



Weekly SERP Report

Bozzuto.com Keyword Rankings

Prepared for www.bozzuto.com

SERP Tracker Report

Ranking Results

10/1/2011 - 10/31/2011

Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
255 (-9)	483	208 (+50)	156 (+34)

Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
911 ▲	680 ▼	1343	206	86

Average Rank

Google	Yahoo!	Bing
40 (66% ranked)	30 (61% ranked)	26 (32% ranked)

All Keywords

GA visits from 11/11-12/10

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		823,000	1,000,000	-	-	-
apartment for rent New York		246,000	301,000	-	-	-
apartments for rent New York		246,000	301,000	-	-	-
apartment DC		165,000	165,000	63 (new)	-	-
apartments DC		165,000	165,000	69 (+37)	69 (+13)	-
apartment Boston		135,000	165,000	-	-	-
apartment Philadelphia		135,000	135,000	-	-	-
apartments Boston		135,000	165,000	-	-	-
apartments Philadelphia	1	135,000	135,000	-	-	-
apartment Arlington		110,000	110,000	-	-	-
apartment Columbia		110,000	165,000	-	-	-
apartments Arlington		110,000	135,000	-	-	-
apartments Columbia		110,000	165,000	-	-	-
apartment Richmond		90,500	110,000	-	-	-
apartments Richmond		90,500	110,000	-	-	-
The Chelsea New York		90,500	135,000	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
rental apartment New York		74,000	110,000	-	-	-
apartment washington dc		60,500	74,000	76 (+33)	-	-
apartment baltimore		60,500	60,500	-	-	-
apartment rental New York		60,500	90,500	-	-	-
apartment rentals New York		60,500	74,000	-	-	-
apartment Washington DC		60,500	74,000	76 (+33)	-	-
apartments baltimore		60,500	60,500	-	-	-
apartments Richmond VA		60,500	60,500	-	-	-
apartments Washington DC		60,500	74,000	83 (new)	-	-
rental apartments New York		60,500	90,500	-	-	-
apartment Richmond VA		49,500	60,500	-	-	-
apartment Arlington VA		40,500	40,500	102 (new)	105 (new)	-
apartment Alexandria VA		33,100	33,100	-	-	-
apartment for rent Boston		33,100	40,500	-	-	-
apartment for rent Philadelphia		33,100	33,100	-	-	-
apartments Alexandria VA	1	33,100	33,100	-	-	-
apartments Arlington VA	1	33,100	33,100	75 (new)	-	-
apartments for rent Philadelphia		33,100	33,100	-	-	-
apartments Georgetown		33,100	33,100	-	-	-
apartments Silver Spring		33,100	33,100	-	-	-
apartment Georgetown		27,100	33,100	-	-	-
apartment Hoboken		27,100	27,100	-	115 (new)	-
apartment Jersey City		27,100	33,100	-	-	-
apartment Newark		27,100	27,100	-	-	-
apartment Silver Spring		27,100	33,100	-	-	-
apartments for rent Boston		27,100	33,100	-	-	-
apartments Jersey City		27,100	33,100	-	-	-
apartments Newark		27,100	33,100	-	-	-
apartment for rent DC		22,200	22,200	-	-	-
apartments Hoboken		22,200	27,100	-	-	-
apartment for rent Richmond		18,100	22,200	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments Bethesda	1	18,100	18,100	43 (+46)	27 (-1)	76 (-3)
apartments for rent DC		18,100	22,200	40 (+19)	-	-
apartment Bethesda		14,800	18,100	86 (-5)	40 (+5)	-
apartment for rent Arlington		14,800	14,800	-	-	-
apartment New Haven		14,800	14,800	-	-	-
apartment philadelphia pa		14,800	14,800	-	104 (+11)	-
apartment Rockville		14,800	14,800	-	-	-
apartments New Haven		14,800	18,100	-	-	-
apartments philadelphia pa		14,800	14,800	-	68 (new)	-
apartments Rockville		14,800	14,800	-	79 (-1)	-
brookside apartments		14,800	14,800	-	10 (-4)	10 (+23)
apartment Columbia MD		12,100	12,100	71 (-18)	95 (-32)	-
apartment Fairfax VA		12,100	12,100	100 (-3)	99 (-37)	-
apartment for rent baltimore		12,100	12,100	-	-	-
apartment laurel md		12,100	12,100	41 (new)	15 (+1)	-
apartment rental Boston		12,100	14,800	-	-	-
apartments Columbia MD	1	12,100	12,100	46 (+14)	67 (+20)	-
apartments Fairfax VA		12,100	12,100	102 (-35)	84 (-42)	-
apartments for rent Columbia		12,100	33,100	-	-	-
apartments for rent Richmond		12,100	22,200	-	-	-
apartments laurel md		12,100	12,100	33 (+40)	9 (+7)	70 (+22)
rental apartment Boston		12,100	14,800	-	-	-
apartment annapolis		9,900	9,900	116 (-39)	74 (-7)	-
apartment Englewood		9,900	9,900	-	-	76 (new)
apartment for rent Jersey City		9,900	9,900	69 (+36)	-	-
apartment for rent Richmond VA		9,900	9,900	-	-	-
apartment for rent Washington DC		9,900	12,100	37 (+23)	-	-
apartment frederick md		9,900	9,900	63 (+43)	88	-
apartments annapolis		9,900	12,100	30 (+83)	49 (-6)	-
apartments Englewood		9,900	9,900	-	-	-
apartments for rent Arlington		9,900	9,900	-	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Jersey City		9,900	9,900	86 (+12)	-	-
apartments frederick md	1	9,900	9,900	71 (new)	111 (-13)	-
Pet-Friendly New York		9,900	12,100	-	-	-
rental apartments Boston		9,900	12,100	-	-	-
apartment for rent Hoboken		8,100	8,100	-	-	-
apartment Manassas VA		8,100	8,100	48 (+25)	32 (-6)	-
apartment rental DC		8,100	8,100	81 (new)	-	-
apartment rentals Boston		8,100	9,900	-	-	-
apartment Rockville MD		8,100	8,100	-	73 (+6)	-
apartment West Chester PA		8,100	8,100	105 (-24)	-	-
apartments for rent baltimore		8,100	9,900	-	-	-
apartments for rent Hoboken		8,100	8,100	104 (new)	-	-
apartments for rent Richmond VA		8,100	8,100	-	-	-
apartments for rent Washington DC		8,100	9,900	30 (+15)	-	-
apartments Manassas VA	1	8,100	8,100	30 (+43)	23 (-5)	89 (+3)
apartments Rockville MD		8,100	8,100	84 (-22)	99 (-13)	-
apartments West Chester PA		8,100	8,100	116 (-19)	-	-
rental apartment DC		8,100	8,100	62 (new)	-	-
apartment Morristown		6,600	6,600	42 (new)	-	-
apartment Owings Mills		6,600	6,600	17 (+9)	35 (-2)	-
apartments Morristown		6,600	6,600	40 (+59)	-	-
apartments Owings Mills		6,600	6,600	26 (+9)	35 (-1)	-
rental apartments DC		6,600	8,100	76 (new)	-	-
apartment Germantown MD		5,400	5,400	-	28 (+1)	-
apartment Bethesda MD		5,400	6,600	41 (+34)	39 (+19)	-
apartment for rent Alexandria VA		5,400	5,400	-	-	-
apartment for rent Arlington VA		5,400	6,600	77 (new)	-	-
apartment for rent Newark		5,400	5,400	-	-	-
apartment Gaithersburg MD		5,400	5,400	-	33 (+35)	-
apartment Germantown MD		5,400	5,400	74 (+29)	29 (+3)	-
apartment rental Philadelphia		5,400	6,600	-	89 (new)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals DC		5,400	6,600	94 (new)	-	-
apartment Reston VA		5,400	5,400	45 (+23)	36 (-8)	95 (+2)
apartments Germantown MD		5,400	5,400	86 (new)	20 (+7)	-
apartments Bethesda MD	1	5,400	6,600	41 (+19)	41 (+5)	-
apartments Gaithersburg MD		5,400	6,600	-	25 (new)	97 (new)
apartments Germantown MD	1	5,400	5,400	85 (new)	21 (+12)	-
apartments Reston VA		5,400	5,400	27 (+53)	31 (-4)	97
rental apartment Philadelphia		5,400	6,600	-	-	-
rental apartments Philadelphia		5,400	5,400	-	-	-
apartment Falls Church VA		4,400	4,400	52 (+16)	-	-
apartment Herndon VA		4,400	4,400	94 (+7)	-	-
apartment rentals Philadelphia		4,400	4,400	-	-	-
apartment Towson MD		4,400	4,400	-	32 (-4)	-
apartments Bowie		4,400	4,400	-	-	-
apartments Falls Church VA		4,400	5,400	44 (+17)	-	-
apartments for rent Arlington VA		4,400	4,400	74 (+19)	-	-
apartments for rent Newark		4,400	5,400	-	-	-
apartments Herndon VA		4,400	4,400	95 (+13)	-	-
Luxury Apartments Boston	4	4,400	5,400	37 (+13)	-	-
apartment Ashburn VA		3,600	3,600	45 (+1)	32 (+46)	37 (new)
apartment for rent Georgetown		3,600	4,400	-	-	-
apartment for rent philadelphia pa		3,600	3,600	-	-	-
apartment rental washington dc		3,600	4,400	47 (new)	60 (-33)	-
apartment rental Hoboken		3,600	3,600	-	-	-
apartment rental Washington DC		3,600	4,400	46 (new)	60 (-33)	-
apartments Ashburn VA		3,600	3,600	100 (-8)	35 (+24)	38 (new)
apartments for rent Alexandria VA		3,600	3,600	57 (+5)	-	-
apartments for rent philadelphia pa		3,600	3,600	-	-	-
apartments Norristown		3,600	3,600	81 (-4)	80 (-13)	-
apartments Towson MD		3,600	4,400	-	18 (+2)	96 (-22)
apartments White Plains NY		3,600	3,600	41 (+16)	77 (+20)	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Hoboken		3,600	3,600	-	-	-
rental apartment Washington DC		3,600	4,400	51 (new)	-	-
test keyword		3,600	9,900	-	-	-
The Sagamore New York NY		3,600	3,600	84 (+22)	-	-
apartment Centreville VA		2,900	2,900	53 (+8)	66 (-4)	-
apartment for rent Columbia MD		2,900	2,900	79 (-6)	-	-
apartment for rent Fairfax VA		2,900	2,900	76 (-13)	-	-
apartment for rent New Haven		2,900	3,600	-	-	-
apartment for rent Silver Spring		2,900	2,900	-	-	-
apartment rental Arlington		2,900	2,900	-	-	-
apartment rental Jersey City		2,900	2,900	-	-	-
apartment rentals washington dc		2,900	3,600	55 (+35)	-	-
apartment rentals Washington DC		2,900	3,600	54 (+31)	-	-
apartment White Plains NY		2,900	3,600	45 (+17)	-	-
apartments Centreville VA		2,900	2,900	41 (+26)	73 (-4)	-
apartments for rent New Haven		2,900	2,900	-	-	-
rental apartment Jersey City		2,900	2,900	-	-	-
rental apartments washington dc		2,900	3,600	54 (new)	-	-
rental apartments Hoboken	1	2,900	3,600	-	-	-
rental apartments Washington DC		2,900	3,600	56 (new)	-	-
the avenue apartments dc		2,900	2,900	11 (-7)	2	2
apartment for rent annapolis		2,400	2,900	-	-	-
apartment for rent Bethesda		2,400	2,900	79 (-7)	-	-
apartment for rent frederick md		2,400	2,400	59 (+19)	-	-
apartment Medford MA		2,400	2,400	31 (+13)	76 (+8)	-
apartment rental Richmond		2,400	4,400	-	86 (new)	64 (new)
apartment rentals Arlington		2,400	2,400	-	-	-
apartment rentals Hoboken		2,400	2,400	-	-	-
apartment rentals Jersey City		2,400	2,400	-	-	-
apartment Vienna VA		2,400	2,400	42	44 (+6)	-
apartment Woburn MA		2,400	2,400	45 (new)	24 (-4)	100 (-6)

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments Bedford MA		2,400	2,900	24 (+3)	89 (new)	-
apartments for rent Georgetown		2,400	3,600	-	-	-
apartments for rent Silver Spring		2,400	2,400	-	-	-
apartments Medford MA		2,400	2,400	30 (+25)	55 (+36)	-
apartments Norristown PA		2,400	2,400	84 (-1)	66 (-19)	-
apartments Owings Mills MD	1	2,400	2,400	12 (+3)	31 (-4)	32 (-5)
apartments Vienna VA		2,400	2,400	93 (+16)	37 (-5)	-
apartments Woburn MA		2,400	2,400	43 (+28)	20 (+1)	97 (new)
Park Place DC	1	2,400	2,400	-	5	-
rental apartments Jersey City		2,400	2,900	-	-	-
rental apartments Richmond		2,400	4,400	-	-	-
apartment for rent West Chester PA		1,900	1,900	-	-	-
apartment rental baltimore		1,900	1,900	-	82 (new)	-
apartment rentals Richmond		1,900	3,600	-	64 (new)	49 (new)
apartments for rent Bethesda		1,900	2,400	55 (+9)	-	-
apartments for rent Fairfax VA		1,900	1,900	87 (-1)	-	-
apartments for rent Rockville		1,900	2,400	90 (new)	-	-
Luxury Apartment DC		1,900	1,900	25 (+16)	3 (+4)	1
Luxury Apartments DC	7	1,900	2,400	26 (+9)	2 (+2)	1
New Apartments DC	1	1,900	1,900	40 (+10)	2 (+2)	1
rental apartment baltimore		1,900	1,900	-	-	-
rental apartments Arlington		1,900	2,400	-	-	-
rental apartments baltimore		1,900	1,900	-	-	-
Studio Apartments DC	1	1,900	1,900	-	-	-
aliceanna baltimore		1,600	1,900	55 (new)	3	45 (new)
apartment for rent Manassas VA		1,600	1,600	45 (+12)	-	-
apartment for rent Rockville MD		1,600	1,600	72 (-3)	-	-
apartment for rent White Plains NY		1,600	1,600	54 (-3)	-	-
apartment rental Arlington VA		1,600	1,600	66 (new)	-	-
apartments for rent annapolis		1,600	1,900	-	-	-
apartments for rent Columbia MD		1,600	1,600	50 (+46)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments for rent Englewood		1,600	1,600	101 (+12)	-	-
apartments for rent frederick md		1,600	1,600	98 (+7)	-	-
apartments for rent West Chester PA		1,600	1,600	101 (new)	-	-
apartments Landover MD		1,600	1,600	35 (+35)	91 (-55)	-
Luxury Apartment Philadelphia	1	1,600	1,900	-	93 (-5)	-
The Ellington DC	6	1,600	1,600	-	7 (-1)	-
apartment elkridge md		1,300	1,300	53 (+21)	40 (-16)	72 (-1)
apartment for rent Bethesda MD		1,300	1,300	57 (+5)	33 (new)	-
apartment Limerick		1,300	4,400	-	47 (-4)	-
apartment rental Richmond VA		1,300	1,300	-	64 (new)	27 (+62)
apartment rentals Arlington VA		1,300	1,300	94 (new)	-	-
apartment rentals baltimore		1,300	1,600	106 (new)	-	-
apartments Conshohocken PA		1,300	1,300	-	75 (-11)	-
apartments Doylestown PA	1	1,300	1,300	-	44 (-11)	-
apartments elkridge md		1,300	1,300	-	40 (-19)	53 (+14)
apartments for rent Morristown		1,300	1,600	45 (+26)	-	-
apartments for rent White Plains NY		1,300	1,300	50 (+3)	-	-
apartments Limerick		1,300	6,600	-	41 (-10)	-
apartments Odenton MD		1,300	1,300	-	-	-
apartments South Orange NJ		1,300	1,300	33 (+13)	35 (+21)	76 (+3)
apartments white marsh md		1,300	1,600	31 (+15)	-	-
Luxury Apartments Washington DC	6	1,300	1,300	15 (+4)	8 (-1)	1 (+4)
The Hampton Arlington VA		1,300	1,600	7 (+1)	-	-
apartment for rent Reston VA		1,000	1,300	50 (+6)	-	-
apartment for rent Reston VA		1,000	1,300	50 (+6)	-	-
apartment hanover md		1,000	1,000	16 (+12)	55 (-15)	-
apartment rental Alexandria VA		1,000	1,300	88 (+18)	75 (+20)	-
apartment rentals Alexandria VA		1,000	1,000	-	54 (+20)	-
apartment rentals Richmond VA		1,000	1,000	-	-	38 (+51)
apartments for rent Bethesda MD		1,000	1,000	51 (+5)	52 (+60)	-
apartments for rent Manassas VA		1,000	1,000	42 (+6)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments for rent Rockville MD		1,000	1,300	56 (+1)	-	-
apartments hanover md		1,000	1,000	13 (+10)	41 (-4)	-
apartments Wheaton MD		1,000	1,000	22 (+14)	14 (-2)	52 (+8)
rental apartments Arlington VA		1,000	1,000	-	-	-
rental apartments Richmond VA		1,000	1,000	-	-	-
the avenue apartments washington dc		1,000	1,300	16 (+10)	3	-
apartment for rent Falls Church VA		880	880	51 (+9)	-	-
apartment for rent Gaithersburg MD		880	880	80 (-4)	-	-
apartment North Bethesda		880	880	21 (+17)	41 (-9)	47 (-8)
apartments for rent laurel md		880	880	-	-	-
apartments for rent Reston VA		880	880	57 (-5)	-	-
apartments Henrico VA		880	880	42 (+35)	65 (+4)	-
apartments North Bethesda		880	1,000	22 (+11)	53 (-32)	64 (-6)
apartments pikesville md		880	1,000	-	26 (-1)	79 (+3)
apartments Upper Marlboro MD		880	1,000	32 (+14)	31 (-5)	-
Laurel Square Apartments Laurel MD		880	880	6	3	4 (+13)
Liberty Towers Jersey City	2	880	1,000	5 (+65)	4	14 (-4)
Park Place Washington DC		880	880	116 (-3)	5 (+1)	-
Senate Square DC		880	880	95 (new)	5 (-1)	13 (-1)
Studio Apartment Baltimore		880	880	101 (-34)	30	64 (+1)
Studio Apartments Baltimore	12	880	880	91 (+8)	32 (-2)	64 (-14)
Studio For Rent DC		880	880	-	95 (new)	-
3 Bedroom Apartments DC		720	880	-	16 (-2)	-
apartment for rent Medford MA		720	720	42 (+13)	-	-
apartment rental Bethesda		720	880	49 (+23)	32 (+8)	-
apartment rental Georgetown		720	880	-	-	-
apartment rental New Haven		720	880	-	-	-
apartments for rent Falls Church VA		720	720	39 (+13)	-	-
apartments for rent Gaithersburg MD		720	720	69 (+5)	-	-
apartments North Wales PA		720	720	79 (-14)	80 (-21)	-
Highland Park DC		720	720	15 (+41)	7 (+4)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Luxury Apartments Manhattan New York		720	1,000	-	-	-
New Apartments Washington DC		720	720	36 (+6)	3	4 (-2)
rental apartments Alexandria VA		720	720	48	-	-
rental apartments Bethesda		720	720	55 (-48)	71 (-16)	-
River House Arlington VA		720	720	20 (+4)	15 (-2)	20 (new)
Studio Apartment Washington DC		720	720	-	86 (-20)	86 (-10)
Studio Apartments Washington DC		720	880	95 (+12)	110 (-31)	-
apartment for rent Vienna VA		590	720	-	-	-
apartment rental philadelphia pa		590	590	-	100 (-3)	-
apartments for rent Germantown MD		590	720	52 (+6)	-	-
apartments for rent Ashburn VA		590	590	83 (-14)	-	-
apartments for rent Germantown MD		590	720	54 (+3)	-	-
apartments for rent Herndon VA		590	720	63 (-5)	-	-
apartments for rent Medford MA		590	720	54 (+3)	-	-
apartments Wyomissing PA		590	590	24 (+1)	37 (+3)	80 (new)
Broadmoor Apartments Richmond		590	590	21 (+47)	-	-
loft apartments baltimore	1	590	590	-	11 (+4)	-
apartment rentals Bethesda		480	590	35 (+37)	25 (+23)	-
apartment rentals Georgetown		480	590	-	-	-
apartment rentals New Haven		480	480	78 (+20)	-	-
apartment rentals philadelphia pa		480	480	-	-	-
apartments for rent Towson MD		480	480	83 (-12)	-	-
apartments for rent Woburn MA		480	480	39 (+18)	-	-
apartments Oakton VA		480	480	-	21 (-3)	35 (+3)
Luxury Apartments Arlington VA	21	480	480	15 (+13)	14 (+2)	35 (+11)
rental apartments philadelphia pa		480	480	-	-	-
Studio Apartments Arlington VA		480	480	49 (+15)	32 (-5)	83 (new)
apartment rental Columbia MD		390	390	58 (new)	42 (+38)	-
apartment rental White Plains NY		390	480	-	49 (+56)	-
apartment rentals Fairfax VA		390	390	62	66 (+1)	-
apartments for rent Centreville VA		390	390	36 (+11)	-	-

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(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Doylestown PA		390	390	-	-	-
apartments for rent Norristown PA		390	390	85 (-6)	-	-
apartments for rent Vienna VA		390	480	-	-	-
Crystal City Apartments Arlington VA	2	390	390	54 (+11)	9 (+3)	37 (+15)
Honey Tree Richmond VA		390	390	32 (+17)	9 (-2)	17 (+1)
rental apartments White Plains NY		390	390	-	-	-
Senior Living Washington DC		390	390	57 (new)	106 (-12)	-
The Ellington Washington DC	1	390	390	46 (-5)	5 (+2)	79 (-59)
U Street Apartments DC	4	390	390	18 (+16)	23 (+60)	-
View 14 DC		390	480	19 (+2)	20 (-3)	-
360 State Street New Haven CT		320	320	35 (+14)	7	13 (-1)
apartment rental Bethesda MD		320	320	52 (+19)	30 (+3)	-
apartment rental Reston VA		320	320	45 (+11)	37 (+25)	-
apartment rentals West Chester PA		320	320	102 (new)	50 (+33)	-
apartments for rent Conshohocken PA		320	320	53	101 (new)	-
apartments for rent South Orange NJ		320	320	30 (+5)	-	-
brookside frederick md	1	320	320	29 (+4)	2	26 (-24)
Lakeside Apartments Centreville VA	46	320	320	1 (+27)	10 (-2)	19 (+1)
Lotus Square DC		320	320	15 (+2)	5 (+2)	10 (-3)
Luxury Apartments Alexandria VA	5	320	320	63 (+5)	19 (-4)	-
Luxury Apartments Bethesda	3	320	320	-	17 (+1)	-
Luxury Apartments Newark		320	320	-	-	-
Observer Park Hoboken	5	320	320	4	5 (-1)	10 (-5)
Rent Studio Jersey City		320	390	-	69 (-5)	-
rental apartments frederick md		320	320	6 (+86)	-	-
1 Bedroom Apartments Washington DC		260	320	68 (new)	58 (-12)	-
100 park wyomissing square		260	320	10 (+2)	4	7
1500 locust philadelphia pa		260	260	77 (+10)	21 (-4)	8 (new)
2 Bedroom Apartments Washington DC		260	320	50 (new)	68	-
apartment for rent Limerick		260	1,300	-	89 (-15)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Reston VA		260	260	57 (+1)	30 (+22)	-
apartment rentals White Plains NY		260	320	44 (+37)	51 (+35)	-
apartments for rent Owings Mills MD		260	260	25	30 (+8)	59 (+6)
Monterey Bethesda		260	320	18 (new)	11 (-4)	14 (-5)
residences on the avenue dc		260	320	20 (+3)	2	-
Senate Square Washington DC	2	260	260	-	4 (-1)	5
Siena Park Arlington VA		260	260	42 (+22)	4	14 (-3)
Spa Cove Annapolis		260	260	-	16 (-1)	18 (-2)
The Estates Pikesville MD	1	260	260	39 (+7)	4	4
3 Bedroom Apartments Washington DC		210	210	-	23 (-6)	-
apartment rentals frederick md		210	210	50 (+16)	47 (-3)	-
apartments for rent Limerick		210	1,600	-	59 (+52)	-
apartments for rent Odenton MD		210	210	70 (new)	-	-
apartments North Bethesda MD		210	210	14 (+8)	25 (-12)	54 (+1)
belmont station elkridge md	8	210	210	4	3	15 (-2)
Chatsworth Park Manassas VA	5	210	210	1	1	1
rental apartments Reston VA		210	210	60 (+8)	53 (+6)	-
Rolling Hills Germantown MD		210	210	1	2	1 (+7)
Sherwood Crossing Elkridge MD	9	210	210	6 (-5)	11 (-9)	2
The Metropolitan Bethesda MD	3	210	210	1	2	1
Washington Crossing Woburn MA	38	210	210	1	2	3 (-2)
apartment rentals Bethesda MD		170	210	45 (+10)	31 (+3)	-
apartment rentals Rockville MD		170	170	55 (+4)	115 (-21)	-
Red Run Apartments Owings Mills MD		170	170	12 (+10)	4	4
Rosemary Ridge Manassas VA	2	170	170	27 (+25)	3	18 (-9)
The Grays on Pennsylvania DC	5	170	170	2 (new)	8 (-1)	-
apartments for rent hanover md		140	140	50 (+46)	46 (+2)	-
Gaslight Commons South Orange NJ	10	140	170	1	2	9 (-6)
Halstead Arlington VA		140	170	25 (+16)	3	14 (-2)
Monroe Place Herndon VA		140	140	28 (-24)	3 (+1)	11 (-4)
River House DC		140	170	44 (+18)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Summer Chase Apartments Limerick PA	2	140	140	32 (-19)	9 (-3)	12 (-1)
The Apartments at North Point Reston VA	2	140	170	5 (-3)	1	5 (-2)
The Glen Apartments Wheaton MD	21	140	140	1 (+1)	2	-
U Street Apartments Washington DC	7	140	140	22 (+10)	72 (-57)	-
1901 west annapolis md		110	110	5 (+41)	6	17 (-1)
apartment rentals Vienna VA		110	140	-	-	-
apartments for rent Massapequa NY		110	110	14 (+28)	75 (+8)	-
apartments for rent Wheaton MD	1	110	110	22	71 (+2)	-
Enclave at Emerson Laurel MD		110	110	5 (+1)	2 (+2)	3
Highland Park Washington DC		110	110	22 (+11)	7	-
Hunters Glen Upper Marlboro MD	17	110	110	1 (+3)	1	1
luxury apartments annapolis		110	110	19 (+20)	9 (-3)	19 (-3)
luxury apartments philadelphia pa	3	110	110	-	60 (new)	-
overlook manor frederick md	1	110	110	16 (+20)	3	3
Poplar Glen Columbia MD		110	110	19 (-15)	4	8
residences on the avenue washington dc	2	110	110	28 (+8)	6 (-3)	-
Stonington Farm Doylestown PA	1	110	110	1	2	1
The Tuscany Apartments Alexandria VA	1	110	140	19 (+2)	4	4
View 14 Washington DC		110	110	15 (-1)	13 (+2)	-
Masons Keepe Manassas VA		91	91	27 (+15)	8 (-2)	8
Pentagon City Apartments Arlington VA		91	91	66 (+19)	-	-
St. Johns Wood Reston VA		91	91	59 (new)	3 (+1)	14 (-5)
The Lexington at Market Square DC		91	110	1	-	1
The Munsey Baltimore MD	3	91	91	1 (+76)	3	16 (-1)
The Zenith Baltimore MD		91	91	49 (+53)	14 (-3)	11 (-4)
Timberlawn Crescent Bethesda	2	91	91	2 (-1)	2	2
overlook manor apartments		73	73	41 (-24)	2	3 (-1)
Stone Point Apartments Annapolis MD		73	73	17 (+2)	6	9 (+1)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Studio Apartments Rockville MD		73	73	49 (new)	15	17 (+12)
The Residences at the Market Common Arlington VA	3	73	73	58 (+18)	3	8 (+1)
The Whitney Bethesda MD		73	73	4	3	3
220 Twentieth Street Arlington VA		58	73	34 (+12)	10 (+8)	15 (-9)
Bank Street Commons White Plains NY		58	58	36 (+6)	8 (+1)	20
Lodge at Seven Oaks Odenton MD	1	58	58	4	3	1
Lotus Square Washington DC		58	58	10 (-4)	4	9 (-2)
Luxury Apartments White Plains NY	1	58	58	-	17 (-3)	48 (+9)
Park Lane Seaport Boston MA		58	58	59 (-56)	9 (-2)	18 (-2)
Pearson Square Falls Church VA		58	58	4	2	10 (-1)
Sterling Parc Cedar Knolls NJ		58	58	27 (+3)	7 (-1)	16 (+1)
The Courts of Devon Gaithersburg MD	1	58	58	1	1 (+1)	8 (-1)
The Paramount Arlington VA	10	58	58	18 (-3)	2	1
Towson Woods Apartments Towson MD	1	58	58	1	1	6 (+1)
Greenwich Place Owings Mills MD	12	46	46	1	1	1
Henderson House Baltimore MD	1	46	46	46 (-45)	2	1
pet friendly apartments alexandria va		46	58	24 (+10)	19 (+1)	-
Regatta Apartments Norristown PA		46	46	35 (+11)	6 (-1)	8 (-3)
Rhode Island Row Washington DC		46	46	-	4 (+1)	-
Edgewater Apartments Philadelphia PA		36	36	20 (+2)	8 (-2)	14 (+2)
Luxury Apartments Falls Church VA	3	36	46	6 (new)	8 (-1)	60 (-10)
Newseum Residences DC		36	46	21 (+41)	4	9 (-5)
Park Place at Van Dorn Alexandria VA		36	36	28 (+6)	7	8 (+1)
Riverview Landing Eagleville PA	3	36	36	1	2	1
The Lexington at Market Square Washington DC	2	36	36	1	1 (+1)	1
Arbors at Broadlands Ashburn VA	4	28	28	1	2	6 (-1)
EOS Twenty-One Alexandria VA		28	36	19 (-14)	5 (-1)	9 (-1)
London/Normandy House Arlington VA		28	28	1	2	11 (-1)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Luxury Apartments Bedford MA		28	28	13 (+2)	7	-
The Gramercy at Town Center Columbia MD	3	28	28	1	2	6 (-5)
The Grays on Pennsylvania Washington DC		28	28	2 (+28)	6 (+1)	-
1500 locust apartments philadelphia pa		22	22	40 (+5)	16 (+2)	15 (-1)
Concord Crystal City Arlington VA		22	22	13 (+2)	4	-
Luxury Apartments Woburn MA		22	22	9 (+2)	8 (-3)	-
Newseum Residences Washington DC	1	22	28	23 (-6)	5 (+1)	28 (-24)
WestEnd25 Washington DC		5	12	73 (+6)	7	11 (+2)
1 Bedroom Apartments apartments Cedar Knolls		-	-	10 (+4)	2	-
1 Bedroom Apartments apartments Morristown		-	-	29 (new)	-	-
1 Bedroom Apartments Cedar Knolls		-	-	10 (+17)	2	23 (-4)
1 bedroom apartments Columbia MD		-	-	37 (+31)	8 (-3)	-
1 Bedroom Apartments DC		-	-	-	87 (new)	-
1 Bedroom Apartments Morristown		-	-	40 (new)	-	-
1 bedroom apartments Owings Mills MD		-	-	16 (+7)	3 (+5)	38 (-24)
100 Park at Wyomissing Square Wyomissing PA		-	-	11 (+5)	6 (-2)	5 (+2)
1830 lombard philadelphia pa		-	-	20 (+16)	5 (-2)	7 (-3)
1830 lombard apartments philadelphia pa		-	-	4 (+11)	3 (+2)	4
2 Bedroom Apartments Centreville VA		-	-	10 (+32)	6	-
2 Bedroom Apartments DC		-	-	-	67 (-4)	-
2 Bedroom Apartments Elkridge MD		-	-	88 (-15)	6 (-3)	28 (+2)
2 Bedroom Apartments Reston VA		-	-	37 (+54)	3	41 (-21)
2 Bedroom Apartments West Chester PA		-	-	76 (-21)	4 (+11)	-
2 Bedroom ApartmentsColumbia		-	-	92 (-19)	104 (+4)	-
220 Twentieth Street DC		-	-	11 (new)	7	6 (-5)
2401 pennsylvania apartments dc		-	-	7 (+4)	1	1

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
2401 pennsylvania apartments washington dc		-	-	5 (+7)	1	1
2401 pennsylvania dc		-	-	12 (+58)	1	1
2401 Pennsylvania washington dc	6	-	-	5 (+2)	1	1
3 bedroom apartments Germantown MD		-	-	35 (+1)	6	20 (+49)
3 Bedroom Apartments Alexandria VA		-	-	-	21 (+7)	-
3 Bedroom Apartments apartments Reisterstown		-	-	92 (new)	4 (+2)	-
3 bedroom apartments Baltimore		-	-	81 (+10)	26 (-6)	18 (-4)
3 Bedroom Apartments Medford MA		-	-	26 (new)	17 (-6)	29 (-8)
3 bedroom apartments Owings Mills MD		-	-	-	6 (-3)	14 (-2)
3 Bedroom Apartments Reisterstown		-	-	-	7 (-2)	9 (-1)
3 Bedroom Apartments Reisterstown MD		-	-	61 (+27)	2 (+1)	34 (-27)
3 Bedroom Apartments Reston VA		-	-	70 (-25)	3 (+1)	30 (-7)
800 carlyle alexandria va	1	-	-	12 (+7)	8 (+6)	6 (+7)
800 carlyle apartments alexandria va		-	-	8 (+5)	9 (+3)	9 (new)
apartment Bedford MA		-	-	28 (+8)	91 (new)	-
apartment Bowie		-	-	-	-	-
apartment bowie-russet md		-	-	11	1	1
apartment Capitol Heights MD		-	-	97 (-32)	24 (+3)	81 (-3)
apartment Cedar Knolls		-	-	20 (+8)	32 (-4)	40 (new)
apartment Conshohocken PA		-	-	62 (+26)	112 (-37)	-
apartment Doylestown PA		-	-	-	31 (-1)	52 (-4)
apartment Eagleville PA		-	-	11	32 (-14)	35 (-2)
apartment for rent Germantown MD		-	-	54 (+52)	-	-
apartment for rent Ashburn VA		-	-	97 (new)	-	-
apartment for rent Bedford MA		-	-	30 (+7)	-	-
apartment for rent Bowie		-	-	97 (+2)	-	-
apartment for rent bowie-russet md		-	-	11	-	-
apartment for rent Capitol Heights MD		-	-	86 (-8)	98 (+20)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent Cedar Knolls		-	-	17 (+13)	62 (-4)	-
apartment for rent Centreville VA		-	-	48 (+14)	-	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Conshohocken PA		-	-	51 (+6)	-	-
apartment for rent Doylestown PA		-	-	-	-	-
apartment for rent Eagleville PA		-	-	-	-	-
apartment for rent elkridge md		-	-	-	95 (-24)	-
apartment for rent Englewood		-	-	-	-	-
apartment for rent Germantown MD		-	-	58 (+41)	-	-
apartment for rent hanover md		-	-	54 (+51)	63 (-1)	-
apartment for rent Henrico VA		-	-	60 (+16)	69 (+4)	-
apartment for rent Herndon VA		-	-	64 (+20)	-	-
apartment for rent Landover MD		-	-	-	88 (+15)	-
apartment for rent laurel md		-	-	37 (+16)	-	-
apartment for rent Massapequa NY		-	-	15 (+29)	83 (+7)	-
apartment for rent Morristown		-	-	58 (+50)	-	-
apartment for rent Norristown		-	-	84 (+1)	-	-
apartment for rent Norristown PA		-	-	68 (+10)	105 (+4)	-
apartment for rent North Bethesda		-	-	23 (+9)	-	-
apartment for rent North Bethesda MD		-	-	28 (+6)	73 (+3)	-
apartment for rent North Wales PA		-	-	71 (-12)	96 (-21)	-
apartment for rent Oakton VA		-	-	-	74 (-13)	-
apartment for rent Odenton MD		-	-	-	-	-
apartment for rent Owings Mills		-	-	31 (+2)	47 (-6)	-
apartment for rent Owings Mills MD		-	-	25 (+3)	38 (-1)	63 (+1)
apartment for rent pikesville md		-	-	95 (+7)	81 (+20)	-
apartment for rent Prince Frederick MD		-	-	21 (+10)	73 (-11)	-
apartment for rent Reisterstown		-	-	-	108 (+11)	-
apartment for rent Reisterstown MD		-	-	92 (+18)	-	-
apartment for rent Rockville		-	-	-	-	-
apartment for rent South Laurel		-	-	-	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent South Orange NJ		-	-	30 (+10)	-	-
apartment for rent Towson MD		-	-	-	-	-
apartment for rent Upper Marlboro MD		-	-	33 (+12)	105 (-13)	-
apartment for rent Wheaton MD		-	-	-	-	-
apartment for rent white marsh md		-	-	-	-	-
apartment for rent Woburn MA		-	-	40 (+13)	-	-
apartment for rent Wyomissing PA		-	-	29 (+14)	49 (new)	-
apartment Henrico VA		-	-	54 (+38)	52 (+14)	-
apartment Landover MD		-	-	-	105 (new)	-
Apartment Luxury Baltimore		-	-	-	78 (-17)	-
apartment Massapequa NY		-	-	22 (+11)	45 (-5)	49 (new)
apartment Norristown		-	-	96 (new)	75 (-6)	-
apartment Norristown PA		-	-	75 (-12)	71 (-15)	-
apartment North Bethesda MD		-	-	15 (+16)	28 (-17)	-
apartment North Wales PA		-	-	102 (-34)	87 (-23)	-
apartment Oakton VA		-	-	-	25 (-9)	-
apartment Odenton MD		-	-	105 (-13)	-	-
apartment Owings Mills MD		-	-	12 (+2)	28 (-3)	32 (-13)
apartment pikesville md		-	-	-	30 (+1)	79 (new)
apartment Prince Frederick MD		-	-	12 (+17)	19 (-5)	95 (-33)
apartment Reisterstown		-	-	-	58 (-18)	48 (+23)
apartment Reisterstown MD		-	-	-	62 (-3)	89 (new)
apartment rental annapolis		-	-	-	-	-
apartment rental Ashburn VA		-	-	62 (new)	29 (new)	-
apartment rental Bedford MA		-	-	32 (+12)	47 (+56)	-
apartment rental Bowie		-	-	88 (+1)	-	-
apartment rental Capitol Heights MD		-	-	52 (+17)	28 (+45)	-
apartment rental Cedar Knolls		-	-	19 (+23)	35 (+16)	-
apartment rental Centreville VA		-	-	50 (+5)	35 (+24)	-
apartment rental Columbia		-	-	-	-	-
apartment rental Conshohocken PA		-	-	48 (+9)	49 (+49)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Doylestown PA		-	-	74 (+25)	33 (+42)	-
apartment rental Eagleville PA		-	-	14 (-3)	-	-
apartment rental Elkridge MD		-	-	-	-	-
apartment rental Englewood		-	-	-	44 (new)	-
apartment rental Fairfax VA		-	-	57 (+2)	60 (+28)	-
apartment rental Falls Church VA		-	-	-	46 (+20)	-
apartment rental frederick md		-	-	64 (new)	51 (+14)	-
apartment rental Gaithersburg MD		-	-	80 (-11)	53 (+45)	-
apartment rental Germantown MD		-	-	53 (+9)	89 (+12)	-
apartment rental hanover md		-	-	48 (+57)	-	-
apartment rental Henrico VA		-	-	58 (+20)	104 (-47)	47 (new)
apartment rental Herndon VA		-	-	76 (new)	59 (+54)	-
apartment rental Landover		-	-	-	102 (+17)	-
apartment rental Laurel		-	-	-	-	-
apartment rental Laurel MD		-	-	36 (+18)	61 (+13)	-
apartment rental Limerick		-	-	-	83 (-17)	-
apartment rental Manassas VA		-	-	53 (new)	40 (+51)	-
apartment rental Massapequa NY		-	-	14 (+21)	32 (+26)	-
apartment rental Medford MA		-	-	-	42 (+38)	-
apartment rental Morristown		-	-	62 (new)	-	-
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	-	17 (+58)	-
apartment rental Norristown PA		-	-	59 (new)	63 (-4)	-
apartment rental North Bethesda		-	-	25 (+24)	45 (+39)	-
apartment rental North Bethesda MD		-	-	37 (+11)	47 (+5)	89 (new)
apartment rental North Wales PA		-	-	61 (-5)	-	-
apartment rental Oakton VA		-	-	64 (+3)	20 (+23)	89 (-18)
apartment rental Odenton		-	-	-	103 (+16)	-
apartment rental Owings Mills MD		-	-	26 (-8)	21	30 (-3)
apartment rental Pikesville MD		-	-	53 (+28)	40 (+20)	-
apartment rental Prince Frederick MD		-	-	15 (+27)	33 (+5)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Reisterstown		-	-	-	112 (-32)	-
apartment rental Reisterstown MD		-	-	54 (+52)	-	-
apartment rental Rockville		-	-	-	-	-
apartment rental Rockville MD		-	-	68 (new)	-	-
apartment rental Silver Spring		-	-	-	-	-
apartment rental South Laurel		-	-	-	-	-
apartment rental South Orange NJ		-	-	32 (+19)	-	-
apartment rental Towson MD		-	-	-	-	-
apartment rental Upper Marlboro MD		-	-	36 (+28)	41 (+8)	-
apartment rental Vienna VA		-	-	-	-	-
apartment rental West Chester PA		-	-	87 (new)	59 (+41)	-
apartment rental Wheaton MD		-	-	23 (+21)	18 (+23)	-
apartment rental white marsh md		-	-	-	-	-
apartment rental Woburn MA		-	-	37 (+4)	82 (-6)	-
apartment rental Wyomissing PA		-	-	25 (+12)	15 (+14)	18 (new)
apartment rentals annapolis		-	-	-	-	-
apartment rentals Ashburn VA		-	-	56 (new)	32 (+74)	-
apartment rentals Bedford MA		-	-	26 (+9)	66 (+15)	-
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	6 (+8)	1	1
apartment rentals Capitol Heights MD		-	-	77 (new)	18 (+42)	-
apartment rentals Cedar Knolls		-	-	3 (+25)	31 (+11)	-
apartment rentals Centreville VA		-	-	48 (+3)	28 (+18)	33 (new)
apartment rentals Columbia		-	-	-	-	-
apartment rentals Columbia MD		-	-	60 (+3)	31 (-7)	-
apartment rentals Conshohocken PA		-	-	43 (+11)	88 (+7)	-
apartment rentals Doylestown PA		-	-	-	77 (-17)	-
apartment rentals Eagleville PA		-	-	-	39 (+23)	-
apartment rentals elkridge md		-	-	-	-	-
apartment rentals Englewood		-	-	-	30 (+76)	-
apartment rentals Falls Church VA		-	-	43 (+19)	39 (+24)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Gaithersburg MD		-	-	73 (new)	46 (+40)	-
apartment rentals Germantown MD		-	-	40 (+25)	84 (+12)	-
apartment rentals hanover md		-	-	42 (+47)	-	-
apartment rentals Henrico VA		-	-	50 (+21)	93 (-43)	47 (new)
apartment rentals Herndon VA		-	-	57 (+50)	60 (+25)	-
apartment rentals Landover MD		-	-	-	101 (new)	-
apartment rentals Laurel MD		-	-	32 (+24)	46 (+20)	-
apartment rentals laurel md		-	-	33 (+25)	32 (+35)	-
apartment rentals Limerick		-	-	-	51 (-1)	-
apartment rentals Manassas VA		-	-	44 (+10)	41 (+28)	-
apartment rentals Massapequa NY		-	-	19 (+7)	34 (+18)	-
apartment rentals Medford MA		-	-	40 (+11)	38 (+22)	-
apartment rentals Morristown		-	-	42 (new)	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	98 (-15)	14 (+41)	-
apartment rentals Norristown PA		-	-	61 (+7)	49 (+3)	-
apartment rentals North Bethesda		-	-	24 (+6)	55 (+19)	64 (new)
apartment rentals North Bethesda MD		-	-	-	28 (+25)	86 (new)
apartment rentals North Wales PA		-	-	-	74 (-9)	-
apartment rentals Oakton VA		-	-	75 (+23)	19 (+16)	-
apartment rentals Odenton MD		-	-	99 (+5)	-	-
apartment rentals Owings Mills		-	-	15 (+15)	50 (-5)	39 (-19)
apartment rentals Owings Mills MD		-	-	17 (+3)	15 (+7)	40 (-13)
apartment rentals pikesville md		-	-	65 (+8)	31 (+21)	-
apartment rentals Prince Frederick MD		-	-	14 (+7)	28 (+14)	-
apartment rentals Reisterstown		-	-	-	-	-
apartment rentals Reisterstown MD		-	-	44 (+17)	112 (-44)	-
apartment rentals Rockville		-	-	76 (+17)	-	-
apartment rentals Silver Spring		-	-	-	-	-
apartment rentals South Laurel		-	-	-	-	-
apartment rentals South Orange NJ		-	-	26 (+10)	-	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Towson MD		-	-	-	-	-
apartment rentals Upper Marlboro MD		-	-	32 (+8)	35 (new)	-
apartment rentals Wheaton MD		-	-	-	14 (+18)	-
apartment rentals white marsh md		-	-	-	-	-
apartment rentals Woburn MA		-	-	34 (+51)	66 (-3)	-
apartment rentals Wyomissing PA		-	-	25 (+15)	10 (+14)	17 (+22)
apartment South Laurel		-	-	-	23 (-4)	-
apartment South Orange NJ		-	-	38 (+9)	32 (+17)	80 (new)
apartment Upper Marlboro MD		-	-	37 (+12)	38 (-3)	-
apartment Wheaton MD		-	-	13 (+23)	13 (-3)	48 (+12)
apartment white marsh md		-	-	25 (+11)	-	77 (+8)
Apartment With Garage DC		-	-	-	4	-
Apartment with Garage Washington DC		-	-	96 (-36)	7 (-1)	60 (new)
apartment Wyomissing PA		-	-	27 (+3)	44 (-10)	70 (new)
apartments bowie-russet md		-	-	12 (-1)	1	1
Apartments Bronx Englewood		-	-	11 (new)	2 (+3)	18 (new)
apartments Capitol Heights MD		-	-	101 (-16)	18	80 (+10)
apartments Cedar Knolls		-	-	19 (+6)	34 (+14)	41 (new)
apartments Eagleville PA		-	-	84 (-4)	31 (-13)	35 (-3)
apartments for rent Bedford MA		-	-	32 (+18)	-	-
apartments for rent Bowie		-	-	87 (+3)	-	-
apartments for rent bowie-russet md		-	-	11	-	-
apartments for rent Capitol Heights MD		-	-	54 (+1)	91 (+25)	-
apartments for rent Cedar Knolls		-	-	25 (+5)	58	-
apartments for rent Eagleville PA		-	-	-	-	-
apartments for rent elkrIDGE md		-	-	-	55 (+18)	-
apartments for rent Henrico VA		-	-	67 (+2)	-	-
apartments for rent Landover MD		-	-	-	86 (+18)	-
apartments for rent Norristown		-	-	91 (-15)	-	-
apartments for rent North Bethesda		-	-	23 (+5)	85 (+1)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent North Bethesda MD		-	-	23 (-2)	39 (+37)	-
apartments for rent North Wales PA		-	-	-	95	-
apartments for rent Oakton VA		-	-	92 (+15)	75 (-11)	-
apartments for rent Owings Mills		-	-	29 (+5)	42 (+2)	-
apartments for rent pikesville md		-	-	-	80 (new)	-
apartments for rent Prince Frederick MD		-	-	22 (+9)	61 (+5)	-
apartments for rent Reisterstown		-	-	-	103 (+12)	-
apartments for rent Reisterstown MD		-	-	96 (new)	-	-
apartments for rent South Laurel		-	-	-	-	-
apartments for rent Upper Marlboro MD		-	-	39 (+8)	89 (+26)	-
apartments for rent white marsh md		-	-	-	-	-
apartments for rent Wyomissing PA		-	-	30 (+11)	50 (new)	-
Apartments In Tysons Corner Herndon VA		-	-	-	6 (+2)	-
apartments Massapequa NY		-	-	22 (+9)	39 (-1)	-
Apartments Near Metro Bethesda		-	-	45 (new)	8 (+2)	8 (-4)
Apartments Near Metro North Bethesda MD		-	-	13 (+51)	3 (-1)	6 (-2)
apartments Prince Frederick MD		-	-	12 (+14)	16 (-4)	100 (-27)
apartments Reisterstown		-	-	-	47 (-11)	51 (+20)
apartments Reisterstown MD		-	-	-	86 (-20)	81 (+16)
Apartments Rental DC		-	-	-	-	-
Apartments Rental DC Arlington VA		-	-	26 (+11)	12 (+14)	-
apartments South Laurel		-	-	-	21 (-5)	-
arbors apartments white marsh md		-	-	7 (new)	11 (-5)	22 (-20)
arbors at arundel preserve baltimore		-	-	14 (+8)	5 (-1)	14 (-8)
arbors at arundel preserve hanover md		-	-	11 (+21)	2 (+1)	12 (-4)
arbors baltimore white marsh md		-	-	2 (new)	11 (+3)	-
Avenel at Montgomery Square Norristown		-	-	5 (-3)	2 (+1)	5 (-3)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Avenel at Montgomery Square North Wales PA		-	-	16 (+8)	4 (+2)	6 (-1)
belmont station baltimore		-	-	1	5 (-3)	-
Broadmoor Apartments Henrico VA		-	-	8 (+2)	5	-
brookside apartments frederick maryland	1	-	-	35 (+37)	3	2 (+1)
brookside frederick		-	-	24 (+8)	3	6 (-2)
brookside frederick maryland		-	-	22 (+46)	4 (-1)	7
Carver 2000 Senior Mansion DC		-	-	5 (+1)	1	1
Carver 2000 Senior Mansion Washington DC		-	-	1 (+5)	1	1
city center apartments philadelphia pa		-	-	110 (-8)	76 (-7)	-
Clarendon Apartment Arlington VA		-	-	63 (+21)	42 (+4)	-
Clarendon Apartment DC		-	-	-	57 (+12)	-
Concord Crystal City DC		-	-	21 (+28)	2	3 (new)
concord park at bowie-russet md		-	-	6 (+8)	1	3 (+1)
concord park at russet laurel md		-	-	1 (+1)	1	14
Crystal City Apartments apartments Arlington		-	-	49 (+9)	13 (+10)	46 (-14)
Crystal City Apartments apartments DC		-	-	21 (+10)	18 (+12)	97 (-38)
Crystal City Apartments Arlington		-	-	62 (+8)	8 (+5)	-
Crystal City Apartments DC		-	-	31 (+9)	25 (+2)	-
crystal park at waterford frederick md		-	-	2	2	15 (-12)
eight 50 alicenna baltimore	4	-	-	1	1	1
excalibur baltimore	1	-	-	1	2	1
excalibur pikesville md	1	-	-	1	2	1
Four Winds at Oakton VA		-	-	19 (-6)	3	2
Gaslight Commons Newark		-	-	27 (new)	3 (+5)	-
Halstead Arlington apartments Arlington		-	-	5 (+20)	3	21 (-6)
Halstead Arlington apartments DC		-	-	26 (new)	2	1 (+1)
Halstead Arlington Arlington VA		-	-	27 (+23)	6 (-2)	14 (+3)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Halstead Arlington DC		-	-	28 (+25)	5	3
Harbor Apartments Baltimore		-	-	17 (-5)	4 (+1)	35 (-16)
Howard County Townhomes Laurel MD		-	-	43	2 (+1)	-
Jericho Residences DC		-	-	8 (+2)	4 (-1)	3
Jericho Residences Landover MD	1	-	-	4 (+4)	4	1
Laurel Square Apartments South Laurel		-	-	14 (+14)	2	11 (+1)
Lodge at Seven Oaks Bowie		-	-	61 (new)	3	13 (-12)
London/Normandy House DC		-	-	1	2	1
Low Rent Apartment Annapolis		-	-	-	18 (+6)	-
Luxury Apartment Reston VA		-	-	98 (new)	8	85 (-6)
Luxury Apartment Arlington VA		-	-	8 (+22)	16 (+3)	-
Luxury Apartment Fairfax VA		-	-	78 (+13)	30 (-1)	53 (+5)
Luxury Apartments apartments Bethesda		-	-	105 (new)	18 (+3)	60 (+19)
Luxury Apartments apartments DC		-	-	18 (-11)	6	3 (new)
Luxury Apartments apartments North Bethesda		-	-	68 (-65)	15 (-1)	-
luxury apartments Bowie		-	-	85 (+10)	-	-
Luxury Apartments Conshohocken PA		-	-	29 (+3)	11 (-2)	68 (+11)
Luxury Apartments Doylestown PA	1	-	-	17 (+30)	4	16 (-6)
Luxury Apartments Eagleville PA		-	-	44 (-5)	2	16 (-7)
Luxury Apartments Manhattan apartments New York		-	-	-	111 (-1)	-
Luxury Apartments Massapequa NY		-	-	52 (+53)	2	6 (-1)
Luxury Apartments Norristown PA		-	-	28 (+3)	8	-
Luxury Apartments North Bethesda		-	-	-	17 (-2)	25 (-5)
Luxury Apartments Oakton VA		-	-	94 (new)	2	6 (-3)
luxury apartments Odenton MD		-	-	39 (+18)	6 (+1)	-
Luxury Apartments Pikesville MD	1	-	-	80 (-14)	9 (-2)	25 (-2)
Luxury Apartments South Orange NJ	1	-	-	7 (-6)	3	37 (+31)
luxury apartments Wheaton MD		-	-	17 (+4)	3	15 (+5)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
luxury apartments white marsh md		-	-	83 (new)	28 (-14)	-
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	9 (+2)	8 (-5)	10
Metro Apartments Fairfax VA		-	-	-	10 (-1)	-
Metro Apartments Vienna VA		-	-	45 (+1)	10 (-2)	29 (-14)
MetroPointe Wheaton MD		-	-	7 (+2)	4	9 (-1)
Monterey North Bethesda MD		-	-	8 (+24)	3 (+1)	20 (-9)
Near Towson University Towson MD		-	-	-	14 (-3)	-
new apartments bowie-russet md		-	-	40 (new)	1	1
new apartments laurel md		-	-	22	14 (-6)	69 (-14)
Observer Park New York		-	-	1	-	-
overlook manor frederick		-	-	35 (+26)	3	9 (-2)
overlook manor frederick maryland		-	-	15 (+22)	3	8 (+1)
Pentagon City Apartments Arlington		-	-	78 (-8)	-	-
Pentagon City Apartments DC		-	-	34 (+14)	114 (new)	-
pet friendly apartments baltimore		-	-	44 (-1)	10 (+3)	53 (-24)
pet friendly apartments frederick md		-	-	11	4 (-2)	27 (-8)
pet friendly apartments pikesville md		-	-	26 (-3)	2	5 (-3)
pet friendly Germantown MD		-	-	78 (-16)	10 (-1)	55 (-42)
pet friendly Laurel MD		-	-	35 (+11)	6 (+11)	22 (+4)
Pet Friendly Manassas VA		-	-	47 (+2)	18 (+7)	24 (-11)
Pet Friendly Prince Frederick MD		-	-	17	2	42 (-31)
pet friendly Rockville		-	-	95 (new)	-	-
pet friendly South Laurel		-	-	80 (new)	-	-
Pet Friendly Upper Marlboro MD		-	-	-	4	12 (-7)
Pet-Friendly Hoboken		-	-	-	19 (-1)	38 (+62)
Pinnacle Town Center Germantown MD	1	-	-	1 (+3)	2	1
Rapid Transit Alexandria VA		-	-	9	14 (-2)	87 (-11)
Rapid Transit Manassas VA		-	-	7 (+2)	2	3
rent loft baltimore		-	-	-	59 (new)	-
Rent Loft Fairfax VA		-	-	-	107 (+7)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rent loft hanover md		-	-	-	3 (-1)	27 (+3)
Rent Loft Richmond VA		-	-	-	60	-
Rent Lofts apartments Bethesda		-	-	91 (-21)	3	10 (+3)
Rent Lofts Bethesda		-	-	-	6 (+3)	10
Rent Lofts Bethesda MD		-	-	76 (+2)	6 (+2)	12 (+8)
Rent Lofts Columbia MD		-	-	11 (new)	6 (+3)	34 (new)
Rent Lofts DC		-	-	-	19 (+43)	-
Rent Lofts Gaithersburg MD		-	-	-	3 (+3)	4 (+23)
Rent Lofts Washington DC		-	-	-	26 (+44)	-
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	33 (+4)	16 (+18)	-
rent townhomes elkridge md		-	-	74 (+4)	6 (+6)	-
Rent Townhomes Norristown PA		-	-	-	31 (-9)	-
Rent Townhomes Wyomissing PA		-	-	60 (+4)	12 (-1)	15 (+8)
rental apartment Germantown MD]		-	-	69 (+20)	109 (new)	-
rental apartment Alexandria VA		-	-	-	106	-
rental apartment annapolis		-	-	79 (new)	63 (+37)	-
rental apartment Arlington		-	-	-	-	-
rental apartment Arlington VA	1	-	-	-	-	-
rental apartment Ashburn VA		-	-	82 (new)	-	-
rental apartment Bedford MA		-	-	34 (+5)	82 (+28)	-
rental apartment Bethesda		-	-	67 (new)	73 (-10)	-
rental apartment Bethesda MD		-	-	58 (+7)	70 (-26)	-
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	11 (new)	1	1
rental apartment Capitol Heights MD		-	-	51 (+19)	57 (+36)	-
rental apartment Cedar Knolls		-	-	22 (+9)	57 (+7)	-
rental apartment Centreville VA		-	-	46 (-39)	-	-
rental apartment Columbia		-	-	-	-	-
rental apartment Columbia MD		-	-	74 (+15)	70 (-12)	-
rental apartment Conshohocken PA		-	-	58 (-8)	87 (+22)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Doylestown PA		-	-	103 (new)	109 (-15)	-
rental apartment Eagleville PA		-	-	12	70 (+5)	-
rental apartment elkrIDGE md		-	-	-	-	-
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	98 (-20)	-	-
rental apartment Falls Church VA		-	-	55 (+17)	111 (-18)	-
rental apartment frederick md		-	-	58 (+50)	87 (-8)	-
rental apartment Gaithersburg MD		-	-	88 (new)	-	-
rental apartment Georgetown		-	-	-	-	-
rental apartment Germantown MD		-	-	70 (+21)	114 (new)	-
rental apartment hanover md		-	-	54 (+30)	37 (+23)	85 (new)
rental apartment Henrico VA		-	-	61 (+7)	-	-
rental apartment Herndon VA		-	-	83 (new)	108 (-3)	-
rental apartment Landover MD		-	-	59 (+7)	-	-
rental apartment laurel md		-	-	35 (new)	59 (+53)	-
rental apartment Limerick		-	-	-	-	-
rental apartment Manassas VA		-	-	56 (+1)	75 (+25)	-
rental apartment Massapequa NY		-	-	19 (+15)	-	-
rental apartment Medford MA		-	-	41 (+10)	77 (+6)	-
rental apartment Morristown		-	-	67 (new)	-	-
rental apartment New Haven		-	-	-	-	-
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	-	-	-
rental apartment Norristown PA		-	-	78 (new)	59 (-4)	-
rental apartment North Bethesda		-	-	21 (+15)	38 (+34)	30 (new)
rental apartment North Bethesda MD		-	-	32 (+8)	87 (-41)	-
rental apartment North Wales PA		-	-	72 (-1)	99 (-88)	-
rental apartment Oakton VA		-	-	73 (+5)	-	-
rental apartment Odenton MD		-	-	-	-	-
rental apartment Owings Mills		-	-	26	55	27 (+2)
rental apartment Owings Mills MD		-	-	24 (-2)	18 (+10)	17 (+12)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment philadelphia pa		-	-	-	-	-
rental apartment pikesville md		-	-	100 (new)	35 (+28)	-
rental apartment Prince Frederick MD		-	-	15 (+18)	26 (+17)	-
rental apartment Reisterstown		-	-	-	-	-
rental apartment Reisterstown MD		-	-	86 (-6)	78 (-4)	-
rental apartment Reston VA		-	-	59 (+6)	-	-
rental apartment Richmond		-	-	-	-	-
rental apartment Richmond VA		-	-	-	109 (new)	-
rental apartment Rockville		-	-	106 (new)	-	-
rental apartment Rockville MD		-	-	82 (new)	-	-
rental apartment Silver Spring		-	-	-	-	-
rental apartment South Laurel		-	-	-	-	-
rental apartment South Orange NJ		-	-	35 (+6)	94 (new)	-
rental apartment Towson MD		-	-	-	-	-
rental apartment Upper Marlboro MD		-	-	33 (+9)	70 (-16)	-
rental apartment Vienna VA		-	-	-	83 (+11)	-
rental apartment West Chester PA		-	-	-	-	-
rental apartment Wheaton MD		-	-	25 (+7)	-	-
rental apartment white marsh md		-	-	91 (new)	76 (new)	-
rental apartment White Plains NY		-	-	56 (+6)	103 (new)	-
rental apartment Woburn MA		-	-	43 (+14)	74 (new)	-
rental apartment Wyomissing PA		-	-	29 (+19)	-	-
rental apartments Germantown MD]		-	-	50 (+9)	86 (new)	32 (new)
rental apartments annapolis		-	-	100 (-1)	110	-
rental apartments Ashburn VA		-	-	58 (new)	85 (new)	-
rental apartments Bedford MA		-	-	39 (new)	57 (+61)	-
rental apartments Bethesda MD		-	-	6 (+45)	49 (-4)	-
rental apartments Bowie		-	-	99 (new)	-	-
rental apartments bowie-russet md		-	-	11	-	-
rental apartments Capitol Heights MD		-	-	46 (+1)	46 (+50)	-
rental apartments Cedar Knolls		-	-	20 (+14)	70 (-4)	-

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Centreville VA		-	-	30 (-24)	74 (-1)	-
rental apartments Columbia		-	-	-	-	-
rental apartments Columbia MD		-	-	-	54 (+35)	-
rental apartments Conshohocken PA		-	-	59 (new)	99 (+9)	-
rental apartments Doylestown PA		-	-	-	114 (-19)	96 (new)
rental apartments Eagleville PA		-	-	-	-	-
rental apartments elkridge md		-	-	-	38 (+3)	-
rental apartments Englewood		-	-	-	-	-
rental apartments Fairfax VA		-	-	60 (+8)	-	95 (new)
rental apartments Falls Church VA		-	-	45 (+48)	-	-
rental apartments Gaithersburg MD		-	-	-	82 (+16)	-
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD		-	-	51 (+6)	69 (+34)	22 (new)
rental apartments hanover md		-	-	59 (new)	33 (+30)	79 (new)
rental apartments Henrico VA		-	-	61 (new)	-	-
rental apartments Herndon VA		-	-	7	-	-
rental apartments Landover MD		-	-	68 (+19)	-	-
rental apartments laurel md		-	-	49 (+8)	54 (+48)	-
rental apartments Limerick		-	-	-	104 (-12)	-
rental apartments Manassas VA		-	-	51 (new)	77 (+30)	-
rental apartments Massapequa NY		-	-	16 (+40)	78 (+3)	-
rental apartments Medford MA		-	-	-	90 (-4)	-
rental apartments Morristown		-	-	57 (new)	-	-
rental apartments New Haven		-	-	108 (new)	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	-	120 (-39)	-
rental apartments Norristown PA		-	-	91 (new)	80 (-22)	-
rental apartments North Bethesda		-	-	23 (new)	41 (+23)	29 (new)
rental apartments North Bethesda MD		-	-	30 (+18)	36 (+3)	87 (new)
rental apartments North Wales PA		-	-	66 (+40)	116 (-25)	-
rental apartments Oakton VA		-	-	63 (+21)	28 (+6)	55 (new)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Odenton MD		-	-	64 (new)	-	-
rental apartments Owings Mills		-	-	30 (+9)	67 (-13)	34 (+6)
rental apartments Owings Mills MD		-	-	21 (+18)	21 (+4)	14 (+15)
rental apartments pikesville md		-	-	78 (new)	32 (+27)	-
rental apartments Prince Frederick MD		-	-	15 (+27)	20 (+29)	-
rental apartments Reisterstown		-	-	-	-	-
rental apartments Reisterstown MD		-	-	99 (new)	-	95 (new)
rental apartments Rockville		-	-	-	-	-
rental apartments Rockville MD		-	-	-	81 (+28)	-
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	-	-	-
rental apartments South Orange NJ		-	-	33 (+12)	79 (new)	-
rental apartments Towson MD		-	-	75 (-13)	112 (-11)	-
rental apartments Upper Marlboro MD		-	-	26 (+29)	78 (-25)	-
rental apartments Vienna VA		-	-	81 (new)	88 (new)	-
rental apartments West Chester PA		-	-	-	-	-
rental apartments Wheaton MD		-	-	31 (+12)	17 (+23)	79 (new)
rental apartments white marsh md		-	-	100 (new)	-	-
rental apartments Woburn MA		-	-	-	-	-
rental apartments Wyomissing PA		-	-	32 (+4)	29 (+3)	15 (+25)
residences on the avenue apartments dc		-	-	12 (new)	2	7 (-5)
residences on the avenue apartments washington dc		-	-	14 (-1)	3 (-1)	11 (-6)
Riverstone at Owings Mills Owings Mills MD		-	-	9 (+1)	4	27 (-21)
Riverview Landing Norristown PA	4	-	-	1	3	2 (+6)
Riverwalk at Millennium Conshohocken PA		-	-	61 (-10)	16 (-4)	17 (-3)
Rolling Hills Rockville		-	-	1	3 (-1)	-
Senior Living Capitol Heights MD		-	-	22 (-6)	2	1
senior living DC		-	-	68 (+10)	96 (new)	-
senior living Landover MD		-	-	7 (-1)	6 (+1)	25 (-11)

SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Sherwood Crossing Columbia		-	-	1	2 (-1)	9 (-6)
Short Term Apartments Ashburn VA		-	-	40 (-25)	2 (+4)	7 (-1)
Siena Park DC		-	-	87 (-35)	2 (+1)	-
Silverwood Farm Prince Frederick MD	1	-	-	1	2	1
SouthPoint at Massapequa NY		-	-	26 (+5)	3 (+1)	15 (-3)
Spinnaker Bay at Harbor East Baltimore MD		-	-	12 (-5)	2	1
Spring House at Brandywine West Chester PA	6	-	-	1	1	9 (-7)
St. Johns Wood Fairfax VA		-	-	15 (+20)	3 (-1)	1 (+1)
St. Paul Senior Living Apartments Capitol Heights MD		-	-	12	2	1
Sterling Parc Morristown		-	-	3 (+4)	-	-
Strathmore Court at White Flint [region]		-	-	6 (+12)	1	3
Strathmore Court at White Flint North Bethesda MD		-	-	3 (+3)	1 (+1)	7
Studio Apartment Georgetown		-	-	-	-	-
Studio Apartments apartments Baltimore		-	-	-	20 (+1)	15 (-9)
Studio Apartments New Haven		-	-	-	29 (+1)	-
Studio Apartments Norristown		-	-	-	-	92 (-4)
Studio Apartments North Wales PA		-	-	44 (new)	13 (-3)	-
Studio Apartments Silver Spring		-	-	93 (new)	-	-
Studio For Rent apartments Arlington		-	-	-	-	-
Studio For Rent apartments DC		-	-	53 (new)	-	-
Studio For Rent Arlington		-	-	-	-	-
Studio For Rent Arlington VA		-	-	56 (+24)	-	-
Studio For Rent Bethesda MD		-	-	82 (+17)	20	67 (-29)
Studios Baltimore		-	-	-	-	-
Summer Chase Apartments Philadelphia		-	-	11	5 (-3)	7 (-3)
The Apartments at Harbor Park Reston VA	5	-	-	1	2	6 (-4)

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 (-1)
The Apartments at Regent's Park Vienna VA		-	-	1	1 (+1)	1
the arbors at baltimore crossroads white marsh md		-	-	2 (new)	9 (-4)	1
The Arbors at Fair Lakes Fairfax VA	6	-	-	12 (+13)	1	1
The Brownstones at Englewood South Englewood NJ		-	-	40 (+7)	3 (-1)	1 (+2)
The Fenestra at Rockville Town Square Rockville MD		-	-	28 (+7)	3	10
The Fenestra at Rockville Town Square Silver Spring		-	-	9 (+17)	1	3 (-1)
The Fitzgerald at UB Midtown Baltimore MD		-	-	9 (-1)	2	3
The Halstead at Guilford Baltimore MD		-	-	4	3	2 (-1)
The Hampton DC		-	-	-	-	-
The Jefferson at Fair Oaks Fairfax VA		-	-	1	2	10 (-1)
The Jefferson at Fair Oaks Herndon VA		-	-	4 (-3)	2	3 (-1)
The Loree Grand at Union Place DC		-	-	4 (+39)	4	5 (+7)
The Loree Grand at Union Place Washington DC		-	-	29 (+8)	4 (+1)	6 (+5)
The Paramount DC		-	-	-	38 (+2)	-
The Promenade at Harbor East Baltimore MD		-	-	1	2	1
The Residences at McHenry Row Baltimore MD		-	-	35 (+12)	3 (-1)	1 (+1)
The Residences at Rivers Edge Medford MA	1	-	-	31 (+6)	7 (-2)	8 (-5)
The Residences at the Market Common DC		-	-	11	5 (+1)	3
The Townes at Harvest View Reisterstown MD	3	-	-	1	1	1
The Village at Taylor Pond Bedford MA		-	-	16 (+7)	6 (-1)	3

SERP Tracker Report

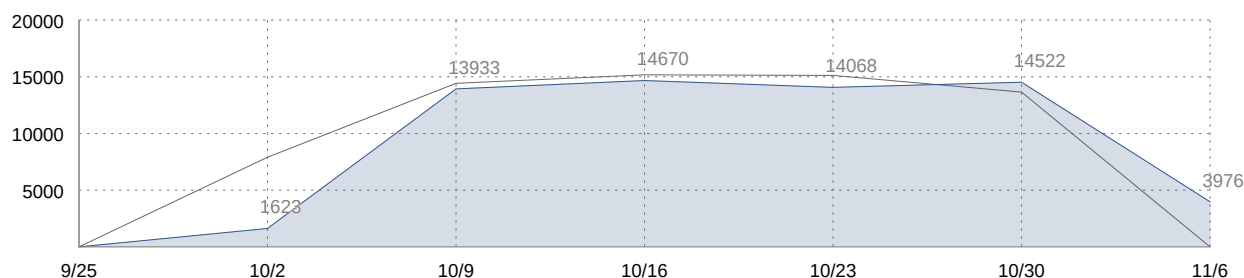
(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Timberlawn Crescent North Bethesda MD		-	-	1	2	1
Town Home Rentals Bethesda		-	-	72 (+3)	13 (-5)	26 (-6)
Town Home Rentals North Bethesda MD		-	-	28 (+4)	8 (-2)	32 (-2)
Townhome Apartments apartments Limerick		-	-	45 (+2)	1 (+1)	2 (+2)
Townhome Apartments apartments Philadelphia		-	-	90 (-2)	4 (+51)	-
Townhome Apartments Limerick		-	-	-	1 (+1)	3 (-1)
Townhome Apartments Philadelphia		-	-	67 (+21)	-	-
townhome for rent Owings Mills		-	-	30 (+8)	12 (+1)	-
Townhomes Wheaton MD		-	-	-	6 (-1)	16 (-8)
Upstairs at Bethesda Row Bethesda		-	-	1	2	4 (-3)
Upstairs at Bethesda Row Bethesda MD		-	-	4 (+19)	5 (-2)	5 (-1)
West End Apartments Henrico VA		-	-	94 (new)	54 (+1)	-
West End Apartments Richmond		-	-	-	-	-
WestEnd25 Georgetown		-	-	-	3 (+1)	6 (-2)

Google Analytics Summary Report

Google Analytics

10/1/2011 - 10/31/2011
 compared to: 8/31/2011 - 9/30/2011
 Excluding paid search

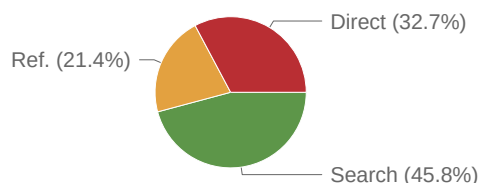


62,792 Visits

Previous: 66,275 (-5.26%)

288,194 Page Views

Previous: 307,241 (-6.20%)



13,465 Site Referrals

TOP REFERRERS	%	VISITS
rentsentinel.com	18.1%	2,439
washingtondc.craigslist.org	11.6%	1,563
apartmentratings.com	8.9%	1,193
stumbleupon.com	4.3%	580
maps.google.com	3.9%	527

28,768 Search Referrals

TOP KEYWORDS	%	VISITS
bozzuto	9.1%	2,613
bozzuto management	5.8%	1,662
bozzuto apartments	1.5%	439
(not provided)	1.1%	313
bozzuto group	1.0%	291

TOP SEARCH ENGINES	%	VISITS
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Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	83.2%	23,926
bing	9.4%	2,705
yahoo	5.8%	1,674
search	0.6%	186
aol	0.5%	139

TOP LANDING PAGES	%	VISITS
/	25.9	16,206
/about-us/careers	4.0	2,515
/apartments	2.5	1,538
/apartments/communities/61	2.4	1,531
/services/management	1.9	1,191