



Weekly SERP Report

Bozzuto.com Keyword Rankings

Prepared for www.bozzuto.com

SERP Tracker Report

Ranking Results

05/01/2011 - 05/30/2011

Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
264 (+2)	595 (-2)	194 (-7)	154 (+4)

Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
762 	673 	1064	82	80

Average Rank

Google	Yahoo!	Bing
27 (80% ranked)	34 (54% ranked)	35 (55% ranked)

All Keywords

GA visits from 05/02-05/31

1st Page ☐

2nd Page ☐

3rd Page ☐

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
1 Bedroom Apartments DC		-	-	20 (+32)	69 (-11)	64 (+32)
1 bedroom apartments Owings Mills MD		-	-	7 (+1)	6 (+20)	6 (+19)
1 Bedroom Apartments Washington DC		260	260	21 (+3)	55 (+4)	55 (+5)
100 Park at Wyomissing Square Wyomissing PA		-	-	5	15 (-5)	14 (-4)
2 Bedroom Apartments Centreville VA		-	-	7	10 (+5)	8 (+4)
2 Bedroom Apartments DC		720	590	20 (+35)	83 (+2)	83 (+3)
2 Bedroom Apartments Elkridge MD		-	-	2	7 (+4)	6 (+4)
2 Bedroom Apartments Reston VA		-	-	3	20 (+3)	19 (+2)
2 Bedroom Apartments Washington DC		170	170	17 (+2)	65 (-1)	75 (-13)
2 Bedroom Apartments West Chester PA		-	-	7 (-1)	13 (+9)	12 (+8)
2 Bedroom Apartments Columbia		-	-	47 (-25)	62 (+10)	-
220 Twentieth Street Arlington VA		28	91	6 (+1)	3 (+2)	3 (+2)
220 Twentieth Street DC		-	-	1 (+1)	1	1

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(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
3 bedroom apartments Germantown MD		-	-	7 (-1)	11 (-3)	10 (-2)
3 Bedroom Apartments Alexandria VA		-	-	8 (-1)	75	78 (-4)
3 bedroom apartments Baltimore		-	-	6	25 (+6)	19 (+9)
3 Bedroom Apartments DC		480	390	14	25 (+2)	23 (+2)
3 Bedroom Apartments Medford MA		-	-	7 (+1)	21 (-1)	20 (-1)
3 bedroom apartments Owings Mills MD		-	-	5	8 (+15)	6 (+17)
3 Bedroom Apartments Reisterstown MD		-	-	2 (-1)	6 (-2)	4 (-1)
3 Bedroom Apartments Reston VA		-	-	2 (+4)	5 (+7)	4 (+7)
360 State Street New Haven CT		170	590	16 (-1)	32 (+21)	31 (-19)
aliceanna baltimore		1,900	1,600	5	3	3
apartment Germantown MD		5,400	4,400	10 (+2)	18 (-3)	19 (-4)
apartment Alexandria VA		27,100	27,100	78 (+10)	-	-
apartment annapolis		1,000	1,000	46	56 (+5)	56 (+5)
apartment Ashburn VA		2,900	2,400	19	31 (-2)	30 (-2)
apartment baltimore		9,900	8,100	34 (+3)	47 (new)	39 (+2)
apartment Bedford MA		-	-	27 (+10)	103 (new)	-
apartment Bethesda		1,900	2,400	25 (-5)	19	19
apartment Bethesda MD		4,400	4,400	23 (-6)	34 (+9)	33 (+33)
apartment Boston		33,100	33,100	-	-	-
apartment Bowie		-	-	-	-	-
apartment bowie-russet md		-	-	1	1	1
apartment Capitol Heights MD		-	-	12 (+4)	37 (+23)	37 (new)
apartment Centreville VA		1,900	2,400	34 (-1)	104	-
apartment Columbia		9,900	9,900	49 (+47)	-	-
apartment Conshohocken PA		-	-	41 (-8)	113 (new)	-
apartment DC		27,100	27,100	57 (+44)	24 (-4)	23 (+26)
apartment Doylestown PA		-	-	7 (-1)	8 (+2)	8 (+2)
apartment Eagleville PA		-	-	6 (-1)	20 (+2)	20 (+1)
apartment elkridge md		-	-	5	59 (+23)	58 (+28)

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment Englewood		720	720	90 (-12)	-	-
apartment Fairfax VA		9,900	9,900	31 (-14)	-	-
apartment Falls Church VA		4,400	3,600	83 (-7)	-	-
apartment for rent Germantown MD		-	-	84 (+16)	-	-
apartment for rent Reston VA		590	590	62 (-20)	-	-
apartment for rent Alexandria VA		1,900	2,400	-	-	-
apartment for rent annapolis		880	1,300	53 (-15)	-	-
apartment for rent Arlington VA		2,900	3,600	41 (+18)	-	-
apartment for rent Ashburn VA		-	-	49 (-10)	-	99 (new)
apartment for rent baltimore		8,100	8,100	-	-	-
apartment for rent Bedford MA		-	-	39 (+4)	-	-
apartment for rent Bethesda		1,300	1,600	52 (+7)	84 (-2)	83 (-2)
apartment for rent Bethesda MD		590	880	53 (-12)	-	-
apartment for rent Boston		27,100	22,200	-	-	-
apartment for rent Bowie		-	-	-	-	-
apartment for rent bowie-russet md		-	-	1	-	-
apartment for rent Capitol Heights MD		-	-	70 (-49)	-	90 (-7)
apartment for rent Centreville VA		-	-	46 (-8)	-	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Columbia MD		880	1,000	80 (-28)	-	-
apartment for rent Conshohocken PA		-	-	41 (-5)	-	-
apartment for rent DC		14,800	14,800	77 (new)	-	-
apartment for rent Doylestown PA		-	-	33 (+1)	-	-
apartment for rent Eagleville PA		-	-	31 (-7)	58 (-2)	58 (-2)
apartment for rent elkridge md		-	-	41 (-7)	68 (+28)	75 (+2)
apartment for rent Englewood		-	-	-	-	-
apartment for rent Fairfax VA		1,000	1,300	96 (-28)	-	-
apartment for rent Falls Church VA		480	480	76 (+5)	-	-
apartment for rent frederick md		880	1,000	66 (-10)	-	-
apartment for rent Gaithersburg MD		390	480	54 (-11)	-	-
apartment for rent Georgetown		1,600	2,400	-	-	-

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(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment for rent Germantown MD		-	-	84 (+14)	-	-
apartment for rent hanover md		-	-	24 (-5)	59 (new)	59 (new)
apartment for rent Henrico VA		-	-	46 (-12)	-	-
apartment for rent Herndon VA		390	390	60 (-9)	-	-
apartment for rent Hoboken		5,400	5,400	111 (-33)	-	-
apartment for rent Jersey City		6,600	5,400	99 (-23)	-	-
apartment for rent Landover MD		-	-	43 (-12)	-	-
apartment for rent Manassas VA		480	590	63 (-9)	-	-
apartment for rent Massapequa NY		-	-	27 (-1)	-	-
apartment for rent Medford MA		-	-	40 (+1)	-	100 (-5)
apartment for rent New Haven		2,900	2,400	-	-	-
apartment for rent New York		60,500	90,500	-	-	-
apartment for rent Newark		3,600	3,600	-	-	-
apartment for rent Norristown		-	-	52 (-3)	-	-
apartment for rent Norristown PA		-	-	45 (+2)	-	-
apartment for rent North Bethesda MD		-	-	28 (+59)	115 (new)	-
apartment for rent North Wales PA		-	-	31 (-3)	104 (-18)	-
apartment for rent Oakton VA		-	-	35 (-12)	41 (+15)	40 (+18)
apartment for rent Odenton MD		-	-	56 (-23)	-	-
apartment for rent Owings Mills		-	-	31 (+19)	64 (+25)	-
apartment for rent Owings Mills MD		-	-	22 (+20)	86 (+7)	90 (new)
apartment for rent Philadelphia		27,100	18,100	-	-	-
apartment for rent pikesville md		-	-	43 (-11)	71 (+13)	76 (-1)
apartment for rent Prince Frederick MD		-	-	26 (-5)	102 (-18)	-
apartment for rent Reisterstown MD		-	-	-	71 (+4)	90 (-10)
apartment for rent Reston VA		590	590	62 (-21)	-	-
apartment for rent Richmond		9,900	12,100	-	-	-
apartment for rent Richmond VA		6,600	5,400	-	-	-
apartment for rent Rockville		-	-	98 (-28)	-	-
apartment for rent Rockville MD		720	880	74 (-26)	-	-
apartment for rent Silver Spring		1,300	1,600	-	-	-

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(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment for rent South Laurel		-	-	10 (-2)	-	-
apartment for rent South Orange NJ		-	-	38 (-11)	-	-
apartment for rent Towson MD		-	-	69 (-20)	-	-
apartment for rent Upper Marlboro MD		-	-	45 (-7)	111 (+6)	-
apartment for rent Vienna VA		-	-	-	-	-
apartment for rent Washington DC		5,400	6,600	75 (+10)	45 (new)	44 (new)
apartment for rent West Chester PA		-	-	67 (new)	-	-
apartment for rent Wheaton MD		-	-	34	-	-
apartment for rent White Plains NY		1,000	1,000	51 (-2)	115 (-5)	-
apartment for rent Woburn MA		-	-	40	-	84 (-10)
apartment for rent Wyomissing PA		-	-	25	64 (-3)	64
apartment frederick md		8,100	8,100	39 (+6)	-	-
apartment Gaithersburg MD		5,400	5,400	18 (+1)	-	-
apartment Georgetown		1,900	2,400	-	-	-
apartment Germantown MD		5,400	4,400	13 (-1)	18 (-3)	19 (-4)
apartment hanover md		1,000	880	31 (-7)	73 (+2)	75 (+14)
apartment Henrico VA		-	-	14 (-2)	64 (-5)	63 (-2)
apartment Herndon VA		4,400	3,600	71 (+3)	-	-
apartment Hoboken		5,400	5,400	-	-	-
apartment Jersey City		22,200	22,200	-	-	-
apartment Landover MD		-	-	27 (-1)	87 (+1)	89 (+11)
apartment laurel md		12,100	12,100	34 (-8)	39 (+6)	39 (+7)
Apartment Luxury Baltimore		-	-	17 (-1)	70 (+7)	68 (+7)
apartment Manassas VA		6,600	6,600	27 (-8)	-	-
apartment Massapequa NY		-	-	20 (-1)	89 (+3)	90 (new)
apartment Medford MA		2,400	1,900	43 (-2)	-	-
apartment New Haven		18,100	12,100	-	-	-
apartment New York		201,000	368,000	-	-	-
apartment Newark		2,900	2,900	-	-	-
apartment Norristown		-	-	28 (-4)	75 (+7)	78 (+3)
apartment Norristown PA		-	-	32 (+4)	80	74 (-70)

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(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment North Bethesda MD		-	-	16 (+5)	73 (-36)	77 (-41)
apartment North Wales PA		-	-	14 (+1)	93 (-89)	-
apartment Oakton VA		-	-	18 (-4)	30 (+9)	29 (+9)
apartment Odenton MD		-	-	91 (-55)	111 (new)	-
apartment Owings Mills		5,400	6,600	26	19 (+53)	19 (+59)
apartment Owings Mills MD		-	-	27 (+2)	32 (+17)	46 (+2)
apartment Philadelphia		22,200	18,100	-	-	-
apartment pikesville md		-	-	6 (-1)	18 (+2)	18 (+1)
apartment Prince Frederick MD		-	-	13	10 (+2)	9 (+3)
apartment Reisterstown MD		-	-	9	55 (-22)	55 (-23)
apartment rental Alexandria VA		260	390	-	-	-
apartment rental annapolis		-	-	31 (+5)	119 (new)	-
apartment rental Arlington VA		480	320	46 (-10)	-	-
apartment rental Ashburn VA		-	-	30 (-11)	-	-
apartment rental baltimore		320	390	-	-	-
apartment rental Bedford MA		-	-	24 (+6)	-	-
apartment rental Bethesda		260	390	11 (-4)	29 (+21)	27 (+21)
apartment rental Bethesda MD		210	210	10	29	27 (+2)
apartment rental Boston		1,900	1,900	-	-	-
apartment rental Bowie		-	-	97 (-30)	-	-
apartment rental Capitol Heights MD		-	-	35 (-21)	82 (new)	82 (new)
apartment rental Centreville VA		-	-	33 (-6)	114 (new)	90 (new)
apartment rental Columbia		-	-	-	-	-
apartment rental Columbia MD		-	-	30 (+7)	-	-
apartment rental Conshohocken PA		-	-	29 (-5)	85	90 (-5)
apartment rental DC		1,300	1,600	90 (-24)	85 (new)	87 (new)
apartment rental Doylestown PA		-	-	39 (-24)	75 (-3)	80 (-11)
apartment rental Eagleville PA		-	-	27 (-7)	69 (+8)	69 (+7)
apartment rental Elkridge MD		-	-	21 (-12)	80 (+5)	69 (+17)
apartment rental Englewood		-	-	49 (new)	-	-
apartment rental Fairfax VA		320	320	89 (-30)	-	-

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(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rental Falls Church VA		-	-	84 (-46)	-	-
apartment rental frederick md		-	-	42 (+3)	-	-
apartment rental Gaithersburg MD		-	-	29 (-8)	-	-
apartment rental Georgetown		320	390	-	-	-
apartment rental Germantown MD		-	-	48 (-35)	78 (+24)	78 (new)
apartment rental hanover md		-	-	12	82 (+8)	74 (+16)
apartment rental Henrico VA		-	-	35 (-3)	100 (-10)	-
apartment rental Herndon VA		-	-	37 (-5)	-	-
apartment rental Hoboken		2,900	2,900	-	-	-
apartment rental Jersey City		2,400	2,900	-	-	-
apartment rental Landover		-	-	49 (+3)	89 (new)	88 (new)
apartment rental Laurel		-	-	94 (new)	-	-
apartment rental Laurel MD		-	-	55 (-9)	-	-
apartment rental Manassas VA		-	-	41 (-6)	-	-
apartment rental Massapequa NY		-	-	18 (+1)	83 (+3)	80 (+2)
apartment rental Medford MA		-	-	-	-	-
apartment rental New Haven		390	390	-	-	-
apartment rental New York		18,100	40,500	-	-	-
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	30 (+13)	113 (+6)	-
apartment rental Norristown PA		-	-	28 (-2)	102 (+16)	98 (new)
apartment rental North Bethesda MD		-	-	26 (-7)	72 (+13)	74 (new)
apartment rental North Wales PA		-	-	28 (+32)	105 (+4)	-
apartment rental Oakton VA		-	-	24 (-5)	55 (+18)	52 (+21)
apartment rental Odenton		-	-	36 (+9)	-	-
apartment rental Owings Mills MD		-	-	14 (+6)	46 (+25)	53 (+16)
apartment rental Philadelphia		1,000	880	-	-	-
apartment rental Pikesville MD		-	-	29 (-19)	77	79 (+19)
apartment rental Prince Frederick MD		-	-	18 (-1)	108 (-18)	99 (-7)
apartment rental Reisterstown MD		-	-	-	87 (-3)	87 (-4)
apartment rental Reston VA		170	170	29 (-6)	117 (-19)	99 (new)

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(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rental Richmond		390	720	-	-	-
apartment rental Richmond VA		320	320	-	-	-
apartment rental Rockville		-	-	71 (new)	-	-
apartment rental Rockville MD		260	260	59 (+25)	-	-
apartment rental Silver Spring		-	-	-	-	-
apartment rental South Laurel		-	-	13 (-4)	26 (+2)	25 (+13)
apartment rental South Orange NJ		-	-	20 (-8)	-	-
apartment rental Towson MD		-	-	46 (+4)	88 (new)	89 (new)
apartment rental Upper Marlboro MD		-	-	28 (-4)	-	-
apartment rental Vienna VA		-	-	-	-	-
apartment rental Washington DC		1,900	1,900	90 (new)	75 (+8)	75 (+8)
apartment rental West Chester PA		-	-	-	-	-
apartment rental Wheaton MD		-	-	26 (-4)	56 (+5)	50 (+15)
apartment rental White Plains NY		390	390	-	-	-
apartment rental Woburn MA		-	-	34 (-4)	-	-
apartment rental Wyomissing PA		-	-	12 (+2)	66 (+11)	67 (+8)
apartment rentals Alexandria VA		260	390	40 (+4)	-	-
apartment rentals annapolis		-	-	28	-	56 (new)
apartment rentals Ashburn VA		-	-	25 (-3)	70 (new)	71 (new)
apartment rentals Bedford MA		-	-	10 (+23)	-	-
apartment rentals Bethesda		260	390	20 (-7)	46 (+13)	45 (+8)
apartment rentals Bethesda MD		91	110	30 (-20)	35 (-1)	32
apartment rentals Boston		6,600	6,600	-	-	-
apartment rentals Bowie		-	-	102 (-64)	-	-
apartment rentals bowie-russet		-	-	1	1	1
apartment rentals Capitol Heights MD		-	-	36 (-23)	61 (new)	62 (new)
apartment rentals Centreville VA		-	-	29	64 (new)	63 (new)
apartment rentals Columbia		-	-	-	-	-
apartment rentals Columbia MD		-	-	29 (+4)	-	91 (+3)
apartment rentals Conshohocken PA		-	-	25 (+1)	80 (-19)	84 (-25)
apartment rentals DC		3,600	3,600	81 (+21)	92 (-3)	92 (-50)

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals Doylestown PA		-	-	18 (+7)	44 (+4)	44 (+1)
apartment rentals Eagleville PA		-	-	8 (+1)	46 (+2)	47 (+1)
apartment rentals elkridge md		-	-	38 (-5)	63 (new)	61 (new)
apartment rentals Englewood		-	-	35 (+35)	-	-
apartment rentals Fairfax VA		140	110	47 (-1)	-	-
apartment rentals Falls Church VA		-	-	58 (-9)	-	75 (new)
apartment rentals frederick md		-	-	27 (+14)	69 (+8)	69 (+4)
apartment rentals Gaithersburg MD		-	-	33 (-18)	-	84 (new)
apartment rentals Georgetown		320	390	-	-	-
apartment rentals Germantown MD		-	-	37 (-14)	71 (new)	70 (new)
apartment rentals hanover md		-	-	19 (-8)	-	-
apartment rentals Henrico VA		-	-	35 (+4)	66 (new)	70 (new)
apartment rentals Herndon VA		-	-	31 (+4)	71 (new)	73 (+4)
apartment rentals Hoboken		1,600	1,900	108 (new)	-	-
apartment rentals Jersey City		1,000	1,300	80 (+7)	-	-
apartment rentals Landover MD		-	-	40 (+4)	-	-
apartment rentals Laurel MD		-	-	33 (+11)	97 (-18)	-
apartment rentals laurel md		-	-	33 (+11)	-	-
apartment rentals Manassas VA		-	-	29 (+3)	-	98 (new)
apartment rentals Massapequa NY		-	-	10 (+6)	64 (+13)	60 (+16)
apartment rentals Medford MA		91	58	26 (+8)	86 (new)	87 (new)
apartment rentals New Haven		320	320	70 (+3)	-	-
apartment rentals New York		12,100	22,200	-	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	16 (+14)	39 (new)	37 (new)
apartment rentals Norristown PA		-	-	20 (+11)	55 (new)	53 (new)
apartment rentals North Bethesda MD		-	-	10 (+2)	79 (-1)	80 (+1)
apartment rentals North Wales PA		-	-	36 (-11)	80 (new)	82 (new)
apartment rentals Oakton VA		-	-	23 (-11)	21 (+21)	20 (+27)
apartment rentals Odenton MD		-	-	45 (-17)	103 (new)	-
apartment rentals Owings Mills		-	-	15 (+8)	20 (+48)	27 (+40)

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment rentals Owings Mills MD		-	-	25 (-11)	33 (+3)	31 (+1)
apartment rentals Philadelphia		2,900	2,400	113 (-11)	-	-
apartment rentals pikesville md		-	-	27 (+1)	63 (+27)	64 (+14)
apartment rentals Prince Frederick MD		-	-	22 (-8)	57 (+38)	56 (+43)
apartment rentals Reisterstown MD		-	-	-	-	-
apartment rentals Reston VA		110	140	31 (+3)	96 (-16)	87 (-6)
apartment rentals Richmond		1,000	1,900	-	-	-
apartment rentals Richmond VA		320	320	50 (new)	-	-
apartment rentals Rockville		-	-	-	-	-
apartment rentals Rockville MD		110	91	71 (new)	-	-
apartment rentals Silver Spring		110	140	-	-	-
apartment rentals South Laurel		-	-	12 (-1)	-	-
apartment rentals South Orange NJ		-	-	39 (new)	-	-
apartment rentals Towson MD		-	-	52 (+33)	-	-
apartment rentals Upper Marlboro MD		-	-	26 (-13)	-	-
apartment rentals Vienna VA		-	-	-	-	-
apartment rentals Washington DC		1,600	1,900	-	59 (-9)	-
apartment rentals West Chester PA		170	110	31 (-2)	91 (-2)	86 (+7)
apartment rentals Wheaton MD		-	-	14	37 (+4)	35 (+2)
apartment rentals White Plains NY		210	170	37 (+11)	73 (new)	72 (new)
apartment rentals Woburn MA		-	-	20 (+7)	52 (+49)	51 (new)
apartment rentals Wyomissing PA		-	-	13 (+3)	40 (+11)	38 (+10)
apartment Reston VA		4,400	4,400	14 (-5)	41 (+32)	40 (+34)
apartment Richmond		8,100	12,100	-	-	-
apartment Richmond VA		49,500	49,500	-	-	-
apartment Rockville		1,900	1,900	52 (-5)	-	-
apartment Rockville MD		8,100	8,100	50 (+7)	-	-
apartment Silver Spring		27,100	27,100	-	-	-
apartment South Laurel		-	-	17 (-5)	38 (+3)	38 (+22)
apartment South Orange NJ		-	-	14 (-2)	-	-
apartment Towson MD		-	-	8	26 (-2)	25 (-2)

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartment Upper Marlboro MD		-	-	16 (+2)	69 (-44)	-
apartment Vienna VA		1,900	1,900	10 (+2)	30 (+7)	29 (+7)
apartment West Chester PA		8,100	6,600	25 (+4)	-	-
apartment Wheaton MD		-	-	12 (+2)	9 (-4)	9 (-4)
apartment White Plains NY		3,600	2,900	79 (-9)	-	-
Apartment With Garage DC		-	-	3	5	5
Apartment with Garage Washington DC		-	-	5	18 (+11)	16 (+11)
apartment Woburn MA		2,400	1,900	26 (+10)	99 (+8)	99 (new)
apartment Wyomissing PA		-	-	10	90 (-40)	90 (-41)
apartments Germantown MD		5,400	4,400	9	18 (+3)	18 (+1)
apartments Ashburn VA		2,900	2,400	16 (-5)	29	26 (+1)
apartments baltimore		60,500	49,500	28 (-3)	-	-
apartments Bethesda		14,800	12,100	27 (-4)	24	22
apartments Boston		110,000	90,500	-	-	-
apartments Bowie		3,600	3,600	-	-	-
apartments bowie-russet md		-	-	1	1	1
Apartments Bronx Englewood		-	-	1	6 (-1)	6
apartments Capitol Heights MD		-	-	14 (+6)	44 (+18)	42 (+21)
apartments Columbia		90,500	74,000	85 (+24)	-	-
apartments Conshohocken PA		1,300	1,300	47 (-4)	84 (+25)	87 (new)
apartments Eagleville PA		-	-	6	24 (-1)	22 (-1)
apartments Englewood		8,100	6,600	105 (new)	-	-
apartments for rent Germantown MD		390	390	-	-	-
apartments for rent Alexandria VA		1,900	2,400	-	-	-
apartments for rent annapolis		720	1,000	105 (-58)	-	-
apartments for rent Arlington VA		2,400	2,900	91 (-39)	-	-
apartments for rent Ashburn VA		320	320	50 (-15)	-	-
apartments for rent baltimore		6,600	6,600	-	-	-
apartments for rent Bedford MA		720	590	45 (-7)	-	76 (-2)
apartments for rent Bethesda		1,000	1,300	43 (-8)	83 (+4)	82 (+5)
apartments for rent Bethesda MD		480	720	65 (-25)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Boston		22,200	18,100	-	-	-
apartments for rent Bowie		-	-	-	-	-
apartments for rent bowie-russet md		-	-	1	-	-
apartments for rent Capitol Heights MD		-	-	29 (-13)	89	91 (-2)
apartments for rent Centreville VA		210	260	47 (-13)	-	-
apartments for rent Columbia		5,400	6,600	-	-	-
apartments for rent Columbia MD		880	1,000	72 (-22)	-	-
apartments for rent Conshohocken PA		260	210	39 (-2)	-	-
apartments for rent DC		12,100	12,100	59 (+31)	-	-
apartments for rent Doylestown PA		260	210	34 (+39)	-	-
apartments for rent Eagleville PA		-	-	27 (-2)	59	58 (+1)
apartments for rent elkridge md		110	110	43 (-8)	66 (+1)	72 (+1)
apartments for rent Englewood		-	-	-	-	-
apartments for rent Fairfax VA		1,000	1,300	-	-	-
apartments for rent Falls Church VA		480	480	70 (+8)	-	-
apartments for rent frederick md		880	1,000	65 (-7)	-	-
apartments for rent Gaithersburg MD		390	480	76 (-36)	-	-
apartments for rent Georgetown		1,300	1,900	-	-	-
apartments for rent Germantown MD		390	390	-	-	-
apartments for rent hanover md		73	91	22 (-7)	-	-
apartments for rent Henrico VA		-	-	41 (-8)	-	-
apartments for rent Herndon VA		390	390	63 (-20)	-	-
apartments for rent Hoboken		5,400	4,400	90 (-14)	-	-
apartments for rent Jersey City		5,400	4,400	102 (-22)	-	-
apartments for rent Landover MD		-	-	43 (-7)	-	-
apartments for rent laurel md		480	720	63 (-17)	96 (new)	99 (new)
apartments for rent Manassas VA		480	590	80 (-29)	-	-
apartments for rent Massapequa NY		-	-	23 (+1)	-	89 (new)
apartments for rent Medford MA		390	480	43 (-6)	-	-
apartments for rent New Haven		1,900	1,900	111 (-21)	-	-
apartments for rent New York		49,500	60,500	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Newark		2,900	2,900	-	-	-
apartments for rent Norristown		-	-	87 (-35)	-	-
apartments for rent Norristown PA		260	210	52 (-10)	-	-
apartments for rent North Bethesda MD		-	-	-	119 (new)	-
apartments for rent North Wales PA		-	-	32 (-4)	88 (-8)	-
apartments for rent Oakton VA		-	-	37 (-13)	44 (+14)	43 (+14)
apartments for rent Odenton MD		110	110	49 (-19)	104 (new)	-
apartments for rent Owings Mills		-	-	52 (-9)	67 (+43)	94 (+5)
apartments for rent Owings Mills MD		170	210	41	112 (-29)	93 (new)
apartments for rent Philadelphia		22,200	18,100	-	-	-
apartments for rent pikesville md		-	-	36 (-12)	74 (+11)	95 (-5)
apartments for rent Prince Frederick MD		-	-	14	-	-
apartments for rent Reisterstown MD		-	-	-	88 (-9)	78 (+3)
apartments for rent Reston VA		590	590	78 (-36)	110 (-32)	-
apartments for rent Richmond		8,100	9,900	-	-	-
apartments for rent Richmond VA		5,400	4,400	-	-	-
apartments for rent Rockville		1,000	1,300	95 (-32)	-	-
apartments for rent Rockville MD		720	880	63 (-13)	-	-
apartments for rent Silver Spring		880	1,300	-	-	-
apartments for rent South Laurel		-	-	11 (-1)	-	-
apartments for rent South Orange NJ		260	210	34 (-4)	-	-
apartments for rent Towson MD		320	390	53 (-11)	-	-
apartments for rent Upper Marlboro MD		-	-	40 (-5)	111 (+7)	-
apartments for rent Vienna VA		210	210	-	-	-
apartments for rent Washington DC		4,400	5,400	54 (+33)	39 (+26)	48 (+17)
apartments for rent West Chester PA		1,000	1,000	62 (new)	-	-
apartments for rent Wheaton MD		91	91	41 (-10)	-	-
apartments for rent White Plains NY		1,000	1,000	50 (-2)	110 (new)	-
apartments for rent Woburn MA		320	320	54 (-15)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
apartments for rent Wyomissing PA		46	73	27 (-4)	64 (+3)	67 (-5)
apartments frederick md		8,100	8,100	44 (+4)	-	-
apartments Gaithersburg MD		5,400	5,400	37 (-23)	-	-
apartments Georgetown		22,200	22,200	-	-	-
apartments Henrico VA		880	590	12	58 (-8)	58 (-9)
apartments Herndon VA		4,400	3,600	-	-	-
apartments Hoboken		18,100	18,100	-	-	-
Apartments In Tysons Corner Herndon VA		-	-	1	8 (-1)	7 (-1)
apartments Jersey City		22,200	22,200	-	-	-
apartments Landover MD		1,300	1,600	36 (-3)	83 (+7)	85 (+6)
apartments Manassas VA		6,600	6,600	25 (-5)	-	-
apartments Massapequa NY		-	-	17 (+3)	93 (+8)	-
apartments Medford MA		2,400	1,900	42 (+7)	-	-
Apartments Near Metro Bethesda		-	-	7 (-2)	9	8
Apartments Near Metro North Bethesda MD		-	-	4 (-3)	3 (-1)	3 (-1)
apartments New Haven		18,100	12,100	-	121 (-6)	-
apartments New York		201,000	368,000	-	-	-
apartments Newark		22,200	22,200	-	-	-
apartments Norristown		2,900	2,400	28 (+2)	64 (+3)	66 (+1)
apartments Norristown PA		1,900	1,600	38 (+2)	72	66 (+4)
apartments North Bethesda MD		-	-	16 (+9)	79 (-25)	81 (-47)
apartments North Wales PA		590	480	20 (-3)	99 (-94)	100 (-96)
apartments Oakton VA		480	390	16	32 (+11)	30 (+10)
apartments Odenton MD		1,300	1,300	92 (-47)	117 (-1)	-
apartments Owings Mills		5,400	6,600	30 (+3)	36 (+15)	22 (+41)
apartments Owings Mills MD		1,900	1,900	28 (+6)	39 (+7)	54 (+13)
apartments Philadelphia		110,000	90,500	-	-	-
apartments pikesville md		1,000	1,000	6 (-1)	15	14 (-1)
apartments Prince Frederick MD		-	-	12 (+1)	11 (+1)	10 (-1)
apartments Reisterstown MD		390	390	10	54 (-25)	53 (-26)

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Apartments Rental DC		-	-	94 (-36)	90 (new)	89 (new)
Apartments Rental DC Arlington VA		-	-	16 (+7)	45 (+27)	45 (+17)
apartments Richmond		90,500	74,000	-	-	-
apartments Richmond VA		49,500	49,500	-	-	-
apartments Rockville		12,100	12,100	54 (+10)	-	-
apartments Rockville MD		6,600	6,600	-	-	-
apartments Silver Spring		22,200	22,200	-	-	-
apartments South Laurel		-	-	12 (-2)	38 (+4)	38 (+3)
apartments South Orange NJ		1,300	880	15 (-1)	-	-
apartments Towson MD		3,600	3,600	7 (+1)	33 (-3)	32 (-4)
apartments Upper Marlboro MD		720	590	18	71 (-22)	35 (-10)
apartments West Chester PA		8,100	6,600	27 (+2)	73 (-3)	-
apartments Wheaton MD		1,000	1,000	14 (+2)	11 (-4)	9 (-3)
apartments White Plains NY		3,600	2,900	79 (-2)	-	-
apartments Woburn MA		2,400	1,900	29 (+11)	93 (+3)	92 (+4)
apartments Wyomissing PA		590	480	12 (-1)	100 (-44)	99 (-45)
arbors at arundel preserve baltimore		-	-	6	11	11
Avenel at Montgomery Square Norristown		-	-	17 (-16)	3 (-1)	2
Avenel at Montgomery Square North Wales PA		-	-	6	6	5 (+1)
Bank Street Commons White Plains NY		46	46	8	19 (+1)	18 (+1)
belmont station baltimore		-	-	18 (-11)	3 (+2)	2 (+3)
Broadmoor Apartments Henrico VA		-	-	3	3	3
Broadmoor Apartments Richmond		590	590	6	15 (-1)	14 (-1)
Carver 2000 Senior Mansion DC		-	-	1	1	1
Carver 2000 Senior Mansion Washington DC		-	-	1	1	1
Clarendon Apartment Arlington VA		-	-	33 (+9)	64 (+42)	62 (+37)
Clarendon Apartment DC		-	-	16 (+4)	54 (+5)	55 (+6)
Concord Crystal City DC		-	-	2 (+1)	2	2
concord park at bowie-russet md		-	-	1	1	1

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
concord park at russet laurel md		-	-	1 (+1)	1	1
Crystal City Apartments DC		-	-	16 (+5)	17 (-2)	17 (-2)
Edgewater Apartments Philadelphia PA		-	16	6 (+1)	10	9 (+3)
Enclave at Emerson Laurel MD		-	-	3	3 (+2)	3 (+1)
EOS Twenty-One Alexandria VA		210	260	5 (+1)	7 (-1)	7
excalibur baltimore		-	-	1	2	1
Gaslight Commons Newark		-	-	4 (-3)	5 (+1)	4 (+1)
Halstead Arlington DC		-	-	6 (+1)	5 (-2)	4 (-1)
Halstead Arlington VA		140	170	9 (+7)	14	13
Harbor Apartments Baltimore		-	-	4 (-1)	4 (-1)	3 (-1)
Highland Park DC		880	720	9 (+1)	7 (+2)	7 (+2)
Highland Park Washington DC		110	110	9 (+1)	8 (+4)	7 (+4)
Honey Tree Richmond VA		480	390	10 (-1)	9 (+3)	7 (+3)
Howard County Townhomes Laurel MD		-	-	1	1 (+2)	1 (+2)
Jericho Residences DC		-	-	8 (-1)	6	6
Jericho Residences Landover MD		-	-	6	6	4 (-1)
Laurel Square Apartments Laurel MD		720	880	4 (-1)	4	2 (+1)
Laurel Square Apartments South Laurel		-	-	1	3 (+1)	2 (+1)
Lodge at Seven Oaks Bowie		-	-	1	2	1 (+1)
loft apartments baltimore		590	590	20 (-1)	48 (+6)	43 (+9)
London/Normandy House Arlington VA		22	58	1	1	18 (-17)
London/Normandy House DC		-	-	1	2	1
Lotus Square DC		320	320	5 (-2)	8	7
Lotus Square Washington DC		73	73	4 (-2)	9 (+1)	7 (+2)
Low Rent Apartment Annapolis		-	-	7 (+1)	-	-
Luxury Apartment Reston VA		-	-	11 (-3)	8 (+2)	7 (+1)
Luxury Apartment Arlington VA		480	390	22 (-2)	30	28
Luxury Apartment Fairfax VA		-	-	23 (-7)	26 (+18)	26 (+19)
Luxury Apartment Philadelphia		1,900	1,600	35 (-13)	112 (+4)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Luxury Apartments Arlington VA		480	390	26 (-3)	26 (-1)	24
Luxury Apartments Bedford MA		-	-	8 (+1)	13 (+8)	12 (+9)
Luxury Apartments Boston		5,400	4,400	83 (-1)	-	-
luxury apartments Bowie		-	-	-	-	-
Luxury Apartments Conshohocken PA		-	-	9	32 (-2)	30 (-1)
Luxury Apartments Doylestown PA		-	-	9 (-6)	2	1
Luxury Apartments Eagleville PA		-	-	2 (+1)	6 (-1)	4
Luxury Apartments Falls Church VA		-	-	7 (+1)	8 (+2)	7 (+1)
Luxury Apartments Massapequa NY		-	-	5	6 (-2)	5 (-2)
Luxury Apartments Newark		320	320	-	-	-
Luxury Apartments Oakton VA		-	-	6 (+3)	2 (+1)	1 (+1)
luxury apartments Odenton MD		-	-	7 (-2)	16 (-6)	15 (-5)
luxury apartments Wheaton MD		-	-	3 (+1)	5 (+2)	4 (+2)
Luxury Apartments White Plains NY		-	-	16	24 (-5)	22 (-4)
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	5 (+1)	8 (-1)	6 (+1)
Masons Keepe Manassas VA		110	110	6	8 (+7)	7 (+6)
Metro Apartments Fairfax VA		-	-	3	21 (-4)	19 (-5)
Metro Apartments Vienna VA		-	-	2 (+2)	18 (-1)	17 (-2)
MetroPointe Wheaton MD		91	73	4	11 (+1)	11 (+1)
Monroe Place Herndon VA		91	170	7 (-1)	7 (+2)	6 (+1)
Near Towson University Towson MD		-	-	14	8 (+1)	6 (+3)
new apartments bowie-russet md		-	-	1	1	1
new apartments laurel md		-	-	9 (-1)	17 (-2)	15 (-1)
New Apartments Washington DC		390	320	18 (+18)	4 (+11)	3 (+11)
Observer Park New York		-	-	4 (-1)	-	-
Park Lane Seaport Boston MA		73	46	10 (+3)	10 (+8)	8 (+8)
Park Place at Van Dorn Alexandria VA		-	36	6	14 (+1)	13
Pearson Square Falls Church VA		58	46	8 (+2)	2	4 (-2)
Pentagon City Apartments DC		-	-	34	58 (+5)	58 (+5)
pet friendly apartments baltimore		91	73	10 (-3)	19 (+4)	18 (+3)
pet friendly apartments frederick md		-	-	6 (-1)	6	5

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
pet friendly apartments pikesville md		-	-	1	3 (-1)	1
pet friendly Germantown MD		-	-	1	8	7
pet friendly Laurel MD		-	-	9 (-5)	25 (+21)	22 (+1)
Pet Friendly Manassas VA		-	-	10 (-2)	30 (+3)	28 (+4)
Pet Friendly Prince Frederick MD		-	-	6 (-4)	1 (+1)	1
pet friendly Rockville		-	-	-	97 (new)	96 (new)
pet friendly South Laurel		-	-	27 (+3)	-	-
Pet Friendly Upper Marlboro MD		-	-	2	8 (-5)	2
Pet-Friendly Hoboken		-	-	10 (-3)	24	23 (-1)
Pet-Friendly New York		2,900	3,600	-	-	-
Pinnacle Town Center Germantown MD		-	-	1	2	1
Poplar Glen Columbia MD		91	140	6	7 (+1)	5 (+2)
Rapid Transit Alexandria VA		-	-	3 (-1)	5 (+2)	3 (+2)
Rapid Transit Manassas VA		-	-	1	2	1
Regatta Apartments Norristown PA		110	46	8 (+1)	8	6 (-1)
rent loft baltimore		-	-	-	-	-
Rent Loft Fairfax VA		-	-	-	-	-
rent loft hanover md		-	-	6 (-5)	2	2
Rent Loft Richmond VA		-	-	14 (-5)	24 (+2)	23
Rent Lofts Bethesda MD		-	-	3 (-1)	5 (+3)	5 (+3)
Rent Lofts Columbia MD		-	-	7 (-6)	6 (-2)	6 (-3)
Rent Lofts DC		-	-	9 (-1)	34	33
Rent Lofts Gaithersburg MD		-	-	4 (-3)	8	8
Rent Lofts Washington DC		-	-	11 (+1)	42	41 (-2)
Rent Studio Jersey City		-	-	14 (-3)	39 (+28)	37 (+26)
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	27 (-16)	26 (-5)	25 (-6)
rent townhomes elkridge md		-	-	9 (-3)	12	11
Rent Townhomes Norristown PA		-	-	12 (-6)	25 (-4)	23 (-3)
Rent Townhomes Wyomissing PA		-	-	10 (-5)	11 (+2)	10 (+2)
rental apartment Germantown MD]		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Alexandria VA		-	-	-	-	-
rental apartment annapolis		-	-	51 (-8)	-	-
rental apartment Arlington VA		3,600	3,600	39 (+7)	-	-
rental apartment Ashburn VA		-	-	10	105 (+3)	-
rental apartment baltimore		8,100	9,900	-	-	-
rental apartment Bedford MA		-	-	48 (-7)	-	-
rental apartment Bethesda		-	-	13 (-5)	45 (+40)	46 (+39)
rental apartment Bethesda MD		-	-	7 (-1)	28 (+18)	26 (+20)
rental apartment Boston		27,100	27,100	-	-	-
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	1	1	1
rental apartment Capitol Heights MD		-	-	43 (-27)	97 (new)	-
rental apartment Centreville VA		-	-	49 (-16)	99 (new)	98 (new)
rental apartment Columbia		-	-	113 (-64)	-	-
rental apartment Columbia MD		-	-	16 (+72)	-	-
rental apartment Conshohocken PA		-	-	40 (-5)	-	98 (new)
rental apartment DC		14,800	18,100	89 (-18)	-	-
rental apartment Doylestown PA		-	-	33 (+4)	99 (+2)	-
rental apartment Eagleville PA		-	-	30 (-13)	80 (+8)	79 (+2)
rental apartment elkrIDGE md		-	-	10	-	97 (-22)
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	-	-	-
rental apartment Falls Church VA		-	-	102 (-20)	-	-
rental apartment frederick md		-	-	93 (-5)	-	-
rental apartment Gaithersburg MD		-	-	25 (-1)	111 (new)	-
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	-	-	-
rental apartment hanover md		-	-	26 (-6)	88 (+14)	94 (new)
rental apartment Henrico VA		-	-	40 (-11)	86 (+1)	88 (+1)
rental apartment Herndon VA		-	-	77 (-33)	-	-
rental apartment Hoboken		6,600	6,600	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Jersey City		6,600	6,600	-	-	-
rental apartment Landover MD		-	-	51 (-12)	113 (new)	-
rental apartment laurel md		-	-	96 (-41)	-	-
rental apartment Manassas VA		-	-	88 (-32)	-	-
rental apartment Massapequa NY		-	-	29 (-1)	90 (+8)	87 (+7)
rental apartment Medford MA		-	-	45 (-3)	-	-
rental apartment New Haven		-	-	-	-	-
rental apartment New York		60,500	110,000	-	-	-
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	91 (-47)	107 (+6)	-
rental apartment Norristown PA		-	-	35 (-6)	96 (new)	-
rental apartment North Bethesda MD		-	-	21 (-6)	94 (+12)	93 (new)
rental apartment North Wales PA		-	-	31 (-3)	108	-
rental apartment Oakton VA		-	-	33 (-13)	58 (+33)	55 (+35)
rental apartment Odenton MD		-	-	47 (-12)	90 (-1)	88 (new)
rental apartment Owings Mills		-	-	30 (-2)	54 (+40)	48 (new)
rental apartment Owings Mills MD		-	-	43 (-11)	49 (+20)	49 (+19)
rental apartment Philadelphia		27,100	22,200	-	-	-
rental apartment pikesville md		-	-	40 (+8)	87 (+33)	89 (+1)
rental apartment Prince Frederick MD		-	-	17 (-1)	104 (-11)	-
rental apartment Reisterstown MD		-	-	-	92 (-7)	82 (+7)
rental apartment Reston VA		-	-	14 (-2)	105 (+3)	-
rental apartment Richmond		9,900	12,100	-	-	-
rental apartment Richmond VA		-	-	-	-	-
rental apartment Rockville		-	-	-	-	-
rental apartment Rockville MD		-	-	93 (-46)	-	-
rental apartment Silver Spring		-	-	-	-	-
rental apartment South Laurel		-	-	15 (-4)	45 (+2)	44 (+30)
rental apartment South Orange NJ		-	-	20 (-5)	-	-
rental apartment Towson MD		-	-	77 (-24)	112 (new)	-
rental apartment Upper Marlboro MD		-	-	34 (-8)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartment Vienna VA		-	-	-	-	-
rental apartment Washington DC		6,600	8,100	-	68 (+41)	67 (new)
rental apartment West Chester PA		-	-	77 (new)	-	-
rental apartment Wheaton MD		-	-	33 (-5)	52 (+13)	51 (+13)
rental apartment White Plains NY		-	-	75 (-11)	-	-
rental apartment Woburn MA		-	-	49 (-5)	-	-
rental apartment Wyomissing PA		-	-	22 (-9)	62 (+11)	61 (+9)
rental apartments Germantown MD]		-	-	62 (-32)	-	-
rental apartments Alexandria VA		170	320	-	-	-
rental apartments annapolis		-	-	37 (new)	-	-
rental apartments Arlington VA		390	260	43 (+16)	-	-
rental apartments Ashburn VA		-	-	13 (-1)	-	-
rental apartments baltimore		210	170	-	-	-
rental apartments Bedford MA		-	-	27 (new)	-	-
rental apartments Bethesda		-	-	3	44 (+47)	42 (+57)
rental apartments Bethesda MD		110	91	5	29 (+15)	28 (+16)
rental apartments Boston		1,900	1,600	-	-	-
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	1	1	1
rental apartments Capitol Heights MD		-	-	46 (-23)	102 (new)	-
rental apartments Centreville VA		-	-	39 (new)	101 (new)	97 (new)
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	21	-	-
rental apartments Conshohocken PA		-	-	33 (+15)	94 (+2)	96 (-1)
rental apartments DC		880	1,000	-	-	-
rental apartments Doylestown PA		-	-	23 (new)	95 (new)	-
rental apartments Eagleville PA		-	-	26 (+1)	85 (-2)	83 (+1)
rental apartments elkridge md		-	-	10 (-1)	98 (+2)	-
rental apartments Englewood		-	-	-	-	-
rental apartments Fairfax VA		-	-	-	-	-
rental apartments Falls Church VA		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments frederick md		-	-	52 (+16)	-	-
rental apartments Gaithersburg MD		-	-	-	-	-
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD		-	-	63 (-33)	-	-
rental apartments hanover md		-	-	17 (+1)	85 (+17)	82 (+2)
rental apartments Henrico VA		-	-	37 (+2)	87 (-3)	90 (+7)
rental apartments Herndon VA		-	-	-	-	-
rental apartments Hoboken		1,000	1,000	-	-	-
rental apartments Jersey City		880	1,000	-	-	-
rental apartments Landover MD		-	-	75 (-26)	-	-
rental apartments laurel md		-	-	44 (+35)	-	-
rental apartments Manassas VA		-	-	44 (new)	-	-
rental apartments Massapequa NY		-	-	14 (new)	90 (+1)	96 (-2)
rental apartments Medford MA		-	-	-	-	-
rental apartments New Haven		-	-	66 (new)	-	-
rental apartments New York		6,600	18,100	-	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	81 (-24)	106 (+1)	-
rental apartments Norristown PA		-	-	29 (new)	96 (new)	-
rental apartments North Bethesda MD		-	-	11 (+19)	90 (+23)	90 (new)
rental apartments North Wales PA		-	-	31 (+5)	106 (new)	-
rental apartments Oakton VA		-	-	31 (-1)	57 (+29)	55 (+29)
rental apartments Odenton MD		-	-	40 (new)	-	84 (new)
rental apartments Owings Mills		-	-	24 (+24)	59 (+47)	49 (+37)
rental apartments Owings Mills MD		-	-	35 (+2)	51 (+18)	53 (+17)
rental apartments Philadelphia		590	720	-	-	-
rental apartments pikesville md		-	-	31 (+50)	86 (new)	89 (new)
rental apartments Prince Frederick MD		-	-	17 (-1)	115 (-22)	-
rental apartments Reisterstown MD		-	-	-	83 (+17)	85 (+7)
rental apartments Reston VA		-	-	17 (-2)	120 (-16)	-
rental apartments Richmond		320	480	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
rental apartments Richmond VA		260	260	-	-	-
rental apartments Rockville		-	-	-	-	-
rental apartments Rockville MD		-	-	-	-	-
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	11 (-1)	46 (+1)	46 (+11)
rental apartments South Orange NJ		-	-	21 (-8)	-	-
rental apartments Towson MD		-	-	44 (new)	107 (new)	-
rental apartments Upper Marlboro MD		-	-	45 (-18)	-	-
rental apartments Vienna VA		-	-	-	105 (+16)	-
rental apartments Washington DC		1,300	1,600	-	73 (+30)	72 (new)
rental apartments West Chester PA		-	-	-	-	-
rental apartments Wheaton MD		-	-	17 (+16)	57 (+8)	57 (+8)
rental apartments White Plains NY		140	140	-	-	-
rental apartments Wyomissing PA		-	-	14 (+1)	63 (+12)	64 (+10)
Riverstone at Owings Mills Owings Mills MD		-	-	4 (+1)	6	4
Riverwalk at Millennium Conshohocken PA		-	-	7	8 (+1)	8
Rolling Hills Germantown MD		210	320	1	1 (+1)	1
Rolling Hills Rockville		-	-	24 (-20)	2 (+3)	1 (+4)
Rosemary Ridge Manassas VA		140	260	5 (-1)	8 (+1)	7 (+1)
Senate Square Washington DC		390	320	9 (-2)	8	5 (+2)
Senior Living Capitol Heights MD		-	-	2 (+3)	2 (+2)	1 (+2)
senior living DC		-	-	71 (-23)	74 (+16)	75 (-10)
senior living Landover MD		-	-	4 (+1)	8 (+1)	7 (+1)
Senior Living Washington DC		390	320	84 (-13)	113 (-3)	-
Short Term Apartments Ashburn VA		-	-	1	13 (-3)	12 (-3)
Siena Park DC		-	-	2	2	2
SouthPoint at Massapequa NY		-	-	8 (-2)	9 (-1)	8 (-1)
Spa Cove Annapolis		390	260	28 (-2)	119 (-17)	-
Spinnaker Bay at Harbor East Baltimore MD		-	-	2	2	2

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
St. Johns Wood Fairfax VA		-	-	1	2 (+1)	2
St. Johns Wood Reston VA		73	73	7 (-1)	7	6
Stone Point Apartments Annapolis MD		73	46	6	7	6
Strathmore Court at White Flint [region]		-	-	1	2	2
Strathmore Court at White Flint North Bethesda MD		-	-	3 (-1)	2	1
Studio Apartment Baltimore		1,000	720	13 (-1)	44 (+8)	48 (+5)
Studio Apartment Georgetown		-	-	-	-	-
Studio Apartment Washington DC		720	590	31 (-8)	76 (+4)	74 (+3)
Studio Apartments Arlington VA		480	320	18 (-3)	32 (+7)	30 (+7)
Studio Apartments Baltimore		1,000	720	11 (+2)	45 (+1)	50 (-1)
Studio Apartments New Haven		-	-	17 (+1)	31 (-10)	24 (-5)
Studio Apartments Norristown		-	-	-	-	-
Studio Apartments North Wales PA		-	-	4 (-3)	10 (+2)	9 (+2)
Studio Apartments Rockville MD		110	73	11 (-2)	33 (-9)	32 (-10)
Studio Apartments Silver Spring		-	-	-	-	-
Studio Apartments Washington DC		720	590	27 (-1)	75 (+13)	73 (+16)
Studio For Rent Arlington VA		-	-	16 (-1)	104 (-9)	70 (+26)
Studio For Rent DC		-	-	-	81 (+10)	87 (+3)
Studios Baltimore		-	-	-	-	-
The Apartments at Regent's Park Vienna VA		-	-	1	1	-
The Arbors at Fair Lakes Fairfax VA		-	-	6 (+1)	7 (+7)	5 (+7)
The Brownstones at Englewood South Englewood NJ		-	-	6	7 (-1)	7 (-1)
The Fenestra at Rockville Town Square Rockville MD		-	-	6	8 (-2)	12 (-6)
The Fenestra at Rockville Town Square Silver Spring		-	-	1	54 (-1)	52 (-3)
The Fitzgerald at UB Midtown Baltimore MD		-	-	2	1 (+1)	1 (+1)
The Grays on Pennsylvania DC		140	320	7 (-1)	7	7

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
The Grays on Pennsylvania Washington DC		22	140	5 (-1)	6 (+1)	8 (-1)
The Halstead at Guilford Baltimore MD		-	-	3	6 (+4)	4 (+4)
The Hampton DC		-	-	61 (+13)	25 (+19)	23 (+22)
The Jefferson at Fair Oaks Fairfax VA		-	-	1 (+1)	2	1
The Jefferson at Fair Oaks Herndon VA		-	-	1	2	1
The Loree Grand at Union Place DC		-	-	7	8	8
The Loree Grand at Union Place Washington DC		-	-	8 (+1)	7 (+1)	7 (+1)
The Munsey Baltimore MD		-	28	2	4 (+5)	4 (+3)
The Promenade at Harbor East Baltimore MD		-	-	1	2	1
The Residences at Rivers Edge Medford MA		-	-	7	6 (+2)	5 (+2)
The Residences at the Market Common Arlington VA		46	91	11 (-2)	7 (+2)	5 (+2)
The Residences at the Market Common DC		-	-	4	9 (+1)	9 (+3)
The Townes at Harvest View Reisterstown MD		-	-	1	1 (+1)	1
The Zenith Baltimore MD		-	-	14 (-5)	17 (-1)	16
Timberlawn Crescent North Bethesda MD		-	-	1	2 (+4)	1 (+1)
Town Home Rentals Bethesda		-	-	10 (+86)	12 (-2)	11 (-2)
Town Home Rentals North Bethesda MD		-	-	5	2	1
townhome for rent Owings Mills		-	-	23 (+8)	19 (+9)	19 (+7)
Townhomes Wheaton MD		-	-	7 (-2)	4	3
U Street Apartments Washington DC		170	170	16 (+3)	18 (-2)	18 (-2)
Upstairs at Bethesda Row Bethesda MD		-	-	8 (+1)	2 (+3)	1 (+3)
View 14 Washington DC		110	170	6 (-1)	11	9 (-1)
West End Apartments Henrico VA		-	-	3	5 (+3)	5 (+3)
West End Apartments Richmond		-	-	40 (-6)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
WestEnd25 Georgetown		-	-	3	3 (+2)	3 (+2)
1 bedroom apartments Columbia MD	1	-	-	6	26 (+1)	20 (+4)
3 Bedroom Apartments Washington DC	1	140	140	12	46 (+3)	43 (+5)
apartment Arlington VA	1	33,100	33,100	51 (+40)	-	-
apartment Columbia MD	1	12,100	9,900	8	-	-
apartment rentals Arlington VA	1	480	320	31 (-3)	-	-
apartment rentals baltimore	1	880	880	58 (+14)	-	-
apartment Washington DC	1	60,500	60,500	50 (+14)	52 (+6)	51 (+7)
apartments Bedford MA	1	2,400	1,900	25 (+18)	97 (new)	-
apartments Columbia MD	1	12,100	9,900	13	-	-
apartments DC	1	135,000	110,000	45 (+26)	17 (+32)	16 (+31)
apartments Doylestown PA	1	1,000	880	5 (-1)	9 (+2)	8 (+7)
apartments elkridge md	1	1,300	1,300	6 (-3)	85 (-7)	86 (-5)
apartments Falls Church VA	1	4,400	3,600	77 (+6)	-	-
apartments Germantown MD	1	5,400	4,400	9	18 (+3)	18 (+2)
apartments hanover md	1	1,000	880	28 (+2)	77 (+4)	78 (+5)
apartments laurel md	1	12,100	12,100	33 (-3)	42 (+9)	41 (+14)
apartments Vienna VA	1	1,900	1,900	9 (+3)	29 (+5)	27 (+3)
Arbors at Broadlands Ashburn VA	1	-	-	1	2	1
Lodge at Seven Oaks Odenton MD	1	73	58	10 (-1)	7	5
Luxury Apartments Norristown PA	1	-	-	7 (+4)	41 (+4)	53
Luxury Apartments South Orange NJ	1	-	-	2	6 (-3)	5
Luxury Apartments Woburn MA	1	-	-	7 (-1)	4 (+3)	5 (+1)
New Apartments DC	1	1,300	880	2 (+4)	3 (-2)	3 (-2)
Pentagon City Apartments Arlington VA	1	91	73	38 (-2)	118 (-16)	-
Red Run Apartments Owings Mills MD	1	91	320	7	12 (+5)	11 (+5)
rental apartments Woburn MA	1	-	-	-	-	-
Silverwood Farm Prince Frederick MD	1	-	-	1	2	1
St. Paul Senior Living Apartments Capitol Heights MD	1	-	-	2	2 (+1)	11 (-9)

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Studio Apartments DC	1	1,900	1,600	23 (-6)	47 (-3)	45 (-2)
Studio For Rent Bethesda MD	1	-	-	6 (+1)	18 (+18)	18 (+6)
The Apartments at Harbor Park Reston VA	1	-	-	1	2	1
The Courts of Devon Gaithersburg MD	1	-	-	1	2	1
The Village at Taylor Pond Bedford MA	1	-	-	7 (+1)	4 (+1)	3 (+2)
U Street Apartments DC	1	480	480	18	13 (+1)	13 (+1)
WestEnd25 Washington DC	1	-	-	6 (-1)	4 (+1)	3 (+1)
apartment for rent laurel md	2	480	720	74 (-27)	93 (new)	94 (new)
apartments Alexandria VA	2	22,200	22,200	81 (+28)	-	-
apartments Centreville VA	2	2,400	2,400	35 (+1)	105 (+5)	-
apartments Fairfax VA	2	8,100	8,100	22 (-4)	-	-
crystal park at waterford frederick md	2	-	-	1	2	2
eight 50 alicenna baltimore	2	-	16	1	1	1
excalibur pikesville md	2	-	-	1	2	1
Four Winds at Oakton VA	2	-	-	3 (+1)	4	3
Greenwich Place Owings Mills MD	2	-	36	1	1	1
Luxury Apartments Pikesville MD	2	-	-	5 (+1)	7 (+2)	9 (-1)
Siena Park Arlington VA	2	170	480	4 (-1)	7 (+3)	5 (+3)
The Apartments at Regent's Park Fairfax VA	2	-	-	1	1	6 (-5)
The Ellington Washington DC	2	140	170	6 (+1)	40	37 (+3)
The Lexington at Market Square Washington DC	2	-	16	1	1 (+1)	1
The Tuscany Apartments Alexandria VA	2	73	46	9	8 (-2)	7 (-2)
Towson Woods Apartments Towson MD	2	-	22	1	2	1
View 14 DC	2	390	480	7 (-2)	13	13 (-4)
apartments Washington DC	3	60,500	60,500	59 (+14)	62 (+2)	60 (-2)
arbors at arundel preserve hanover md	3	-	-	8	6	6
Liberty Towers Jersey City	3	880	1,300	9 (-2)	7 (+1)	5 (+1)

SERP Tracker Report

(continued)

Keyword	GA Visits	Local Vol	Global Vol	Google	Yahoo!	Bing
Luxury Apartment DC	3	2,400	2,400	1 (+4)	3 (+2)	3 (+2)
luxury apartments annapolis	3	140	110	12 (-3)	9 (+4)	10 (+2)
Observer Park Hoboken	3	320	320	10 (-4)	-	-
Sherwood Crossing Columbia	3	-	-	1	2	2 (-1)
Chatsworth Park Manassas VA	4	140	320	1	3 (-1)	2 (-1)
Henderson House Baltimore MD	4	-	36	1	2	1
Stonington Farm Doylestown PA	4	73	170	1	2	1
apartments Bethesda MD	5	4,400	4,400	24 (-7)	33 (+10)	31 (+12)
Concord Crystal City Arlington VA	5	-	16	3 (+1)	5 (+1)	5 (+1)
Newseum Residences Washington DC	5	-	46	5 (+4)	4 (+1)	2 (+1)
Senate Square DC	5	1,000	880	7	11 (-1)	11 (-1)
The Estates Pikesville MD	5	260	170	7	10 (+1)	8 (+1)
Timberlawn Crescent Bethesda	5	140	73	1	2	1
1901 west annapolis md	6	73	91	10 (-1)	16 (+2)	14 (+3)
apartments annapolis	6	8,100	8,100	35 (+10)	62 (new)	62 (-1)
Lakeside Apartments Centreville VA	6	260	480	9 (-1)	1	21 (-6)
Newseum Residences DC	6	-	46	5 (+1)	4 (+1)	4 (+1)
Riverview Landing Eagleville PA	6	-	-	2	2	1
The Ellington DC	6	720	720	7 (+2)	12 (+2)	12 (+5)
apartments Reston VA	7	4,400	4,400	9 (-1)	46 (+33)	41 (+43)
The Gramercy at Town Center Columbia MD	7	-	-	1	2	1
belmont station elkridge md	8	170	320	3 (+1)	6	5
The Lexington at Market Square DC	8	-	36	1	1	1
Spring House at Brandywine West Chester PA	9	-	-	1	1 (+1)	1
The Whitney Bethesda MD	9	46	46	8 (-1)	5 (+1)	4 (-2)
Riverview Landing Norristown PA	12	-	-	2	16 (-6)	15 (-4)
apartments Arlington VA	13	33,100	27,100	61 (+33)	-	-
Sherwood Crossing Elkridge MD	13	260	210	1	3	2
Luxury Apartments Alexandria VA	14	320	260	18	24 (+4)	22 (+3)
Hunters Glen Upper Marlboro MD	15	110	110	1	1	1

SERP Tracker Report

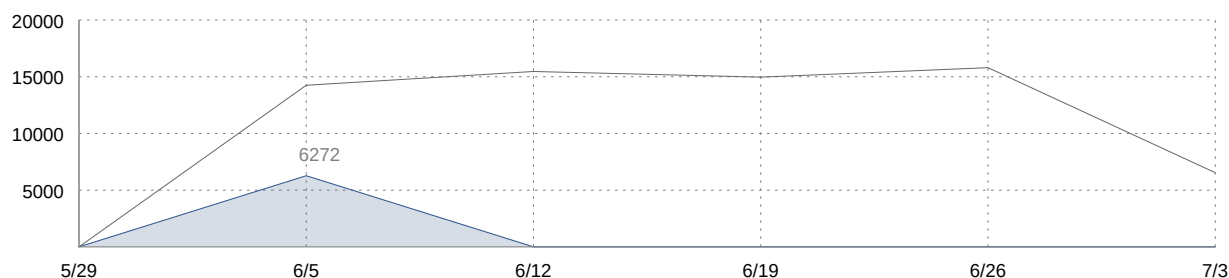
(continued)

Keyword	<u>GA Visits</u>	Local Vol	Global Vol	Google	Yahoo!	Bing
The Metropolitan Bethesda MD	15	110	110	1	3 (-1)	1
Crystal City Apartments Arlington VA	16	320	260	20 (+3)	32 (+2)	30 (-1)
River House DC	18	110	110	49 (-21)	-	49 (-9)
Luxury Apartments Washington DC	21	880	1,300	4 (+2)	6 (+2)	4 (+3)
The Apartments at North Point Reston VA	26	-	36	1	6 (+1)	6 (+2)
Park Place Washington DC	27	480	480	10 (-1)	10 (-1)	9 (+7)
The Glen Apartments Wheaton MD	29	-	36	1	2	1
Luxury Apartments DC	44	1,900	2,400	1 (+5)	2 (+3)	2 (+3)
The Hampton Arlington VA	45	320	210	6	10 (+6)	9 (+5)
River House Arlington VA	48	590	1,300	10 (-1)	13 (-3)	12 (-2)
Gaslight Commons South Orange NJ	51	170	210	1	3	2
Washington Crossing Woburn MA	54	210	170	2 (-1)	4 (+2)	2 (+1)
Park Place DC	277	1,900	1,600	8 (-2)	6 (+1)	5

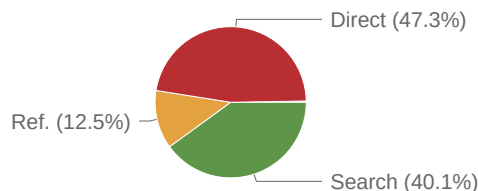
Google Analytics Summary Report

Google Analytics

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



6,272 Visits
 Previous: 67,035 (-90.64%)
28,500 Page Views
 Previous: 325,853 (-91.25%)



786 Site Referrals

TOP REFERRERS	%	VISITS
washingtondc.craigslist.org	16.3%	128
rentsentinel.com	10.3%	81
kannekt.com	4.7%	37
intranet.bozzuto.com:8095	4.6%	36
prnewswire.com	4.2%	33

2,517 Search Referrals

TOP KEYWORDS	%	VISITS
bozzuto	12.2%	307
bozzuto management	8.9%	225
bozzuto apartments	3.7%	93
bozzuto group	1.4%	34
buzzuto	1.2%	31

TOP SEARCH ENGINES	%	VISITS
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Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	84.3%	2,123
bing	8.5%	214
yahoo	5.0%	125
aol	0.9%	23
search	0.7%	18

TOP LANDING PAGES	%	VISITS
/	21.6	1,351
/apartments?ctd_ac=1081055&ctx_name=WashPost-News-Rental&ctx_Ad Source=WashPost-News-Rental&?utm_source=News-Rental	13.9	871
/about-us/careers	3.6	224
/services/management	3.0	187
/apartments	2.5	155