Gaithersburg MD		880	880	103 (-5)	63 (+9)	65 (new)
apartment for rent Herndon VA		880	880	82 (new)	-	-
apartment North Bethesda	1	880	880	89 (-71)	32 (-5)	34 (-11)
apartment rentals Alexandria VA		880	880	113 (-12)	49 (new)	-
apartment rentals Richmond VA		880	1,000	86 (new)	-	-
apartments for rent Bethesda MD		880	880	83 (+4)	-	-
apartments pikesville md		880	880	-	14 (+4)	13 (new)
apartments Upper Marlboro MD	1	880	880	-	20	17 (+2)
Liberty Towers Jersey City	5	880	880	43 (+17)	3	1 (new)
Park Place Washington DC	1	880	880	4	5 (-1)	4 (new)
rental apartments Arlington VA		880	880	80 (new)	109 (new)	-
Studio Apartments Baltimore		880	880	98 (-5)	17 (-4)	16 (new)
Studio For Rent DC		880	880	-	-	79 (new)
3 Bedroom Apartments DC		720	720	71 (+29)	12 (+8)	10 (new)
apartments for rent laurel md		720	880	65 (+25)	-	-
apartments for rent Reston VA		720	720	83 (+3)	-	-
Highland Park DC		720	720	-	5 (-1)	5 (-1)
Laurel Square Apartments Laurel MD		720	720	3	2	1
Luxury Apartments Manhattan New York		720	1,000	-	-	-
Senate Square DC		720	720	-	4 (-1)	3
Studio Apartment Baltimore		720	720	97 (-24)	14 (-3)	12 (new)
Studio Apartment Washington DC		720	720	-	121 (new)	-
Studio Apartments Washington DC		720	880	119 (-11)	113 (new)	-
apartment for rent Medford MA		590	590	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent Vienna VA		590	720	113 (+6)	-	-
apartment rental Bethesda		590	720	-	63 (-24)	62 (-27)
apartment rental Georgetown		590	720	-	-	-
apartment rental New Haven		590	590	88 (new)	-	-
apartments for rent Germantown MD		590	590	82 (+18)	-	-
apartments for rent Falls Church VA		590	720	-	-	-
apartments for rent Gaithersburg MD		590	590	78 (+6)	54 (new)	46 (new)
apartments for rent Germantown MD		590	590	83 (+16)	-	-
apartments for rent Herndon VA		590	590	100 (new)	-	-
apartments for rent Medford MA		590	590	-	-	-
apartments North Wales PA		590	590	84 (-3)	62 (+5)	61 (new)
apartments Wyomissing PA		590	590	16 (+9)	58 (-14)	57 (new)
Broadmoor Apartments Richmond		590	720	-	19 (+4)	18 (new)
loft apartments baltimore		590	590	-	15 (-5)	13 (new)
New Apartments Washington DC		590	720	102 (-70)	2	1 (new)
rental apartments Alexandria VA		590	590	-	-	89 (new)
rental apartments Bethesda	1	590	590	-	46 (-14)	43 (new)
apartments for rent Ashburn VA		480	590	112 (-16)	66 (new)	67 (new)
apartments for rent Towson MD		480	480	84 (new)	73 (new)	71 (new)
apartments for rent Woburn MA		480	480	107 (+9)	-	-
apartments Oakton VA		480	480	-	23 (+1)	19 (new)
apartments Reisterstown MD		480	480	-	58 (-16)	57 (new)
Luxury Apartments Arlington VA	1	480	480	3	13	12 (new)
River House Arlington VA		480	480	-	-	-
Studio Apartments Arlington VA		480	480	-	42 (-2)	34 (new)
apartment rental philadelphia pa		390	480	-	86 (new)	92 (new)
apartment rental White Plains NY		390	390	106 (new)	64 (+11)	57 (new)
apartment rentals Bethesda		390	480	-	53 (-27)	46 (new)
apartment rentals Georgetown		390	590	-	-	-
apartment rentals New Haven		390	480	-	-	-
apartment rentals philadelphia pa		390	390	-	83 (new)	92 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Centreville VA		390	390	-	-	-
apartments for rent Vienna VA		390	480	89 (+12)	-	-
Crystal City Apartments Arlington		390	390	4 (+1)	17 (-2)	16 (-3)
Luxury Apartment Arlington VA		390	480	3	14 (+1)	13 (new)
rental apartments philadelphia pa		390	390	100 (new)	-	-
Senior Living Washington DC		390	390	83 (+1)	86 (-40)	86 (new)
The Ellington Washington DC	3	390	390	-	3 (-1)	2 (new)
U Street Apartments DC		390	390	-	67 (-23)	63 (new)
View 14 DC		390	390	21 (-1)	-	-
2401 Pennsylvania washington dc		320	320	1	1	1
apartment rental Reston VA		320	320	87 (-3)	53 (+5)	48 (+12)
apartment rentals Fairfax VA		320	320	78 (+27)	42 (+38)	41 (new)
apartments for rent Doylestown PA		320	320	-	-	-
apartments for rent Norristown PA		320	320	83 (+1)	-	-
apartments for rent South Orange NJ		320	390	97 (+4)	75 (+7)	74 (new)
brookside frederick md		320	320	-	2	1
Crystal City Apartments Arlington VA		320	320	7 (+1)	18 (-1)	16 (new)
Honey Tree Richmond VA		320	320	-	30 (-21)	77 (new)
Lakeside Apartments Centreville VA	52	320	320	4 (-3)	1 (+7)	3 (new)
Lotus Square DC		320	320	14	5	5 (new)
Luxury Apartments Alexandria VA		320	320	-	7 (-1)	6 (new)
Observer Park Hoboken	6	320	320	4 (+1)	3	11 (new)
Rent Studio Jersey City		320	390	-	-	-
rental apartments Fairfax VA		320	320	-	121 (new)	-
rental apartments White Plains NY		320	320	90 (new)	104 (-21)	-
residences on the avenue dc		320	390	65 (-40)	2	2 (new)
1 Bedroom Apartments Washington DC		260	260	83 (-41)	70 (-25)	68 (new)
100 park wyomissing square		260	260	7	2	2 (new)
1500 locust philadelphia pa		260	320	-	3 (+1)	2 (+3)
2 Bedroom Apartments Washington DC		260	320	58 (-11)	89 (-27)	85 (-23)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent Limerick		260	1,300	-	75 (-2)	77 (-7)
apartment rental Bethesda MD		260	320	113 (-9)	14 (+2)	13 (new)
apartment rental Rockville MD		260	260	-	63 (+12)	64 (new)
apartment rentals frederick md		260	260	-	17 (+11)	15 (+6)
apartment rentals West Chester PA		260	320	-	-	-
apartment rentals White Plains NY		260	320	-	63 (-6)	60 (new)
apartments for rent Conshohocken PA		260	260	-	-	-
apartments Massapequa NY		260	260	-	29	25 (new)
Luxury Apartments Bethesda		260	320	114 (-86)	17 (+1)	15
Luxury Apartments Newark		260	260	-	-	-
Monterey Bethesda		260	320	-	3	2 (new)
rental apartments West Chester PA		260	260	76 (new)	-	-
Spa Cove Annapolis		260	260	-	-	-
The Estates Pikesville MD	8	260	260	5 (+74)	3	1 (+1)
360 State Street New Haven CT		210	210	-	3	2 (new)
apartment rentals Columbia MD		210	210	84 (+26)	103 (-52)	-
apartment rentals Reston VA		210	260	86 (+22)	22 (+7)	18 (new)
apartments for rent Owings Mills MD		210	210	114 (-25)	21 (+3)	20 (new)
apartments North Bethesda MD		210	210	51 (-36)	42 (+1)	38 (new)
belmont station elkridge md	1	210	210	5	3 (-1)	1 (new)
rental apartments Bethesda MD		210	260	86 (+5)	29 (-1)	24 (new)
rental apartments Reston VA		210	210	-	97 (-16)	94 (new)
Rolling Hills Germantown MD		210	210	1	2	1 (new)
Senate Square Washington DC		210	210	-	4 (-1)	3
3 Bedroom Apartments Washington DC		170	210	97 (-15)	15 (+5)	12 (new)
apartment rental Vienna VA		170	170	98 (+11)	-	-
apartment rentals Bethesda MD		170	210	98 (+7)	13 (-5)	11 (-4)
apartments for rent Limerick		170	1,600	-	-	-
apartments for rent Odenton MD		170	170	-	-	-
Red Run Apartments Owings Mills MD	2	170	170	4 (+21)	4	3 (+36)
Sherwood Crossing Elkridge MD	3	170	170	4 (+1)	8 (-4)	7 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
The Glen Apartments Wheaton MD	22	170	170	1	2 (-1)	1 (+24)
The Metropolitan Bethesda MD	2	170	210	1	2	1
Washington Crossing Woburn MA	23	170	170	1	2	1 (new)
apartment rentals Falls Church VA		140	140	-	-	-
apartment rentals Rockville MD		140	170	-	62 (-31)	66 (new)
Halstead Arlington VA		140	140	-	5 (-2)	4 (new)
overlook manor frederick md	5	140	140	-	1 (+1)	1
River House DC		140	140	-	-	-
Siena Park Arlington VA	1	140	140	16 (-3)	3	1 (new)
The Apartments at North Point Reston VA		140	140	3 (-1)	1	1
The Grays on Pennsylvania DC		140	140	1 (+2)	4 (+1)	4 (+1)
U Street Apartments Washington DC		140	140	106 (-78)	31 (+15)	28 (new)
apartment rentals Medford MA		110	110	-	105 (-69)	-
apartment rentals Vienna VA		110	110	95 (new)	-	-
Enclave at Emerson Laurel MD	1	110	110	4 (+3)	2	2 (+25)
Gaslight Commons South Orange NJ	15	110	110	1	2 (-1)	2 (new)
Highland Park Washington DC		110	110	-	4 (+1)	3 (new)
Hunters Glen Upper Marlboro MD	13	110	110	1	1	1 (new)
luxury apartments annapolis		110	140	1	7 (+1)	6 (new)
luxury apartments philadelphia pa		110	110	4	107 (-75)	-
Monroe Place Herndon VA		110	110	5	3 (+1)	1 (new)
Poplar Glen Columbia MD		110	110	5	1 (+3)	2 (new)
rental apartments Manassas VA		110	140	-	-	-
residences on the avenue washington dc	1	110	140	63 (-30)	2	2 (new)
Rosemary Ridge Manassas VA		110	140	-	3	2
Summer Chase Apartments Limerick PA	9	110	110	-	2	1 (new)
The Munsey Baltimore MD	4	110	110	12 (-7)	3 (-1)	1 (+20)
The Paramount Arlington VA	8	110	140	4	2 (-1)	1 (new)
The Tuscany Apartments Alexandria VA	1	110	110	19 (+5)	3	7 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
View 14 Washington DC	1	110	110	18 (+7)	16 (-3)	11
Chatsworth Park Manassas VA	7	91	110	1	1	4 (+15)
Pentagon City Apartments Arlington VA		91	91	-	-	-
St. Johns Wood Reston VA		91	91	32 (+1)	4 (-1)	3 (new)
The Lexington at Market Square DC	4	91	91	1	1	1 (new)
The Zenith Baltimore MD		91	91	4	2 (+2)	1 (+31)
Masons Keepe Manassas VA	3	73	73	5 (-1)	3	11 (+2)
overlook manor apartments		73	73	-	1 (+1)	1 (new)
Rhode Island Row Washington DC	2	73	91	27 (-3)	2 (+3)	2 (new)
Stonington Farm Doylestown PA	1	73	73	1	2 (-1)	1 (new)
The Whitney Bethesda MD		73	73	8 (-3)	3	2 (+2)
Timberlawn Crescent Bethesda	9	73	73	1 (+3)	2	2 (+3)
Towson Woods Apartments Towson MD	62	73	73	1	1	2 (new)
Bank Street Commons White Plains NY		58	58	-	4 (-1)	3 (new)
Crystal City Apartments DC		58	73	-	8	8 (new)
Greenwich Place Owings Mills MD	8	58	58	1	1	1 (new)
Henderson House Baltimore MD	1	58	58	1 (+62)	3 (+1)	2 (new)
Lotus Square Washington DC		58	73	6	6 (-1)	8 (new)
Luxury Apartments White Plains NY		58	58	-	23 (-6)	39 (new)
Park Lane Seaport Boston MA		58	58	-	3	1 (new)
Sterling Parc Cedar Knolls NJ		58	58	-	5 (-1)	4 (new)
Stone Point Apartments Annapolis MD		58	58	5 (+9)	4	2 (new)
The Residences at the Market Common Arlington VA		58	58	1 (+6)	4	3
Lodge at Seven Oaks Odenton MD		46	58	4	3	1 (new)
Pearson Square Falls Church VA		46	46	4	2	1
pet friendly apartments alexandria va		46	46	85 (-50)	43 (+2)	36 (+2)
The Courts of Devon Gaithersburg MD	9	46	58	1	1	1
220 Twentieth Street Arlington VA		36	36	-	66 (-62)	64 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Edgewater Apartments Philadelphia PA	1	36	46	4	3	1 (new)
Luxury Apartments Falls Church VA		36	36	4 (+86)	7 (-2)	7 (new)
Newseum Residences DC		36	46	5	5	4
Regatta Apartments Norristown PA	2	36	36	-	3	1
Riverview Landing Eagleville PA	1	36	36	2	2	2 (new)
Spring House at Brandywine West Chester PA	11	36	36	1	1	2 (new)
The Lexington at Market Square Washington DC	1	36	36	1	2 (-1)	1 (new)
Arbors at Broadlands Ashburn VA	9	28	28	1	2	1 (new)
EOS Twenty-One Alexandria VA		28	28	4	3 (+2)	3 (new)
London/Normandy House Arlington VA	1	28	28	1	1	1 (new)
Park Place at Van Dorn Alexandria VA		28	28	-	9 (-1)	8 (new)
The Grays on Pennsylvania Washington DC		28	28	1 (+2)	4	4
1500 locust apartments philadelphia pa		22	22	-	7	7 (+3)
Concord Crystal City Arlington VA		22	22	4 (+12)	3	2 (new)
Luxury Apartments Woburn MA		22	22	84 (-9)	4	3 (new)
Newseum Residences Washington DC		22	22	3 (-1)	5 (-1)	3 (new)
eight 50 alicenna baltimore	3	16	16	1	1	1 (new)
1 Bedroom Apartments apartments Cedar Knolls		-	-	91 (-13)	-	-
1 Bedroom Apartments apartments Morristown		-	-	-	-	-
1 Bedroom Apartments Cedar Knolls		-	-	90 (-10)	5 (-1)	4 (new)
1 bedroom apartments Columbia MD		-	-	67 (-54)	30 (-14)	26 (-13)
1 Bedroom Apartments Morristown		-	-	-	-	-
1 bedroom apartments Owings Mills MD		-	-	71 (-16)	10 (-2)	10 (-2)
100 Park at Wyomissing Square Wyomissing PA		-	-	5	3 (-1)	1 (new)
1830 lombard philadelphia pa		-	-	11 (+30)	2	1

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
1830 lombard apartments philadelphia pa		-	-	11	1	1
1901 west annapolis md	1	-	-	4 (+1)	31 (-28)	28 (new)
2 Bedroom Apartments Centreville VA		-	-	8 (-1)	8 (+1)	6 (new)
2 Bedroom Apartments DC		-	-	111 (-51)	25 (+38)	24 (new)
2 Bedroom Apartments Elkridge MD		-	-	16 (-8)	5 (+1)	4 (new)
2 Bedroom Apartments Reston VA		-	-	81 (-60)	10 (+6)	9 (new)
2 Bedroom Apartments West Chester PA		-	-	72 (+20)	4 (+2)	3 (new)
2 Bedroom ApartmentsColumbia		-	-	101 (-39)	92 (+11)	89 (new)
220 Twentieth Street DC		-	-	-	-	-
2401 pennsylvania apartments dc		-	-	1	1	1 (new)
2401 pennsylvania apartments washington dc		-	-	1	1	1 (new)
2401 pennsylvania dc		-	-	1	1	1 (new)
3 bedroom apartments Germantown MD		-	-	102 (-85)	17 (-5)	14 (new)
3 Bedroom Apartments Alexandria VA		-	-	80 (-38)	26 (+8)	21 (new)
3 Bedroom Apartments apartments Reisterstown		-	-	94 (new)	8 (new)	7 (new)
3 bedroom apartments Baltimore		-	-	102 (-32)	-	-
3 Bedroom Apartments Medford MA		-	-	103 (new)	21	19 (new)
3 bedroom apartments Owings Mills MD		-	-	116 (-95)	13 (-4)	13 (new)
3 Bedroom Apartments Reisterstown		-	-	-	12 (-2)	10
3 Bedroom Apartments Reisterstown MD		-	-	98 (-14)	10 (+8)	9 (new)
3 Bedroom Apartments Reston VA		-	-	114 (-97)	16 (-10)	13 (new)
800 carlyle alexandria va	3	-	-	-	1	1 (+38)
800 carlyle apartments alexandria va		-	-	-	2	2 (new)
apartment Bedford MA		-	-	88 (new)	103 (-58)	-
apartment Bowie		-	-	-	-	-
apartment bowie-russet md		-	-	-	-	-
apartment Capitol Heights MD		-	-	80 (+7)	6 (+1)	7

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment Cedar Knolls		-	-	-	19 (+22)	19 (new)
apartment Conshohocken PA		-	-	85 (-2)	53 (-4)	55 (new)
apartment Doylestown PA		-	-	-	9 (-1)	9 (new)
apartment Eagleville PA		-	-	113 (-21)	19 (-3)	7 (new)
apartment for rent Germantown MD		-	-	78 (+27)	-	-
apartment for rent annapolis		-	-	105 (+3)	-	-
apartment for rent Ashburn VA		-	-	97 (new)	73 (new)	73 (new)
apartment for rent Bedford MA		-	-	-	-	-
apartment for rent Bowie		-	-	-	-	-
apartment for rent bowie-russet md		-	-	-	-	-
apartment for rent Capitol Heights MD		-	-	-	-	-
apartment for rent Cedar Knolls		-	-	-	67 (+6)	68 (new)
apartment for rent Centreville VA		-	-	-	-	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Conshohocken PA		-	-	-	-	-
apartment for rent Doylestown PA		-	-	-	43 (+1)	-
apartment for rent Eagleville PA		-	-	-	-	-
apartment for rent elkridge md		-	-	-	-	-
apartment for rent Englewood		-	-	-	-	-
apartment for rent Germantown MD		-	-	79 (+26)	-	-
apartment for rent hanover md		-	-	-	45 (+23)	50 (new)
apartment for rent Henrico VA		-	-	-	-	-
apartment for rent Landover MD		-	-	-	-	-
apartment for rent Manassas VA		-	-	93 (-12)	-	-
apartment for rent Massapequa NY		-	-	86 (-2)	-	-
apartment for rent Morristown		-	-	-	-	-
apartment for rent Norristown		-	-	86 (+3)	103 (+9)	-
apartment for rent Norristown PA		-	-	101 (-5)	-	-
apartment for rent North Bethesda		-	-	105 (-19)	77 (+3)	80
apartment for rent North Bethesda MD		-	-	103 (-49)	56 (-3)	56 (new)
apartment for rent North Wales PA		-	-	113 (-13)	101 (-22)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent Oakton VA		-	-	111 (+8)	47 (new)	45 (new)
apartment for rent Odenton MD		-	-	-	-	-
apartment for rent Owings Mills		-	-	118 (new)	43 (+3)	38 (+1)
apartment for rent Owings Mills MD		-	-	110 (-31)	18 (+9)	17 (new)
apartment for rent pikesville md		-	-	106 (+6)	87 (+10)	84 (new)
apartment for rent Prince Frederick MD		-	-	119 (-57)	64	64 (-19)
apartment for rent Reisterstown		-	-	-	111 (-6)	-
apartment for rent Reisterstown MD		-	-	-	-	-
apartment for rent Rockville		-	-	107 (-15)	-	-
apartment for rent South Laurel		-	-	-	-	-
apartment for rent South Orange NJ		-	-	96 (+19)	87 (-7)	85 (-5)
apartment for rent Towson MD		-	-	102 (-11)	85 (+5)	76 (new)
apartment for rent Upper Marlboro MD		-	-	-	-	-
apartment for rent Wheaton MD		-	-	-	66 (-6)	65 (-7)
apartment for rent white marsh md		-	-	97 (+4)	96 (-42)	95 (-37)
apartment for rent Woburn MA		-	-	113 (new)	-	-
apartment for rent Wyomissing PA		-	-	112 (+6)	-	-
apartment Henrico VA		-	-	-	-	-
apartment Landover MD		-	-	20 (-3)	50 (+5)	50 (+4)
Apartment Luxury Baltimore		-	-	4	16 (+3)	15 (new)
apartment Massapequa NY	1	-	-	-	20 (+4)	19 (new)
apartment Norristown		-	-	-	53 (+7)	50 (new)
apartment Norristown PA		-	-	83	37 (+9)	34 (+8)
apartment North Bethesda MD		-	-	77 (-62)	28 (+5)	25 (new)
apartment North Wales PA		-	-	70 (-7)	46 (+8)	44 (new)
apartment Oakton VA		-	-	-	19 (-2)	17 (new)
apartment Odenton MD		-	-	-	75 (-5)	78 (new)
apartment Owings Mills MD		-	-	69	3 (+1)	3 (new)
apartment pikesville md		-	-	-	8 (+4)	8 (new)
apartment Prince Frederick MD		-	-	21 (-1)	6 (+11)	6 (new)
apartment Reisterstown		-	-	110 (new)	37 (+2)	36 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment Reisterstown MD		-	-	-	74 (-30)	-
apartment rental annapolis		-	-	-	-	-
apartment rental Ashburn VA		-	-	82 (+34)	33 (-12)	31 (new)
apartment rental Bedford MA		-	-	117 (-17)	115 (-48)	-
apartment rental Bowie		-	-	-	-	-
apartment rental Capitol Heights MD		-	-	115 (-25)	79 (-34)	78 (new)
apartment rental Cedar Knolls		-	-	-	48 (-21)	46 (new)
apartment rental Centreville VA		-	-	-	68 (+2)	62 (+7)
apartment rental Columbia		-	-	-	-	-
apartment rental Columbia MD		-	-	95 (-15)	100 (-46)	94 (new)
apartment rental Conshohocken PA		-	-	-	-	-
apartment rental Doylestown PA		-	-	-	19 (-1)	50 (-32)
apartment rental Eagleville PA		-	-	-	33 (+2)	30 (+2)
apartment rental Elkridge MD		-	-	113 (-10)	-	-
apartment rental Englewood		-	-	-	77 (-3)	77 (new)
apartment rental Fairfax VA		-	-	-	114 (-28)	-
apartment rental Falls Church VA		-	-	-	-	-
apartment rental frederick md		-	-	-	33 (+12)	28 (new)
apartment rental Gaithersburg MD		-	-	-	31 (+23)	25 (new)
apartment rental Germantown MD		-	-	115 (-17)	61 (+8)	60 (new)
apartment rental hanover md		-	-	-	61 (-7)	60 (new)
apartment rental Henrico VA		-	-	-	-	-
apartment rental Herndon VA		-	-	-	-	-
apartment rental Landover		-	-	95 (new)	99	98 (+2)
apartment rental Laurel		-	-	-	-	-
apartment rental Laurel MD		-	-	102 (+9)	68 (-9)	69 (-11)
apartment rental Limerick		-	-	-	45 (+1)	39 (+3)
apartment rental Manassas VA		-	-	120 (-28)	85 (-35)	86 (new)
apartment rental Massapequa NY		-	-	-	93 (-44)	91 (new)
apartment rental Medford MA		-	-	88 (new)	-	-
apartment rental Morristown		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	-	59	58 (new)
apartment rental Norristown PA		-	-	109 (-27)	63 (+8)	62 (new)
apartment rental North Bethesda		-	-	-	70 (-19)	71 (-25)
apartment rental North Bethesda MD		-	-	101 (-28)	57	55 (new)
apartment rental North Wales PA		-	-	-	58 (-14)	58 (new)
apartment rental Oakton VA		-	-	-	45 (-27)	15
apartment rental Odenton		-	-	-	82 (+15)	82 (new)
apartment rental Owings Mills MD		-	-	92 (-23)	8 (-1)	7
apartment rental Pikesville MD		-	-	79 (-5)	56 (-20)	46 (new)
apartment rental Prince Frederick MD		-	-	-	35 (-18)	32 (-18)
apartment rental Reisterstown		-	-	-	79 (+17)	80 (new)
apartment rental Reisterstown MD		-	-	115 (-17)	-	-
apartment rental Rockville		-	-	95 (-1)	-	-
apartment rental Silver Spring		-	-	-	-	-
apartment rental South Laurel		-	-	-	-	-
apartment rental South Orange NJ		-	-	97 (+1)	56 (+3)	61 (new)
apartment rental Towson MD		-	-	76 (+14)	35	31 (new)
apartment rental Upper Marlboro MD		-	-	-	-	-
apartment rental West Chester PA		-	-	111 (+5)	-	-
apartment rental Wheaton MD		-	-	100 (-41)	26 (-15)	31 (-20)
apartment rental white marsh md		-	-	-	71 (-22)	70 (new)
apartment rental Woburn MA		-	-	102 (+5)	60 (-8)	59 (new)
apartment rental Wyomissing PA		-	-	25 (new)	-	-
apartment rentals annapolis		-	-	-	-	-
apartment rentals Ashburn VA		-	-	107 (new)	28 (+17)	25 (new)
apartment rentals Bedford MA		-	-	94 (+23)	54 (-3)	50 (new)
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	-	-	-
apartment rentals Capitol Heights MD		-	-	-	71 (-26)	67 (new)
apartment rentals Cedar Knolls		-	-	118 (new)	24	22 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Centreville VA		-	-	95 (new)	59 (-12)	44 (-5)
apartment rentals Columbia		-	-	-	-	-
apartment rentals Conshohocken PA		-	-	-	-	-
apartment rentals Doylestown PA		-	-	-	18 (-11)	16 (new)
apartment rentals Eagleville PA		-	-	-	35 (+4)	31 (new)
apartment rentals elkridge md		-	-	-	27 (+19)	22 (new)
apartment rentals Englewood		-	-	108 (new)	42 (+13)	37 (new)
apartment rentals Gaithersburg MD		-	-	-	37 (+10)	31 (+10)
apartment rentals Germantown MD		-	-	109 (-12)	60 (-9)	58 (new)
apartment rentals hanover md		-	-	-	-	-
apartment rentals Henrico VA		-	-	-	107 (new)	-
apartment rentals Herndon VA		-	-	81 (+2)	80 (-4)	80 (new)
apartment rentals Landover MD		-	-	-	-	-
apartment rentals Laurel MD		-	-	103 (-3)	64 (-30)	65 (new)
apartment rentals laurel md		-	-	101 (-18)	64 (-29)	65 (new)
apartment rentals Limerick		-	-	-	28 (+1)	23 (+2)
apartment rentals Manassas VA		-	-	-	45 (-1)	39 (new)
apartment rentals Massapequa NY		-	-	-	33 (+17)	-
apartment rentals Morristown		-	-	-	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	-	36 (-2)	32 (-2)
apartment rentals Norristown PA		-	-	84	34 (+28)	26 (new)
apartment rentals North Bethesda		-	-	91 (-3)	68 (-3)	67 (new)
apartment rentals North Bethesda MD		-	-	103 (-50)	54 (+5)	49 (new)
apartment rentals North Wales PA		-	-	100 (-22)	48 (-17)	43 (-14)
apartment rentals Oakton VA		-	-	94 (new)	10 (+4)	27 (new)
apartment rentals Odenton MD		-	-	-	-	-
apartment rentals Owings Mills		-	-	-	6 (+5)	5 (new)
apartment rentals Owings Mills MD		-	-	105 (-32)	7	6 (new)
apartment rentals pikesville md		-	-	86 (new)	29 (-17)	22 (new)
apartment rentals Prince Frederick MD		-	-	111 (-25)	10	13 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Reisterstown		-	-	-	65 (-5)	64 (-6)
apartment rentals Reisterstown MD		-	-	-	-	-
apartment rentals Rockville		-	-	90 (+3)	-	-
apartment rentals Silver Spring		-	-	-	-	-
apartment rentals South Laurel		-	-	-	-	-
apartment rentals South Orange NJ		-	-	92 (+9)	60 (+8)	60 (new)
apartment rentals Towson MD		-	-	100 (new)	-	-
apartment rentals Upper Marlboro MD		-	-	-	-	-
apartment rentals Wheaton MD		-	-	-	8 (+11)	9 (new)
apartment rentals white marsh md		-	-	-	45 (-3)	42 (new)
apartment rentals Woburn MA		-	-	109 (new)	30 (+1)	28
apartment rentals Wyomissing PA		-	-	-	-	-
apartment South Laurel		-	-	-	-	-
apartment South Orange NJ		-	-	83 (+3)	16 (+36)	15 (new)
apartment Upper Marlboro MD		-	-	-	14 (+11)	13 (new)
apartment Wheaton MD		-	-	41 (-29)	9 (-2)	9 (new)
apartment white marsh md		-	-	23 (-11)	18 (+5)	17 (new)
Apartment With Garage DC		-	-	38 (+15)	7 (-1)	7 (new)
Apartment with Garage Washington DC		-	-	45	7 (+4)	6 (new)
apartment Wyomissing PA		-	-	15 (+3)	48 (-14)	47 (new)
apartments bowie-russet md		-	-	-	-	-
Apartments Bronx Englewood		-	-	11 (-4)	3	2 (new)
apartments Capitol Heights MD		-	-	-	9 (+3)	6 (new)
apartments Cedar Knolls		-	-	-	18 (+12)	17 (new)
apartments Eagleville PA		-	-	109 (new)	17 (-4)	16 (new)
apartments for rent Bowie		-	-	-	-	-
apartments for rent bowie-russet md		-	-	-	-	-
apartments for rent Capitol Heights MD		-	-	-	-	-
apartments for rent Cedar Knolls		-	-	-	71 (-13)	71 (-14)
apartments for rent Eagleville PA		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent elkridge md		-	-	-	-	-
apartments for rent hanover md		-	-	120 (-7)	50 (+37)	49 (new)
apartments for rent Henrico VA		-	-	-	-	-
apartments for rent Landover MD		-	-	-	-	-
apartments for rent Massapequa NY		-	-	79 (+7)	-	-
apartments for rent Norristown		-	-	-	112 (+6)	-
apartments for rent North Bethesda		-	-	-	47 (+18)	44 (+18)
apartments for rent North Bethesda MD		-	-	101 (-50)	43 (+13)	37 (new)
apartments for rent North Wales PA		-	-	116 (-10)	-	95 (-11)
apartments for rent Oakton VA		-	-	110 (-10)	46 (new)	-
apartments for rent Owings Mills		-	-	76 (-4)	30 (+19)	26 (new)
apartments for rent pikesville md		-	-	79 (new)	74 (new)	72 (new)
apartments for rent Prince Frederick MD		-	-	-	67 (-2)	67 (new)
apartments for rent Reisterstown		-	-	-	101 (-5)	-
apartments for rent Reisterstown MD		-	-	-	-	-
apartments for rent South Laurel		-	-	-	-	-
apartments for rent Upper Marlboro MD		-	-	-	-	-
apartments for rent Wheaton MD		-	-	-	71 (+18)	-
apartments for rent white marsh md		-	-	96 (new)	99 (-32)	-
apartments for rent Wyomissing PA		-	-	52	-	-
Apartments In Tysons Corner Herndon VA		-	-	-	8 (-1)	7 (-1)
Apartments Near Metro Bethesda		-	-	101 (-68)	7 (-3)	5 (-2)
Apartments Near Metro North Bethesda MD		-	-	47 (-33)	6 (-2)	5 (+3)
apartments Prince Frederick MD		-	-	26 (-8)	9 (+6)	8 (new)
apartments Reisterstown		-	-	-	30 (-4)	28 (-6)
Apartments Rental DC		-	-	-	31 (new)	28 (new)
Apartments Rental DC Arlington VA		-	-	-	25 (+14)	21 (new)
apartments South Laurel		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
arbors apartments white marsh md		-	-	4 (+1)	4 (-1)	3 (new)
arbors at arundel preserve baltimore		-	-	1	3	3 (+8)
arbors at arundel preserve hanover md		-	-	4 (+1)	1 (+1)	2 (+15)
arbors baltimore white marsh md		-	-	5 (+1)	3	1
Avenel at Montgomery Square Norristown		-	-	4 (+12)	3 (-1)	2 (new)
Avenel at Montgomery Square North Wales PA		-	-	4 (+20)	3	2 (new)
belmont station baltimore		-	-	4	2 (+3)	1 (new)
Broadmoor Apartments Henrico VA		-	-	-	3 (+1)	3 (new)
brookside apartments frederick maryland		-	-	-	2	1
brookside frederick		-	-	-	1 (+1)	1
brookside frederick maryland		-	-	-	2	2 (-1)
Carver 2000 Senior Mansion DC		-	-	1	1	1 (+30)
Carver 2000 Senior Mansion Washington DC		-	-	3 (-1)	1	1 (new)
city center apartments philadelphia pa		-	-	120 (-5)	105 (new)	-
Clarendon Apartment Arlington VA		-	-	-	25 (-1)	21 (new)
Clarendon Apartment DC		-	-	91 (-21)	52 (+4)	52 (new)
Concord Crystal City DC		-	-	1	2	2
concord park at bowie-russet md		-	-	-	1	1
concord park at russet laurel md		-	-	1	1 (+1)	1 (new)
Crystal City Apartments apartments Arlington		-	-	94 (-89)	14 (+5)	11 (+6)
Crystal City Apartments apartments DC		-	-	94 (-49)	16 (-7)	15 (new)
crystal park at waterford frederick md		-	-	2	2	2 (+35)
excalibur baltimore	1	-	-	1	2	1 (new)
excalibur pikesville md	7	-	-	1	2	1 (+20)
Four Winds at Oakton VA		-	-	5 (+1)	3	2
Gaslight Commons Newark		-	-	-	3 (-2)	2 (new)
Halstead Arlington apartments Arlington		-	-	58 (-44)	3 (-1)	2 (+13)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Halstead Arlington apartments DC		-	-	5	4 (-2)	4 (+7)
Halstead Arlington Arlington VA		-	-	5	4	3 (new)
Halstead Arlington DC		-	-	-	4	4 (new)
Harbor Apartments Baltimore		-	-	-	3	2 (new)
Howard County Townhomes Laurel MD		-	-	-	8 (-7)	1 (new)
Jericho Residences DC		-	-	4	2 (-1)	1
Jericho Residences Landover MD	1	-	-	1 (+3)	3	1
Laurel Square Apartments South Laurel		-	-	1 (+18)	3 (-1)	1
Lodge at Seven Oaks Bowie		-	-	-	3 (+1)	2 (new)
London/Normandy House DC		-	-	1	1 (+1)	1 (new)
Low Rent Apartment Annapolis		-	-	-	-	-
Luxury Apartment Reston VA		-	-	-	10	9 (new)
Luxury Apartment Fairfax VA		-	-	-	41 (-3)	38 (new)
Luxury Apartments apartments Bethesda		-	-	96 (-82)	18 (+4)	16 (+4)
Luxury Apartments apartments DC		-	-	116 (-110)	5 (-2)	3 (new)
Luxury Apartments apartments North Bethesda		-	-	41 (-25)	13 (-1)	12 (new)
Luxury Apartments Bedford MA		-	-	108 (-16)	9 (+2)	8 (new)
luxury apartments Bowie		-	-	-	-	-
Luxury Apartments Conshohocken PA		-	-	16 (+21)	23 (-9)	21 (-6)
Luxury Apartments Doylestown PA		-	-	113 (-109)	2	1 (new)
Luxury Apartments Eagleville PA		-	-	102 (-12)	2	1 (new)
Luxury Apartments Manhattan apartments New York		-	-	-	94 (new)	91 (new)
Luxury Apartments Massapequa NY		-	-	-	2 (+11)	1 (new)
Luxury Apartments Norristown PA		-	-	102 (-45)	14 (-6)	14 (-7)
Luxury Apartments North Bethesda		-	-	62 (-48)	18 (-5)	17 (-4)
Luxury Apartments Oakton VA		-	-	4	2	1 (+21)
luxury apartments Odenton MD		-	-	-	9 (-1)	8 (new)
Luxury Apartments Pikesville MD	2	-	-	1 (+41)	3 (+2)	2 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Luxury Apartments South Orange NJ		-	-	37 (-30)	2	1 (new)
luxury apartments Wheaton MD		-	-	4	2	2 (+23)
luxury apartments white marsh md	2	-	-	88 (new)	4 (+2)	3 (+2)
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	5 (+3)	3	1 (new)
Metro Apartments Fairfax VA		-	-	55 (-39)	25 (-9)	22 (new)
Metro Apartments Vienna VA		-	-	61 (-26)	3 (-1)	2 (new)
MetroPointe Wheaton MD	3	-	-	5	4	3
Monterey North Bethesda MD		-	-	-	3	2
Near Towson University Towson MD		-	-	102 (new)	68 (-57)	44 (new)
new apartments bowie-russet md		-	-	-	-	-
new apartments laurel md		-	-	15 (-5)	20 (-10)	18 (new)
Observer Park New York		-	-	1	6 (-1)	15 (new)
overlook manor frederick		-	-	-	1	2 (-1)
overlook manor frederick maryland		-	-	-	1 (+1)	1
Pentagon City Apartments Arlington		-	-	-	78 (-34)	74 (new)
Pentagon City Apartments DC		-	-	-	-	-
pet friendly apartments baltimore		-	-	82 (-36)	19	17 (new)
pet friendly apartments frederick md		-	-	11 (+1)	3	2 (new)
pet friendly apartments pikesville md		-	-	46 (-24)	3 (-1)	2 (-1)
pet friendly Germantown MD		-	-	97 (-50)	5 (+2)	5 (new)
pet friendly Laurel MD		-	-	51 (-16)	15 (+2)	14 (-2)
Pet Friendly Manassas VA		-	-	95 (-46)	21 (+4)	20 (new)
Pet Friendly Prince Frederick MD		-	-	62 (-45)	2 (+8)	2 (new)
pet friendly Rockville		-	-	100 (new)	109 (-26)	-
pet friendly South Laurel		-	-	86 (-59)	-	-
Pet Friendly Upper Marlboro MD		-	-	101 (-35)	4 (+5)	4 (new)
Pet-Friendly Hoboken		-	-	103 (new)	17 (-6)	14 (-4)
Pinnacle Town Center Germantown MD		-	-	1	2	1 (new)
Rapid Transit Alexandria VA		-	-	-	15 (-4)	13 (new)
Rapid Transit Manassas VA		-	-	16 (-6)	2	1 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rent loft baltimore		-	-	-	-	-
Rent Loft Fairfax VA		-	-	-	68 (new)	66 (new)
rent loft hanover md		-	-	-	11 (-5)	11 (new)
Rent Loft Richmond VA		-	-	-	-	-
Rent Lofts apartments Bethesda		-	-	104 (-13)	18 (-13)	15 (-12)
Rent Lofts Bethesda		-	-	-	17 (-7)	16 (-7)
Rent Lofts Bethesda MD		-	-	93 (new)	28 (-14)	23 (new)
Rent Lofts Columbia MD		-	-	99 (-88)	10 (-2)	9 (new)
Rent Lofts DC		-	-	115 (+2)	100 (-81)	97 (new)
Rent Lofts Gaithersburg MD		-	-	91 (-23)	3	2 (new)
Rent Lofts Washington DC		-	-	98 (new)	-	-
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	97	88 (-55)	81 (new)
rent townhomes elkridge md		-	-	-	53 (-45)	50 (new)
Rent Townhomes Norristown PA		-	-	-	30 (-1)	25 (new)
Rent Townhomes Wyomissing PA		-	-	-	25 (-6)	20 (new)
rental apartment Germantown MD]		-	-	6 (-1)	88 (+18)	86 (new)
rental apartment Alexandria VA		-	-	89 (new)	-	-
rental apartment annapolis		-	-	4 (new)	111 (-51)	-
rental apartment Arlington		-	-	-	-	-
rental apartment Arlington VA		-	-	10 (new)	111 (new)	-
rental apartment Ashburn VA		-	-	108 (new)	37 (-6)	33 (new)
rental apartment Bedford MA		-	-	5 (+111)	-	-
rental apartment Bethesda		-	-	5	76 (-9)	74 (new)
rental apartment Bethesda MD		-	-	5	26 (-6)	20 (new)
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	-	-	-
rental apartment Capitol Heights MD		-	-	-	102 (-28)	-
rental apartment Cedar Knolls		-	-	-	69 (-22)	72 (-27)
rental apartment Centreville VA		-	-	7	68 (-6)	69 (new)
rental apartment Columbia		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Columbia MD		-	-	91 (+23)	79 (-6)	78 (new)
rental apartment Conshohocken PA		-	-	-	-	-
rental apartment DC		-	-	-	-	-
rental apartment Doylestown PA		-	-	5	83 (-48)	82 (new)
rental apartment Eagleville PA		-	-	124 (new)	56 (-5)	54 (new)
rental apartment elkridge md		-	-	4	-	60 (-1)
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	-	-	-
rental apartment Falls Church VA		-	-	-	-	-
rental apartment frederick md		-	-	5	49 (+38)	83 (new)
rental apartment Gaithersburg MD		-	-	105	56 (+16)	57 (+21)
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	6	89 (+14)	91 (new)
rental apartment hanover md		-	-	8	82 (-38)	86 (new)
rental apartment Henrico VA		-	-	115 (-12)	-	-
rental apartment Herndon VA		-	-	94 (-6)	-	-
rental apartment Landover MD		-	-	84 (-5)	121 (-22)	-
rental apartment laurel md		-	-	95 (+7)	75 (-13)	79 (new)
rental apartment Limerick		-	-	90 (+18)	62 (-6)	61 (new)
rental apartment Manassas VA		-	-	102 (+3)	-	-
rental apartment Massapequa NY		-	-	-	98 (-38)	99 (new)
rental apartment Medford MA		-	-	88 (new)	-	-
rental apartment Morristown		-	-	-	-	-
rental apartment New Haven		-	-	-	-	-
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	80 (+12)	75 (-7)	77 (new)
rental apartment Norristown PA		-	-	-	-	-
rental apartment North Bethesda		-	-	97 (-90)	82 (-9)	80 (-9)
rental apartment North Bethesda MD		-	-	101 (-43)	67 (-13)	65 (new)
rental apartment North Wales PA		-	-	7 (new)	80 (-15)	78 (new)
rental apartment Oakton VA		-	-	4 (+1)	43 (-16)	41 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Odenton MD		-	-	7 (-1)	-	-
rental apartment Owings Mills		-	-	10 (+71)	36 (-14)	31 (new)
rental apartment Owings Mills MD		-	-	10 (+93)	10 (+5)	9 (new)
rental apartment philadelphia pa		-	-	125 (new)	-	-
rental apartment pikesville md		-	-	7 (new)	75 (-2)	78 (-6)
rental apartment Prince Frederick MD		-	-	1	42 (-7)	37 (new)
rental apartment Reisterstown		-	-	-	67 (+13)	67 (new)
rental apartment Reisterstown MD		-	-	118 (+3)	-	-
rental apartment Reston VA		-	-	84 (+8)	62 (+3)	62 (new)
rental apartment Richmond		-	-	-	-	-
rental apartment Richmond VA		-	-	-	92 (new)	92 (new)
rental apartment Rockville		-	-	-	-	-
rental apartment Rockville MD		-	-	-	71 (+5)	74 (new)
rental apartment Silver Spring		-	-	-	-	-
rental apartment South Laurel		-	-	-	-	-
rental apartment South Orange NJ		-	-	91 (+32)	67 (+19)	66 (new)
rental apartment Towson MD		-	-	113 (-9)	115 (-34)	-
rental apartment Upper Marlboro MD		-	-	8 (new)	-	-
rental apartment Vienna VA		-	-	10	-	-
rental apartment West Chester PA		-	-	101 (-6)	-	-
rental apartment Wheaton MD		-	-	4 (+1)	36 (-5)	28
rental apartment white marsh md		-	-	93 (+4)	90 (-19)	90 (-19)
rental apartment White Plains NY		-	-	-	114 (-22)	-
rental apartment Woburn MA		-	-	7 (-2)	63 (-4)	79 (-22)
rental apartment Wyomissing PA		-	-	7 (+1)	-	-
rental apartments Germantown MD]		-	-	94 (new)	87 (+7)	86 (new)
rental apartments annapolis		-	-	90 (-4)	115 (-48)	-
rental apartments Ashburn VA		-	-	81 (+38)	36 (-1)	33 (new)
rental apartments Bedford MA		-	-	-	-	-
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Capitol Heights MD		-	-	-	107 (new)	-
rental apartments Cedar Knolls		-	-	-	67 (+7)	64 (+14)
rental apartments Centreville VA		-	-	-	-	-
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	76 (+8)	64	62 (+1)
rental apartments Conshohocken PA		-	-	-	-	-
rental apartments Doylestown PA		-	-	112 (new)	33	-
rental apartments Eagleville PA		-	-	-	52 (-2)	49 (-12)
rental apartments elkridge md	1	-	-	103 (-11)	73 (-1)	71 (new)
rental apartments Englewood		-	-	-	-	-
rental apartments Falls Church VA		-	-	-	118 (-38)	-
rental apartments frederick md		-	-	120 (new)	57 (+48)	50 (new)
rental apartments Gaithersburg MD		-	-	-	57 (+22)	60 (new)
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD		-	-	91 (new)	71 (+3)	72 (new)
rental apartments hanover md		-	-	-	78 (-40)	78 (new)
rental apartments Henrico VA		-	-	98 (-5)	-	-
rental apartments Herndon VA		-	-	111 (new)	-	-
rental apartments Landover MD		-	-	94 (-23)	-	99
rental apartments laurel md		-	-	85 (-1)	64 (+2)	65 (+3)
rental apartments Limerick		-	-	-	63 (-4)	59 (new)
rental apartments Massapequa NY		-	-	-	95 (-27)	93 (new)
rental apartments Medford MA		-	-	-	-	-
rental apartments Morristown		-	-	-	-	-
rental apartments New Haven		-	-	-	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	82 (+6)	66 (-4)	67 (new)
rental apartments Norristown PA		-	-	77 (+43)	-	65 (new)
rental apartments North Bethesda		-	-	94 (-34)	75 (-8)	75 (-28)
rental apartments North Bethesda MD		-	-	91 (-44)	62 (-4)	62 (new)
rental apartments North Wales PA		-	-	-	76 (+1)	72 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Oakton VA		-	-	-	21	41 (new)
rental apartments Odenton MD		-	-	-	-	-
rental apartments Owings Mills		-	-	84 (+19)	40 (-20)	34 (new)
rental apartments Owings Mills MD		-	-	102 (-14)	9 (-1)	8 (new)
rental apartments pikesville md		-	-	-	88 (-21)	87 (new)
rental apartments Prince Frederick MD		-	-	-	49 (+12)	45 (new)
rental apartments Reisterstown		-	-	-	67 (+4)	65 (+5)
rental apartments Reisterstown MD		-	-	-	-	-
rental apartments Rockville		-	-	-	-	-
rental apartments Rockville MD		-	-	-	60 (+24)	63 (new)
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	-	-	-
rental apartments South Orange NJ		-	-	-	45 (+25)	39 (new)
rental apartments Towson MD		-	-	95 (+9)	84 (-19)	81 (new)
rental apartments Upper Marlboro MD		-	-	-	-	-
rental apartments Vienna VA		-	-	-	-	-
rental apartments Wheaton MD		-	-	96 (-63)	40 (-4)	35 (-1)
rental apartments white marsh md		-	-	80 (+4)	90 (-7)	89 (-10)
rental apartments Woburn MA		-	-	-	93 (-26)	68 (new)
rental apartments Wyomissing PA		-	-	95 (-59)	-	-
residences on the avenue apartments dc		-	-	79 (-66)	2	2 (new)
residences on the avenue apartments washington dc		-	-	1 (+22)	2	2 (new)
Riverstone at Owings Mills Owings Mills MD		-	-	1	5 (-2)	6 (-4)
Riverview Landing Norristown PA		-	-	-	6 (-2)	5 (new)
Riverwalk at Millennium Conshohocken PA		-	-	37 (new)	4 (+2)	2 (new)
Rolling Hills Rockville		-	-	1	2	1 (new)
Senior Living Capitol Heights MD		-	-	12 (+2)	2	1 (new)
senior living DC		-	-	98 (+4)	53	52 (new)
senior living Landover MD		-	-	5 (-2)	7 (-1)	6 (-1)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Sherwood Crossing Columbia		-	-	4	5 (-1)	5 (new)
Short Term Apartments Ashburn VA		-	-	114 (new)	4	3 (new)
Siena Park DC		-	-	65 (-51)	2 (+1)	2 (new)
Silverwood Farm Prince Frederick MD	2	-	-	1	2	2 (new)
SouthPoint at Massapequa NY		-	-	-	3	2 (+10)
Spinnaker Bay at Harbor East Baltimore MD		-	-	4 (-1)	1 (+1)	2 (new)
St. Johns Wood Fairfax VA		-	-	40 (-37)	1 (+1)	1 (new)
St. Paul Senior Living Apartments Capitol Heights MD		-	-	3	2	1
Sterling Parc Morristown		-	-	-	5 (-2)	5 (new)
Strathmore Court at White Flint [region]		-	-	1 (+3)	1	1
Strathmore Court at White Flint North Bethesda MD		-	-	1	2	1 (+15)
Studio Apartment Georgetown		-	-	-	99 (new)	-
Studio Apartments apartments Baltimore		-	-	92	58 (-31)	38 (-14)
Studio Apartments New Haven		-	-	-	38 (-10)	32 (new)
Studio Apartments Norristown		-	-	101 (+12)	72 (+9)	69 (new)
Studio Apartments North Wales PA		-	-	74 (+9)	6 (+1)	5 (new)
Studio Apartments Rockville MD		-	-	-	43 (-22)	24 (-3)
Studio Apartments Silver Spring		-	-	-	-	-
Studio For Rent apartments Arlington		-	-	109 (new)	-	-
Studio For Rent apartments DC		-	-	-	-	-
Studio For Rent Arlington		-	-	-	-	-
Studio For Rent Arlington VA		-	-	86 (-5)	91 (+5)	91 (new)
Studio For Rent Bethesda MD		-	-	-	-	-
Studios Baltimore		-	-	-	-	-
Summer Chase Apartments Philadelphia		-	-	4 (+42)	2 (-1)	1 (new)
The Apartments at Harbor Park Reston VA		-	-	1	3 (+2)	1 (+3)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
The Apartments at Regent's Park Fairfax VA	1	-	-	1	1	6 (new)
The Apartments at Regent's Park Vienna VA		-	-	2	1	2 (new)
the arbors at baltimore crossroads white marsh md		-	-	9 (+11)	4 (-1)	3 (new)
The Arbors at Fair Lakes Fairfax VA	2	-	-	1 (+2)	1	1 (new)
The Brownstones at Englewood South Englewood NJ		-	-	-	3	3
The Fenestra at Rockville Town Square Rockville MD		-	-	-	8 (-1)	8 (new)
The Fenestra at Rockville Town Square Silver Spring		-	-	5 (-2)	2	2 (new)
The Fitzgerald at UB Midtown Baltimore MD		-	-	11	2	1 (+3)
The Gramercy at Town Center Columbia MD	4	-	-	1	1 (+1)	1
The Halstead at Guilford Baltimore MD		-	-	5	3	1 (new)
The Jefferson at Fair Oaks Fairfax VA	2	-	-	1	2	-
The Jefferson at Fair Oaks Herndon VA		-	-	1 (+3)	2 (-1)	1 (new)
The Loree Grand at Union Place DC		-	-	-	5 (+1)	5 (new)
The Loree Grand at Union Place Washington DC		-	-	-	4	4 (new)
The Paramount DC		-	-	-	7 (-3)	7 (new)
The Promenade at Harbor East Baltimore MD		-	-	1	2 (-1)	1 (new)
The Residences at McHenry Row Baltimore MD		-	-	55 (-49)	2	2 (new)
The Residences at Rivers Edge Medford MA		-	-	-	3 (+1)	3 (+2)
The Residences at the Market Common DC		-	-	4 (+9)	4 (+1)	4 (new)
The Townes at Harvest View Reisterstown MD		-	-	1	1	1 (+17)
The Village at Taylor Pond Bedford MA		-	-	4 (+54)	3 (-1)	1 (+8)

SERP Tracker Report

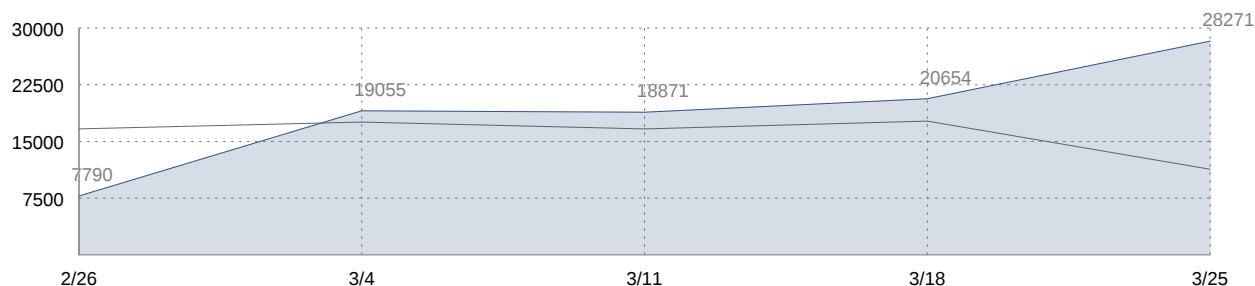
(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Timberlawn Crescent North Bethesda MD		-	-	1	2	1 (new)
Town Home Rentals Bethesda		-	-	-	21	19 (new)
Town Home Rentals North Bethesda MD		-	-	-	8 (+2)	7 (new)
Townhome Apartments apartments Limerick		-	-	46 (+11)	5 (-4)	5 (new)
Townhome Apartments apartments Philadelphia		-	-	3 (+1)	-	-
Townhome Apartments Limerick		-	-	90 (-25)	8 (-7)	8 (new)
Townhome Apartments Philadelphia		-	-	84 (-6)	119 (-102)	-
townhome for rent Owings Mills		-	-	113 (-27)	13 (-3)	12 (new)
Townhomes Wheaton MD		-	-	-	6 (-2)	5 (-2)
Upstairs at Bethesda Row Bethesda		-	-	1	1 (+2)	1 (+1)
Upstairs at Bethesda Row Bethesda MD		-	-	5	1 (+2)	1 (+1)
West End Apartments Henrico VA		-	-	-	-	-
West End Apartments Richmond		-	-	-	-	-
WestEnd25 Georgetown		-	-	-	5 (+1)	4 (new)
WestEnd25 Washington DC		-	12	-	10 (-2)	6 (new)

Google Analytics Summary Report

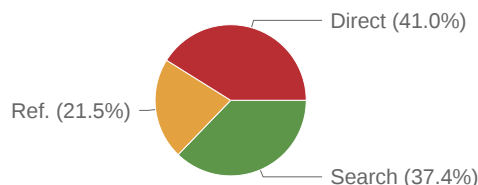
Google Analytics

3/1/2012 - 3/31/2012
 compared to: 1/30/2012 - 2/29/2012
 Excluding paid search



94,641 Visits
 Previous: 79,918 (+18.42%)

463,185 Page Views
 Previous: 377,536 (+22.69%)



20,395 Site Referrals

TOP REFERRERS	%	VISITS
ads.rentsentinel.com	25.9%	5,287
apartmentratings.com	13.6%	2,767
washingtondc.craigslist.org	7.7%	1,577
facebook.com	6.0%	1,230
jtrinsights.com	4.2%	857

35,440 Search Referrals

TOP KEYWORDS	%	VISITS
(not provided)	24.8%	8,802
bozzuto	7.8%	2,763
bozzuto management	3.5%	1,250
bozzuto apartments	1.2%	428
bozzuto group	0.9%	305

TOP SEARCH ENGINES	%	VISITS
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Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	82.2%	29,137
bing	10.4%	3,688
yahoo	6.0%	2,128
aol	0.5%	186
comcast	0.2%	87

TOP LANDING PAGES	%	VISITS
/	23.6	22,250
/about-us/careers	3.0	2,792
/apartments	2.6	2,420
/apartments/communities	1.8	1,682
/apartments/?ctd_ac=1081055&ctx_name=Sweepstakes&ctx_Ad Source=Sweepstakes	1.7	1,636