



# **Weekly SERP Report**

## **Bozzuto.com Keyword Rankings**

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

## SERP Tracker Report

# Ranking Results

9/1/2011 - 9/30/2011

## Keyword Performance

Ranked 1-3	1st Page	2nd Page	3rd Page
264 (+22)	481 (+29)	157 (-1)	122 (+4)

## Keyword Movement

Moved Up	Moved Down	No Change	New Top 50	Exit Top 50
789 ▲	730 ▼	1412	87	85

## Average Rank

Google	Yahoo!	Bing
47 (61% ranked)	33 (64% ranked)	26 (33% ranked)

## All Keywords

GA visits from 9/19-10/18

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		301,000	301,000	-	-	-
apartments for rent New York		246,000	301,000	-	-	-
apartment DC		165,000	165,000	-	119 (new)	-
apartments DC		165,000	165,000	106 (+6)	82 (+14)	-
apartment Arlington		135,000	135,000	-	-	-
apartment Boston		135,000	165,000	-	-	-
apartment Philadelphia		135,000	135,000	-	-	-
apartments Arlington		135,000	135,000	-	-	-
apartments Philadelphia		135,000	135,000	-	-	-
apartment Columbia		110,000	165,000	-	-	-
apartments Boston		110,000	165,000	-	-	-
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	-	102 (-31)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartment baltimore		74,000	74,000	-	-	-
apartment rental New York		74,000	110,000	-	-	-
apartments baltimore	1	74,000	74,000	-	121 (new)	-
rental apartment New York		74,000	110,000	-	-	-
apartment washington dc		60,500	74,000	109 (-3)	36 (+2)	-
apartment Washington DC		60,500	74,000	109 (-3)	36 (+2)	-
apartments Richmond VA		60,500	60,500	-	-	-
apartments Washington DC		60,500	74,000	-	32 (-3)	-
rental apartments New York		60,500	90,500	-	-	-
apartment rentals New York		49,500	74,000	-	-	-
apartment Richmond VA		49,500	49,500	-	-	-
apartments Arlington VA	1	40,500	40,500	-	-	-
apartments Georgetown		40,500	33,100	-	-	-
apartment Arlington VA		33,100	40,500	-	-	-
apartment for rent Boston		33,100	40,500	-	-	-
apartment for rent Philadelphia		33,100	33,100	-	-	-
apartment Georgetown		33,100	33,100	-	-	-
apartment Jersey City		33,100	33,100	-	-	-
apartment Silver Spring		33,100	33,100	-	-	-
apartments Alexandria VA	1	33,100	33,100	92 (new)	-	-
apartments for rent Philadelphia		33,100	33,100	-	-	-
apartments Jersey City		33,100	33,100	-	-	-
apartments Silver Spring		33,100	33,100	-	-	-
apartment Alexandria VA		27,100	33,100	105 (new)	-	-
apartment Hoboken		27,100	27,100	-	-	-
apartment Newark		27,100	27,100	-	-	-
apartments for rent Boston		27,100	33,100	-	-	-
apartments Hoboken	1	27,100	27,100	-	116 (-5)	-
apartments Newark		27,100	27,100	-	-	-
apartment for rent DC		22,200	27,100	67 (-5)	-	-
apartments for rent DC	2	18,100	22,200	59 (-12)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Pet-Friendly New York		18,100	12,100	-	-	-
apartment Bethesda		14,800	18,100	81 (+5)	45 (-4)	-
apartment for rent Arlington		14,800	14,800	-	-	-
apartment for rent baltimore		14,800	14,800	-	-	-
apartment for rent Richmond		14,800	22,200	-	-	-
apartment laurel md		14,800	12,100	-	16 (-1)	90 (new)
apartment Rockville		14,800	14,800	88 (-19)	79 (+14)	-
apartments Bethesda	2	14,800	18,100	89 (-13)	26 (+3)	73 (+6)
apartments laurel md		14,800	12,100	73 (-17)	16	92 (new)
apartments New Haven		14,800	18,100	80 (new)	-	-
apartments philadelphia pa		14,800	14,800	-	-	-
apartments Rockville		14,800	14,800	-	78 (+23)	-
brookside apartments	1	14,800	14,800	-	6 (+5)	33 (-23)
apartment annapolis		12,100	12,100	77 (-25)	67 (+1)	-
apartment Columbia MD		12,100	12,100	53 (+4)	63 (+28)	-
apartment New Haven		12,100	14,800	81 (new)	-	-
apartment philadelphia pa		12,100	14,800	-	115 (new)	-
apartments annapolis	1	12,100	12,100	113 (-59)	43 (-1)	-
apartments Columbia MD		12,100	12,100	60 (+8)	87 (-17)	-
apartments for rent baltimore		12,100	12,100	-	-	-
apartments for rent Columbia		12,100	33,100	-	-	-
apartments for rent Richmond		12,100	22,200	-	-	-
apartment Englewood		9,900	9,900	-	-	-
apartment Fairfax VA		9,900	12,100	97 (-24)	62 (+22)	-
apartment for rent Hoboken		9,900	8,100	-	-	-
apartment for rent Jersey City		9,900	9,900	105 (-24)	-	-
apartment for rent Richmond VA		9,900	9,900	-	-	-
apartment for rent Washington DC		9,900	12,100	60 (-10)	32 (-13)	-
apartment frederick md		9,900	9,900	106 (-14)	88 (+13)	-
apartment rental Boston		9,900	14,800	-	-	-
apartments Englewood		9,900	9,900	92 (-11)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments Fairfax VA	5	9,900	12,100	67 (+20)	42 (+20)	-
apartments for rent Arlington		9,900	12,100	-	-	-
apartments for rent Jersey City		9,900	9,900	98 (-23)	-	-
apartments frederick md		9,900	9,900	-	98 (+6)	-
rental apartment Boston		9,900	14,800	-	-	-
apartment Manassas VA	1	8,100	8,100	73 (-3)	26 (+17)	-
apartment rentals Boston		8,100	9,900	-	-	-
apartment Rockville MD		8,100	8,100	64 (+22)	79 (+24)	-
apartment West Chester PA		8,100	8,100	81 (+3)	-	-
apartments for rent Hoboken		8,100	8,100	-	-	-
apartments for rent Washington DC		8,100	9,900	45 (-8)	28 (new)	-
apartments Manassas VA	1	8,100	8,100	73 (-28)	18 (+7)	92 (new)
apartments Rockville MD	1	8,100	8,100	62 (+24)	86 (+19)	-
apartments West Chester PA		8,100	8,100	97 (+1)	120 (-31)	-
rental apartments Boston		8,100	12,100	-	-	-
The Hampton DC		8,100	9,900	-	-	-
apartment Morristown		6,600	6,600	-	-	-
apartment Owings Mills		6,600	6,600	26 (+12)	33 (+3)	42 (+5)
apartment rental DC		6,600	8,100	-	-	-
apartments for rent Richmond VA		6,600	8,100	-	-	-
apartments Gaithersburg MD		6,600	6,600	-	-	-
apartments Morristown		6,600	6,600	99 (-14)	-	-
apartments Owings Mills		6,600	6,600	35 (+8)	34 (-2)	61 (+4)
rental apartment DC		6,600	8,100	-	-	-
apartment Germantown MD		5,400	5,400	104 (-16)	29 (+2)	-
apartment Bethesda MD		5,400	6,600	75 (-9)	58 (-4)	63 (new)
apartment for rent Arlington VA		5,400	6,600	-	-	-
apartment for rent Newark		5,400	5,400	-	-	-
apartment Gaithersburg MD		5,400	5,400	-	68 (new)	-
apartment Germantown MD		5,400	5,400	103 (-17)	32 (-2)	-
apartment rental Philadelphia		5,400	6,600	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals DC		5,400	6,600	-	-	-
apartment Reston VA		5,400	5,400	68 (+26)	28 (-2)	97 (+3)
apartments Germantown MD		5,400	5,400	-	27 (+1)	-
apartments Bethesda MD		5,400	6,600	60 (-10)	46	-
apartments Germantown MD		5,400	5,400	-	33 (+1)	-
apartments Reston VA		5,400	5,400	80 (new)	27 (-4)	97 (+3)
rental apartment Philadelphia		5,400	6,600	-	-	-
rental apartments DC		5,400	8,100	-	-	-
apartment Falls Church VA		4,400	4,400	68 (-11)	-	-
apartment for rent Alexandria VA		4,400	5,400	110 (new)	-	-
apartment rental Hoboken		4,400	3,600	102 (+2)	-	-
apartment White Plains NY		4,400	4,400	62 (-5)	-	-
apartments Bowie		4,400	4,400	-	-	-
apartments Falls Church VA		4,400	5,400	61 (-10)	-	-
apartments for rent Newark		4,400	5,400	-	-	-
apartments Herndon VA		4,400	4,400	108 (-32)	89 (-2)	-
apartments White Plains NY		4,400	4,400	57 (-3)	97 (new)	-
Luxury Apartments Boston	3	4,400	5,400	50 (-2)	-	-
rental apartment Hoboken		4,400	3,600	6 (new)	-	-
rental apartments Philadelphia		4,400	5,400	-	-	-
apartment Ashburn VA		3,600	3,600	46 (+7)	78 (-10)	-
apartment Herndon VA		3,600	4,400	101 (-26)	82 (+9)	-
apartment rental washington dc		3,600	4,400	-	27 (+4)	-
apartment rental Washington DC		3,600	4,400	-	27 (+3)	-
apartment rentals Hoboken		3,600	2,400	-	-	-
apartment rentals Philadelphia		3,600	4,400	-	-	-
apartment Towson MD		3,600	4,400	-	28 (+1)	97 (-25)
apartments for rent Arlington VA		3,600	4,400	93 (new)	-	-
apartments Norristown		3,600	3,600	77 (-9)	67 (new)	-
apartments Towson MD		3,600	4,400	-	20 (+4)	74 (-2)
rental apartment Washington DC		3,600	4,400	-	41 (+7)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Hoboken	5	3,600	2,900	6 (+106)	-	-
apartment Centreville VA		2,900	2,900	61 (+1)	62 (+4)	-
apartment for rent Columbia MD		2,900	2,900	73 (-7)	-	-
apartment for rent Georgetown		2,900	4,400	-	-	-
apartment for rent New Haven		2,900	3,600	-	-	-
apartment for rent philadelphia pa		2,900	3,600	-	-	-
apartment rental Jersey City		2,900	2,900	-	-	-
apartment rentals washington dc		2,900	3,600	90 (new)	42 (+5)	-
apartment rentals Washington DC		2,900	3,600	85 (new)	42 (+5)	-
apartments Ashburn VA	1	2,900	3,600	92 (new)	59 (-12)	-
apartments Bedford MA		2,900	2,400	27 (-1)	-	-
apartments Centreville VA	1	2,900	2,900	67 (-17)	69 (+3)	-
apartments for rent Alexandria VA		2,900	3,600	62 (-9)	-	-
apartments for rent philadelphia pa		2,900	3,600	-	-	-
rental apartment Jersey City		2,900	2,900	-	-	-
rental apartments washington dc		2,900	4,400	-	54 (+1)	-
rental apartments Washington DC		2,900	4,400	-	54 (-1)	-
apartment for rent annapolis		2,400	2,900	76 (+12)	-	-
apartment for rent Fairfax VA		2,400	2,900	63 (-5)	-	-
apartment for rent frederick md		2,400	2,900	78 (-24)	112 (new)	-
apartment for rent Silver Spring		2,400	2,900	-	-	-
apartment rental Arlington		2,400	3,600	-	-	-
apartment rentals Jersey City		2,400	2,400	-	-	-
apartment Vienna VA		2,400	2,400	42 (-6)	50 (-4)	-
apartment Woburn MA		2,400	2,400	-	20 (+5)	94 (new)
apartments for rent Georgetown		2,400	3,600	-	-	-
apartments for rent New Haven		2,400	3,600	-	-	-
apartments Medford MA		2,400	2,400	55 (-14)	91 (-21)	-
apartments Norristown PA		2,400	2,400	83 (-12)	47 (new)	-
apartments Owings Mills MD		2,400	2,400	15 (+12)	27 (+4)	27 (-4)
apartments Vienna VA		2,400	2,400	109 (-31)	32 (+1)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	<u>Global Vol</u>	Google	Yahoo!	Bing
apartments Woburn MA		2,400	2,400	71 (+15)	21 (+1)	-
Luxury Apartments DC	5	2,400	2,900	35 (-15)	4 (-2)	1 (+66)
Park Place DC	2	2,400	2,400	-	5	12 (+1)
rental apartments Jersey City		2,400	2,900	-	-	-
Studio Apartments DC	1	2,400	1,900	98 (-19)	46 (+5)	-
the avenue apartments dc	3	2,400	2,900	4 (+1)	2	2
aliceanna baltimore		1,900	1,900	-	3	-
apartment for rent Bethesda		1,900	2,900	72 (+8)	48 (+45)	-
apartment for rent White Plains NY		1,900	1,600	51 (+3)	-	-
apartment Medford MA		1,900	2,400	44 (+1)	84 (-12)	-
apartment rental Richmond		1,900	4,400	-	-	-
apartment rentals Arlington		1,900	2,400	-	-	-
apartments for rent Rockville		1,900	2,400	-	-	-
apartments for rent Silver Spring		1,900	2,400	-	-	-
Luxury Apartment DC	1	1,900	1,900	41 (-26)	7 (-3)	1 (+73)
Luxury Apartment Philadelphia		1,900	1,900	-	88 (-18)	-
New Apartments DC	2	1,900	1,900	50 (+2)	4 (-2)	1 (new)
rental apartments Arlington		1,900	2,900	-	-	-
rental apartments Richmond		1,900	4,400	-	-	-
apartment elkridge md		1,600	1,300	74 (-1)	24 (-1)	71 (-10)
apartment for rent Manassas VA		1,600	1,600	57 (-5)	118 (new)	-
apartment for rent Rockville MD		1,600	1,600	69 (+23)	-	-
apartment for rent West Chester PA		1,600	1,900	-	-	-
apartment rental Arlington VA		1,600	1,600	-	-	-
apartment rental baltimore		1,600	2,400	-	-	-
apartment rentals Richmond		1,600	3,600	-	-	-
apartments elkridge md		1,600	1,300	38 (+1)	21 (+5)	67 (-6)
apartments for rent annapolis		1,600	2,400	103 (-13)	-	-
apartments for rent Bethesda		1,600	2,400	64 (+18)	60 (+57)	-
apartments for rent Columbia MD		1,600	1,600	96 (-27)	-	-
apartments for rent Fairfax VA		1,600	1,900	86 (-19)	-	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent frederick md		1,600	1,900	105 (-16)	109 (new)	-
apartments for rent White Plains NY		1,600	1,600	53 (+1)	107 (new)	-
apartments Landover MD		1,600	1,600	70 (-22)	36 (-4)	-
apartments white marsh md		1,600	1,600	46 (-3)	106 (new)	76 (+10)
rental apartment baltimore		1,600	2,400	-	-	-
rental apartments baltimore		1,600	2,400	-	-	-
The Ellington DC	1	1,600	1,600	-	6 (+1)	25 (+2)
apartment Limerick		1,300	4,400	-	43 (+4)	-
apartment rentals Arlington VA		1,300	1,300	-	-	-
apartment rentals baltimore		1,300	1,600	-	-	-
apartments Conshohocken PA		1,300	1,300	-	64 (-5)	-
apartments Doylestown PA		1,300	1,300	86 (-26)	33 (-2)	51 (new)
apartments for rent Englewood		1,300	1,600	113 (new)	-	-
apartments for rent West Chester PA		1,300	1,600	-	-	-
apartments Limerick		1,300	6,600	-	31 (+15)	58 (+6)
apartments Odenton MD		1,300	1,300	115 (-29)	-	-
apartments South Orange NJ		1,300	1,300	46 (-7)	56 (+13)	79 (+8)
apartments Wheaton MD		1,300	1,000	36 (-3)	12 (+3)	60 (new)
Luxury Apartments Washington DC	8	1,300	1,600	19 (-4)	7 (+2)	5 (+1)
apartment for rent Reston VA		1,000	1,300	56 (-7)	97 (+16)	-
apartment for rent Bethesda MD		1,000	1,300	62 (+7)	-	-
apartment for rent Gaithersburg MD		1,000	880	76 (+6)	-	-
apartment for rent Reston VA		1,000	1,300	56 (-7)	97 (+16)	-
apartment hanover md		1,000	1,000	28 (-2)	40 (+3)	-
apartment rental Alexandria VA		1,000	1,300	106 (-29)	95 (+5)	-
apartment rental Richmond VA		1,000	1,300	-	-	89 (new)
apartments for rent Manassas VA		1,000	1,000	48 (+18)	-	-
apartments for rent Rockville MD		1,000	1,300	57 (+30)	-	-
apartments hanover md		1,000	1,000	23 (-6)	37 (+2)	-
apartments North Bethesda		1,000	1,000	33 (+3)	21 (+1)	58 (-3)
apartments pikesville md		1,000	1,000	66 (+33)	25	82 (new)

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Liberty Towers Jersey City		1,000	1,000	70 (-1)	4	10 (-3)
rental apartments Richmond VA		1,000	1,000	80 (-23)	-	-
Studio For Rent DC		1,000	880	-	-	-
the avenue apartments washington dc		1,000	1,300	26 (-14)	3	2
The Hampton Arlington VA	5	1,000	1,600	8 (-2)	-	-
apartment for rent Germantown MD		880	880	106 (-24)	79 (new)	-
apartment for rent Germantown MD		880	880	99 (-19)	-	-
apartment for rent Herndon VA		880	880	84 (-7)	-	-
apartment North Bethesda		880	1,000	38 (+1)	32	39 (-5)
apartment rentals Alexandria VA		880	1,000	-	74 (+10)	-
apartment rentals Richmond VA		880	1,000	-	-	89 (new)
apartments for rent Bethesda MD		880	1,000	56 (+13)	112 (new)	-
apartments for rent laurel md		880	1,000	63 (+10)	116 (new)	-
apartments Henrico VA		880	880	77 (-10)	69 (-10)	-
apartments Upper Marlboro MD		880	1,000	46 (-5)	26 (+10)	93 (new)
Laurel Square Apartments Laurel MD		880	880	6 (+1)	3	17 (-1)
Luxury Apartments Manhattan New York		880	1,000	-	-	-
Park Place Washington DC	2	880	880	113 (+5)	6 (-1)	22 (new)
rental apartments Arlington VA	1	880	1,000	-	-	-
Senate Square DC		880	880	-	4	12 (new)
Studio Apartment Baltimore		880	880	67 (+4)	30 (+1)	65 (-9)
Studio Apartment Washington DC		880	720	91	66 (-15)	76 (-3)
Studio Apartments Baltimore		880	880	99 (-6)	30 (+9)	50 (+6)
Studio Apartments Washington DC		880	880	107 (-4)	79 (-4)	-
3 Bedroom Apartments DC		720	720	-	14 (+4)	-
apartment for rent Falls Church VA		720	880	60 (-2)	-	-
apartment for rent Medford MA		720	720	55	-	-
apartment rental Bethesda		720	880	72 (+35)	40 (-11)	90 (new)
apartments for rent Gaithersburg MD		720	720	74 (+20)	-	-
apartments for rent Reston VA		720	880	52 (-4)	99 (+15)	-
Highland Park DC		720	720	56 (-5)	11 (+2)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
loft apartments baltimore		720	720	-	15 (+1)	44 (+1)
apartment for rent Vienna VA		590	720	-	-	-
apartments for rent Germantown MD		590	720	58 (-4)	-	-
apartments for rent Ashburn VA		590	590	69 (new)	-	-
apartments for rent Falls Church VA		590	720	52 (+29)	-	-
apartments for rent Germantown MD		590	720	57 (-4)	-	-
apartments for rent Herndon VA		590	720	58 (+32)	-	-
apartments for rent Medford MA		590	720	57 (-6)	-	-
apartments for rent Woburn MA		590	480	57 (-8)	113 (new)	-
apartments North Wales PA		590	720	65 (+1)	59	72 (+5)
apartments Wyomissing PA		590	590	25 (+6)	40 (+2)	-
Broadmoor Apartments Richmond		590	590	68 (-10)	37 (-3)	-
New Apartments Washington DC		590	880	42 (+2)	3 (+4)	2 (+89)
rental apartments Alexandria VA		590	720	48 (-13)	103 (new)	-
apartment rental Georgetown		480	880	-	-	-
apartment rental New Haven		480	880	-	-	-
apartment rental philadelphia pa		480	590	-	97 (new)	-
apartment rental White Plains NY		480	390	-	105 (-9)	-
apartment rentals Bethesda		480	590	72 (new)	48 (-9)	-
apartment rentals New Haven		480	590	98 (new)	-	-
apartments Oakton VA		480	480	-	18 (+6)	38 (new)
Crystal City Apartments Arlington VA	8	480	390	65 (+6)	12 (+5)	52 (-35)
Lotus Square DC		480	320	17 (+3)	7 (-1)	7 (+4)
Luxury Apartments Arlington VA	11	480	480	28	16 (-1)	46 (new)
residences on the avenue dc		480	260	23 (-7)	2	10 (-1)
River House Arlington VA		480	720	24 (-6)	13 (-10)	-
Studio Apartments Arlington VA		480	480	64 (-8)	27 (+2)	-
U Street Apartments DC		480	390	34 (+3)	83 (-34)	-
apartment rentals Georgetown		390	590	-	-	-
apartment rentals philadelphia pa		390	480	-	84 (new)	-
apartment rentals White Plains NY		390	320	81 (new)	86 (-9)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent Centreville VA		390	390	47 (+8)	-	-
apartments for rent Norristown PA		390	390	79 (-30)	111 (new)	-
apartments for rent Towson MD		390	480	71 (-4)	114 (new)	-
apartments for rent Vienna VA		390	480	-	-	-
Luxury Apartment Arlington VA	2	390	480	30 (-6)	19 (-3)	46 (new)
Luxury Apartments Bethesda	3	390	390	1 (new)	18 (+18)	79 (-48)
Monterey Bethesda		390	320	-	7 (+3)	9 (-3)
Observer Park Hoboken	5	390	320	4 (+50)	4 (+1)	5 (-2)
rental apartments philadelphia pa		390	480	-	89 (new)	-
Senior Living Washington DC		390	320	-	94 (+16)	-
View 14 DC	1	390	480	21 (+1)	17 (-1)	-
apartment rental Bethesda MD		320	320	71 (-3)	33 (-2)	-
apartment rental Reston VA		320	320	56 (-13)	62 (-12)	-
apartment rentals Reston VA		320	260	58 (-11)	52 (-11)	-
apartment rentals West Chester PA		320	320	-	83 (-16)	-
apartments for rent Doylestown PA		320	390	-	100 (new)	-
apartments for rent South Orange NJ		320	320	35 (+8)	-	-
brookside frederick md	1	320	320	33 (+10)	2	2 (-1)
Luxury Apartments Alexandria VA	7	320	320	68 (+31)	15 (+50)	-
rental apartments White Plains NY		320	390	-	116 (new)	-
The Ellington Washington DC	1	320	390	41 (+2)	7 (-1)	20
The Estates Pikesville MD	1	320	260	46 (-4)	4 (+1)	4 (+12)
1 Bedroom Apartments Washington DC		260	320	-	46 (-1)	-
100 park wyomissing square		260	320	-	-	-
1500 locust philadelphia pa		260	260	87 (-12)	17 (-5)	-
2 Bedroom Apartments Washington DC		260	260	-	68 (-2)	-
apartment for rent Limerick		260	1,300	-	74 (+2)	-
apartment rentals Fairfax VA		260	390	62 (-9)	67 (+22)	-
apartment rentals frederick md		260	260	66 (+27)	44 (+9)	-
apartments for rent Conshohocken PA		260	320	53 (+3)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments North Bethesda MD		260	210	22	13 (+8)	55 (-10)
Honey Tree Richmond VA		260	390	49 (+4)	7 (-3)	18 (+2)
rental apartments Bethesda MD		260	320	51 (+13)	45 (-7)	-
Senate Square Washington DC	3	260	260	-	3 (+1)	5
Spa Cove Annapolis		260	320	-	15 (-1)	16 (-2)
Summer Chase Apartments Limerick PA		260	140	13 (+29)	6 (+1)	11 (-1)
3 Bedroom Apartments Washington DC		210	210	-	17 (+9)	73 (-12)
apartment rentals Bethesda MD		210	210	55 (+15)	34 (-4)	-
apartments for rent Limerick		210	1,600	-	111 (new)	-
apartments for rent Odenton MD		210	210	-	-	-
apartments for rent Owings Mills MD		210	260	25 (+19)	38 (-7)	65 (-2)
belmont station elkridge md	11	210	210	4 (+3)	3	13 (-1)
Halstead Arlington VA		210	170	41 (-2)	3	12 (-2)
Luxury Apartments Newark		210	320	-	-	-
rental apartments Reston VA		210	210	68 (-26)	59 (-4)	-
Rolling Hills Germantown MD		210	260	1	2	8 (-7)
The Metropolitan Bethesda MD	9	210	210	1	2	1
360 State Street New Haven CT		170	390	49 (-4)	7 (+25)	12 (+18)
apartment rentals Rockville MD		170	170	59 (+51)	94 (new)	-
Lakeside Apartments Centreville VA	8	170	390	28 (-24)	8 (+1)	20
luxury apartments annapolis		170	140	39 (-8)	6 (+2)	16 (-2)
Monroe Place Herndon VA		170	140	4	4 (-1)	7 (+4)
Poplar Glen Columbia MD	1	170	110	4 (+28)	4	8 (+2)
residences on the avenue washington dc	3	170	110	36 (-1)	3	17 (-7)
Sherwood Crossing Elkridge MD	18	170	170	1	2	2
The Glen Apartments Wheaton MD	18	170	140	2 (-1)	2	2
The Grays on Pennsylvania DC	9	170	210	-	7	-
Washington Crossing Woburn MA	47	170	210	1	2	1 (+1)
Enclave at Emerson Laurel MD	6	140	110	6	4 (-1)	3

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Highland Park Washington DC		140	110	33 (-1)	7	-
River House DC		140	170	62 (-1)	-	-
U Street Apartments Washington DC		140	140	32 (+22)	15 (-2)	-
1901 west annapolis md		110	91	46 (-4)	6	16
apartment rentals Vienna VA		110	140	-	-	-
apartments for rent hanover md		110	140	96 (-4)	48 (+8)	-
apartments for rent Massapequa NY		110	110	42 (-8)	83	-
apartments for rent Wheaton MD		110	110	22 (+18)	73 (new)	-
Gaslight Commons South Orange NJ	7	110	170	1	2	3 (+8)
luxury apartments philadelphia pa		110	110	-	-	-
Pentagon City Apartments Arlington VA		110	91	85 (-9)	-	-
Red Run Apartments Owings Mills MD		110	210	22	4	4
Rosemary Ridge Manassas VA	2	110	170	52 (-8)	3	9
Siena Park Arlington VA		110	260	64 (-14)	4	11 (+1)
The Whitney Bethesda MD		110	73	4 (+7)	3	3 (+5)
View 14 Washington DC		110	110	14 (+3)	15 (-1)	-
apartment rentals Woburn MA		91	91	85 (new)	63 (+6)	-
Chatsworth Park Manassas VA	47	91	210	1	1	1
Hunters Glen Upper Marlboro MD	10	91	91	4 (-3)	1	1
Lotus Square Washington DC		91	58	6 (+4)	4 (+1)	7 (+2)
overlook manor frederick md	6	91	110	36 (+3)	3	3 (+3)
St. Johns Wood Reston VA		91	91	-	4 (+2)	9 (+1)
Stonington Farm Doylestown PA	4	91	110	1	2	1
The Apartments at North Point Reston VA	3	91	170	2 (+1)	1	3 (+2)
The Lexington at Market Square DC	2	91	91	1	1	1
The Tuscan Apartments Alexandria VA	2	91	140	21 (-4)	4	4 (+1)
The Zenith Baltimore MD		91	91	102 (+2)	11 (+2)	7 (-1)
overlook manor apartments	1	73	73	17 (+20)	2	2 (-1)
Stone Point Apartments Annapolis MD		73	58	19 (-3)	6	10 (-3)

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Studio Apartments Rockville MD		73	73	-	15	29 (-8)
The Munsey Baltimore MD	1	73	91	77 (-56)	3 (+1)	15 (+22)
Bank Street Commons White Plains NY		58	58	42 (-1)	9 (+3)	20 (-4)
Henderson House Baltimore MD	11	58	46	1 (+1)	2	1
Luxury Apartments White Plains NY		58	58	99 (new)	14 (+5)	57 (new)
Masons Keepe Manassas VA		58	91	42 (-1)	6 (-1)	8
MetroPointe Wheaton MD		58	58	9 (-1)	4	8 (-3)
Park Lane Seaport Boston MA	1	58	58	3 (+56)	7 (+2)	16 (+3)
Pearson Square Falls Church VA		58	58	4 (+24)	2 (+1)	9 (+1)
The Courts of Devon Gaithersburg MD	1	58	58	1	2 (-1)	7 (-6)
The Residences at the Market Common Arlington VA	1	58	73	76 (-21)	3	9
Timberlawn Crescent Bethesda	2	58	91	1 (+1)	2	2
220 Twentieth Street Arlington VA		46	91	46 (-6)	18 (-14)	6
Lodge at Seven Oaks Odenton MD	1	46	58	4 (+41)	3	1
pet friendly apartments alexandria va	1	46	58	34 (-5)	20 (+5)	-
Regatta Apartments Norristown PA		46	46	46 (-22)	5 (-1)	5 (+4)
Sterling Parc Cedar Knolls NJ		46	58	30 (+3)	6 (+2)	17 (+3)
Greenwich Place Owings Mills MD	8	28	46	1	1	1
Towson Woods Apartments Towson MD	4	22	58	1	1	7 (-2)
1 Bedroom Apartments apartments Cedar Knolls		-	-	14	2 (-1)	96 (new)
1 Bedroom Apartments apartments Morristown		-	-	-	-	-
1 Bedroom Apartments Cedar Knolls		-	-	27 (-6)	2 (-1)	19 (-2)
1 bedroom apartments Columbia MD		-	-	68 (-7)	5 (+8)	-
1 Bedroom Apartments DC		-	-	-	-	-
1 Bedroom Apartments Morristown		-	-	-	-	-
1 bedroom apartments Owings Mills MD		-	-	23 (+25)	8 (-3)	14 (+1)
100 Park at Wyomissing Square Wyomissing PA		-	-	16	4 (+1)	7 (+1)

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
1500 locust apartments philadelphia pa		-	22	45 (-3)	18 (+2)	14 (+1)
1830 lombard philadelphia pa		-	-	36 (-6)	3 (+1)	4
1830 lombard apartments philadelphia pa		-	-	15	5 (-1)	4
2 Bedroom Apartments Centreville VA		-	-	42 (+1)	6	-
2 Bedroom Apartments DC		-	-	-	63 (-3)	-
2 Bedroom Apartments Elkridge MD		-	-	73 (-3)	3	30 (-24)
2 Bedroom Apartments Reston VA		-	-	91 (new)	3 (+5)	20 (-3)
2 Bedroom Apartments West Chester PA		-	-	55 (new)	15 (-8)	-
2 Bedroom ApartmentsColumbia		-	-	73 (-2)	108 (+3)	-
220 Twentieth Street DC		-	-	-	7 (-5)	1 (new)
2401 pennsylvania apartments dc	2	-	-	11 (+1)	1	1
2401 pennsylvania apartments washington dc		-	-	12 (-5)	1	1
2401 pennsylvania dc		-	-	70 (-26)	1	1
2401 Pennsylvania washington dc	7	-	-	7	1	1
3 bedroom apartments Germantown MD		-	-	36 (+6)	6	69 (-57)
3 Bedroom Apartments Alexandria VA		-	-	-	28 (-2)	-
3 Bedroom Apartments apartments Reisterstown		-	-	-	6 (-1)	-
3 bedroom apartments Baltimore		-	-	91 (-2)	20	14 (-4)
3 Bedroom Apartments Medford MA		-	-	-	11 (+5)	21 (new)
3 bedroom apartments Owings Mills MD		-	-	32 (+30)	3 (+5)	12 (-2)
3 Bedroom Apartments Reisterstown		-	-	-	5 (+1)	8 (-3)
3 Bedroom Apartments Reisterstown MD		-	-	88 (-10)	3	7 (+3)
3 Bedroom Apartments Reston VA		-	-	45 (+39)	4 (-1)	23 (+1)
800 carlyle alexandria va		-	-	19 (new)	14 (-8)	13 (new)
800 carlyle apartments alexandria va		-	-	13	12 (-4)	-
apartment Bedford MA		-	-	36 (-8)	-	-



## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment Bowie		-	-	-	-	-
apartment bowie-russet md		-	-	11	1	1
apartment Capitol Heights MD		-	-	65 (+37)	27 (+5)	78 (new)
apartment Cedar Knolls		-	-	28 (-4)	28 (+2)	-
apartment Conshohocken PA		-	-	88 (-28)	75 (+5)	-
apartment Doylestown PA		-	-	84 (new)	30 (+3)	48 (+18)
apartment Eagleville PA		-	-	11 (+40)	18 (+1)	33 (+9)
apartment for rent Ashburn VA		-	-	-	-	-
apartment for rent Bedford MA		-	-	37 (+1)	-	-
apartment for rent Bowie		-	-	99 (new)	-	-
apartment for rent bowie-russet md		-	-	11	-	-
apartment for rent Capitol Heights MD		-	-	78 (+15)	118 (-24)	-
apartment for rent Cedar Knolls		-	-	30 (-4)	58 (+3)	-
apartment for rent Centreville VA		-	-	62 (-11)	-	-
apartment for rent Columbia		-	-	-	-	-
apartment for rent Conshohocken PA		-	-	57 (+4)	104 (new)	-
apartment for rent Doylestown PA		-	-	-	-	-
apartment for rent Eagleville PA		-	-	66 (+10)	-	-
apartment for rent elkridge md		-	-	73 (-1)	71 (+4)	-
apartment for rent Englewood		-	-	-	-	-
apartment for rent hanover md		-	-	105 (new)	62 (new)	-
apartment for rent Henrico VA		-	-	76 (+5)	73 (new)	-
apartment for rent Landover MD		-	-	69 (new)	103 (new)	-
apartment for rent laurel md		-	-	53 (-5)	-	-
apartment for rent Massapequa NY		-	-	44 (-10)	90 (-8)	-
apartment for rent Morristown		-	-	108 (-5)	-	-
apartment for rent Norristown		-	-	85 (-21)	-	-
apartment for rent Norristown PA		-	-	78 (-15)	109 (new)	-
apartment for rent North Bethesda		-	-	32 (-7)	77 (+5)	-
apartment for rent North Bethesda MD		-	-	34 (-4)	76 (-2)	-
apartment for rent North Wales PA		-	-	59 (-10)	75 (-4)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment for rent Oakton VA		-	-	99 (+1)	61 (-1)	-
apartment for rent Odenton MD		-	-	-	-	-
apartment for rent Owings Mills		-	-	33 (+1)	41 (-12)	-
apartment for rent Owings Mills MD		-	-	28	37 (-5)	64 (-3)
apartment for rent pikesville md		-	-	102 (new)	101 (-18)	-
apartment for rent Prince Frederick MD		-	-	31 (-9)	62 (+1)	-
apartment for rent Reisterstown		-	-	-	119 (-10)	-
apartment for rent Reisterstown MD		-	-	110 (new)	103 (new)	-
apartment for rent Rockville		-	-	-	-	-
apartment for rent South Laurel		-	-	-	-	-
apartment for rent South Orange NJ		-	-	40 (-2)	-	-
apartment for rent Towson MD		-	-	88 (-21)	-	-
apartment for rent Upper Marlboro MD		-	-	45 (-9)	92 (+10)	-
apartment for rent Wheaton MD		-	-	29 (-2)	75 (-1)	-
apartment for rent white marsh md		-	-	-	-	-
apartment for rent Woburn MA		-	-	53 (-1)	106 (new)	-
apartment for rent Wyomissing PA		-	-	43 (-4)	-	-
apartment Henrico VA		-	-	92 (-17)	66 (-11)	-
apartment Landover MD		-	-	35 (+3)	-	-
Apartment Luxury Baltimore		-	-	-	61 (-23)	-
apartment Massapequa NY		-	-	33 (-4)	40 (+4)	-
apartment Norristown		-	-	-	69 (-5)	-
apartment Norristown PA		-	-	63 (+3)	56 (-13)	-
apartment North Bethesda MD		-	-	31 (-2)	11 (+14)	45 (+11)
apartment North Wales PA		-	-	68 (-8)	64 (-4)	75 (+2)
apartment Oakton VA		-	-	81 (new)	16 (+6)	30 (+17)
apartment Odenton MD		-	-	92 (-12)	-	-
apartment Owings Mills MD		-	-	14 (+8)	25 (-2)	19 (+10)
apartment pikesville md		-	-	64 (+25)	31	-
apartment Prince Frederick MD		-	-	29 (-7)	14	62 (+11)
apartment Reisterstown		-	-	-	40	71 (-4)

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment Reisterstown MD		-	-	58 (new)	59	-
apartment rental annapolis		-	-	-	-	-
apartment rental Ashburn VA		-	-	-	-	100
apartment rental Bedford MA		-	-	44 (-6)	103 (+3)	-
apartment rental Bowie		-	-	89 (+6)	-	-
apartment rental Capitol Heights MD		-	-	69 (+37)	73 (-1)	-
apartment rental Cedar Knolls		-	-	42 (-6)	51 (-1)	-
apartment rental Centreville VA		-	-	55 (-6)	59 (-1)	-
apartment rental Columbia		-	-	78 (new)	-	-
apartment rental Columbia MD		-	-	-	80 (+22)	-
apartment rental Conshohocken PA		-	-	57 (-5)	98 (+6)	-
apartment rental Doylestown PA		-	-	99 (-36)	75 (-11)	-
apartment rental Eagleville PA		-	-	11 (+42)	64 (+1)	100 (-9)
apartment rental Elkridge MD		-	-	104 (-30)	43 (+2)	99 (new)
apartment rental Englewood		-	-	85 (+10)	-	-
apartment rental Fairfax VA		-	-	59 (-8)	88 (new)	-
apartment rental Falls Church VA		-	-	76 (-6)	66 (+21)	-
apartment rental frederick md		-	-	-	65 (+2)	-
apartment rental Gaithersburg MD		-	-	69 (+13)	98 (+9)	-
apartment rental Germantown MD		-	-	62 (-16)	101 (-1)	-
apartment rental hanover md		-	-	105 (new)	52 (+5)	-
apartment rental Henrico VA		-	-	78 (-25)	57 (+4)	-
apartment rental Herndon VA		-	-	-	113 (-12)	-
apartment rental Landover		-	-	-	119 (-17)	-
apartment rental Laurel		-	-	88 (+6)	103 (+8)	-
apartment rental Laurel MD		-	-	54 (+5)	74 (+28)	-
apartment rental Limerick		-	-	-	66 (+7)	-
apartment rental Manassas VA		-	-	-	91 (+22)	-
apartment rental Massapequa NY		-	-	35 (-5)	58 (+4)	-
apartment rental Medford MA		-	-	-	80 (new)	-
apartment rental Morristown		-	-	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rental Newark		-	-	-	-	-
apartment rental Norristown		-	-	75 (new)	75 (-1)	-
apartment rental Norristown PA		-	-	-	59 (-1)	-
apartment rental North Bethesda		-	-	49 (-4)	84	-
apartment rental North Bethesda MD		-	-	48 (-4)	52	-
apartment rental North Wales PA		-	-	56 (+15)	72 (-5)	-
apartment rental Oakton VA		-	-	67 (-7)	43 (-2)	71 (+12)
apartment rental Odenton		-	-	-	119 (-7)	54 (new)
apartment rental Owings Mills MD		-	-	18 (new)	21 (+4)	27 (+3)
apartment rental Pikesville MD		-	-	81 (new)	60 (+2)	90 (+3)
apartment rental Prince Frederick MD		-	-	42 (-22)	38 (+2)	-
apartment rental Reisterstown		-	-	-	80 (+2)	-
apartment rental Reisterstown MD		-	-	106 (new)	89 (-6)	-
apartment rental Rockville		-	-	107 (-9)	-	-
apartment rental Rockville MD		-	-	-	116 (new)	-
apartment rental Silver Spring		-	-	-	-	-
apartment rental South Laurel		-	-	-	8 (+8)	-
apartment rental South Orange NJ		-	-	51 (-6)	-	-
apartment rental Towson MD		-	-	82 (-16)	58 (+2)	-
apartment rental Upper Marlboro MD		-	-	64 (-21)	49 (+24)	-
apartment rental Vienna VA		-	-	-	-	-
apartment rental West Chester PA		-	-	-	100 (-15)	-
apartment rental Wheaton MD		-	-	44 (+5)	41 (-1)	95
apartment rental white marsh md		-	-	-	-	-
apartment rental Woburn MA		-	-	41 (+18)	76 (+4)	-
apartment rental Wyomissing PA		-	-	37 (-9)	29 (+4)	-
apartment rentals annapolis		-	-	-	-	-
apartment rentals Ashburn VA		-	-	-	106 (-1)	-
apartment rentals Bedford MA		-	-	35 (+9)	81 (+5)	-
apartment rentals Bowie		-	-	-	-	-
apartment rentals bowie-russet		-	-	14 (-3)	1	1

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Capitol Heights MD		-	-	-	60 (-6)	-
apartment rentals Cedar Knolls		-	-	28 (+4)	42 (+4)	-
apartment rentals Centreville VA		-	-	51 (+7)	46 (+1)	-
apartment rentals Columbia		-	-	98 (new)	-	-
apartment rentals Columbia MD		-	-	63 (new)	24 (+65)	-
apartment rentals Conshohocken PA		-	-	54	95 (-1)	-
apartment rentals Doylestown PA	1	-	-	-	60 (-7)	-
apartment rentals Eagleville PA		-	-	55 (+7)	62 (-4)	31 (+60)
apartment rentals elkridge md		-	-	-	47 (-3)	100 (new)
apartment rentals Englewood		-	-	-	106 (new)	-
apartment rentals Falls Church VA		-	-	62 (new)	63 (+4)	-
apartment rentals Gaithersburg MD		-	-	-	86 (+4)	95 (new)
apartment rentals Germantown MD		-	-	65 (+47)	96 (-3)	-
apartment rentals hanover md		-	-	89 (new)	53 (+4)	-
apartment rentals Henrico VA		-	-	71 (-3)	50 (+2)	-
apartment rentals Herndon VA		-	-	107 (-5)	85 (+3)	-
apartment rentals Landover MD		-	-	60 (new)	-	-
apartment rentals Laurel MD		-	-	56 (+26)	66 (+33)	-
apartment rentals laurel md		-	-	58 (new)	67 (+32)	-
apartment rentals Limerick		-	-	-	50 (+4)	-
apartment rentals Manassas VA		-	-	54 (+50)	69 (+17)	-
apartment rentals Massapequa NY		-	-	26 (+8)	52 (+2)	-
apartment rentals Medford MA		-	-	51 (+22)	60 (+30)	-
apartment rentals Morristown		-	-	-	-	-
apartment rentals Newark		-	-	-	-	-
apartment rentals Norristown		-	-	83 (new)	55	-
apartment rentals Norristown PA		-	-	68 (+27)	52 (-2)	-
apartment rentals North Bethesda		-	-	30 (+22)	74 (-1)	-
apartment rentals North Bethesda MD		-	-	25 (-3)	53 (-2)	-
apartment rentals North Wales PA		-	-	57	65 (-3)	-
apartment rentals Oakton VA		-	-	98 (-34)	35 (-2)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartment rentals Odenton MD		-	-	104 (new)	109 (-6)	-
apartment rentals Owings Mills		-	-	30 (+2)	45 (+1)	20
apartment rentals Owings Mills MD		-	-	20 (+11)	22 (-2)	27 (-6)
apartment rentals pikesville md		-	-	73 (new)	52 (+5)	-
apartment rentals Prince Frederick MD		-	-	21 (-7)	42 (+1)	-
apartment rentals Reisterstown		-	-	-	61 (+4)	-
apartment rentals Reisterstown MD		-	-	61 (new)	68 (+3)	-
apartment rentals Rockville		-	-	93 (new)	104 (+13)	-
apartment rentals Silver Spring		-	-	-	-	-
apartment rentals South Laurel		-	-	-	8 (+6)	-
apartment rentals South Orange NJ		-	-	36 (+27)	117 (-18)	-
apartment rentals Towson MD		-	-	82 (-5)	55	-
apartment rentals Upper Marlboro MD		-	-	40 (+2)	-	-
apartment rentals Wheaton MD		-	-	29 (+2)	32 (+3)	58 (new)
apartment rentals white marsh md		-	-	-	-	-
apartment rentals Wyomissing PA		-	-	40 (-1)	24 (+5)	39 (new)
apartment South Laurel		-	-	-	19 (+10)	-
apartment South Orange NJ		-	-	47 (-3)	49 (+16)	-
apartment Upper Marlboro MD		-	-	49 (-6)	35 (+4)	-
apartment Wheaton MD		-	-	36 (+1)	10 (+4)	60 (-20)
apartment white marsh md		-	-	36 (+2)	99 (-2)	85 (-10)
Apartment With Garage DC		-	-	108 (-36)	4	-
Apartment with Garage Washington DC		-	-	60 (-12)	6 (+2)	-
apartment Wyomissing PA		-	-	30 (+5)	34 (+4)	-
apartments bowie-russet md		-	-	11 (new)	1	1
Apartments Bronx Englewood		-	-	-	5 (+1)	-
apartments Capitol Heights MD		-	-	85 (-14)	18 (+10)	90 (new)
apartments Cedar Knolls		-	-	25 (-3)	48 (+5)	-
apartments Eagleville PA		-	-	80 (new)	18	32 (+12)
apartments for rent Bedford MA		-	-	50 (-7)	-	-
apartments for rent Bowie		-	-	90 (+7)	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments for rent bowie-russet md		-	-	11	-	-
apartments for rent Capitol Heights MD		-	-	55 (+45)	116 (-26)	-
apartments for rent Cedar Knolls		-	-	30 (+2)	58 (+4)	-
apartments for rent Eagleville PA		-	-	68 (-16)	62 (-4)	-
apartments for rent elkridge md		-	-	91 (-10)	73 (-3)	-
apartments for rent Henrico VA		-	-	69 (+28)	73 (new)	-
apartments for rent Landover MD		-	-	-	104 (-16)	-
apartments for rent Morristown		-	-	71 (new)	-	-
apartments for rent Norristown		-	-	76 (+24)	-	-
apartments for rent North Bethesda		-	-	28 (+15)	86 (-1)	-
apartments for rent North Bethesda MD		-	-	21 (+8)	76 (+3)	-
apartments for rent North Wales PA		-	-	59 (-6)	95 (-2)	-
apartments for rent Oakton VA		-	-	107 (new)	64 (-1)	-
apartments for rent Owings Mills		-	-	34 (+29)	44 (-14)	-
apartments for rent pikesville md		-	-	94 (new)	-	-
apartments for rent Prince Frederick MD		-	-	31 (-8)	66 (+3)	-
apartments for rent Reisterstown		-	-	-	115 (-12)	-
apartments for rent Reisterstown MD		-	-	-	116 (new)	-
apartments for rent South Laurel		-	-	-	-	-
apartments for rent Upper Marlboro MD		-	-	47	115 (-10)	-
apartments for rent white marsh md		-	-	-	-	-
apartments for rent Wyomissing PA		-	-	41 (-3)	-	-
Apartments In Tysons Corner Herndon VA		-	-	-	8	42 (-13)
apartments Massapequa NY		-	-	31 (-4)	38 (+6)	-
Apartments Near Metro Bethesda		-	-	-	10 (-1)	4 (+1)
Apartments Near Metro North Bethesda MD		-	-	64 (-29)	2	4
apartments Prince Frederick MD		-	-	26 (-8)	12 (+5)	73 (+16)

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
apartments Reisterstown		-	-	-	36 (+3)	71 (new)
apartments Reisterstown MD		-	-	-	66 (-6)	97 (new)
Apartments Rental DC		-	-	-	-	-
Apartments Rental DC Arlington VA		-	-	37 (-1)	26	97 (new)
apartments South Laurel		-	-	-	16 (+9)	-
arbors apartments white marsh md		-	-	-	6	2
arbors at arundel preserve baltimore		-	-	22 (-6)	4	6 (+1)
arbors at arundel preserve hanover md	2	-	-	32 (-6)	3	8 (-1)
Arbors at Broadlands Ashburn VA	11	-	28	1	2	5
arbors baltimore white marsh md		-	-	-	14 (-10)	-
Avenel at Montgomery Square Norristown		-	-	2 (+5)	3	2 (+1)
Avenel at Montgomery Square North Wales PA		-	-	24 (+8)	6 (+1)	5 (+1)
belmont station baltimore	1	-	-	1 (+20)	2 (+4)	-
Broadmoor Apartments Henrico VA		-	-	10 (-1)	5 (+2)	52 (-4)
brookside apartments frederick maryland		-	-	72 (+7)	3	3 (-1)
brookside frederick		-	-	32 (+1)	3	4 (+3)
brookside frederick maryland		-	-	68 (-6)	3	7 (+3)
Carver 2000 Senior Mansion DC		-	-	6	1	1
Carver 2000 Senior Mansion Washington DC		-	-	6	1	1 (+1)
city center apartments philadelphia pa		-	-	102 (-22)	69 (new)	-
Clarendon Apartment Arlington VA		-	-	84 (-4)	46 (-4)	-
Clarendon Apartment DC		-	-	108 (-8)	69 (+11)	91 (new)
Concord Crystal City Arlington VA		-	22	15 (-3)	4 (-1)	9
Concord Crystal City DC		-	-	49 (-1)	2 (+4)	-
concord park at bowie-russet md		-	-	14 (-3)	1	4 (+1)
concord park at russet laurel md		-	-	2 (-1)	1	14 (+2)
Crystal City Apartments apartments Arlington		-	-	58 (-6)	23 (+6)	32 (-1)



## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Crystal City Apartments apartments DC		-	-	31 (-4)	30 (+3)	59 (+4)
Crystal City Apartments Arlington		-	-	70 (+4)	13 (+4)	-
Crystal City Apartments DC		-	-	40	27 (+1)	-
crystal park at waterford frederick md	2	-	-	2	2	3
Edgewater Apartments Philadelphia PA		-	36	22 (+6)	6	16 (-7)
eight 50 alicenna baltimore	5	-	-	1	1	1
EOS Twenty-One Alexandria VA		-	28	5 (new)	4 (+1)	8 (+3)
excalibur baltimore	2	-	-	1	2	1
excalibur pikesville md		-	-	1	2	1
Four Winds at Oakton VA	1	-	-	13 (+4)	3	2 (+2)
Gaslight Commons Newark		-	-	-	8 (-3)	-
Halstead Arlington apartments Arlington		-	-	25 (+1)	3	15 (-1)
Halstead Arlington apartments DC		-	-	-	2	2
Halstead Arlington Arlington VA		-	-	50 (-16)	4	17 (-8)
Halstead Arlington DC		-	-	53 (-27)	5 (-1)	3 (-1)
Harbor Apartments Baltimore	1	-	-	12 (+3)	5 (+1)	19 (+15)
Howard County Townhomes Laurel MD		-	-	43 (+10)	3 (-1)	-
Jericho Residences DC		-	-	10	3 (+1)	3
Jericho Residences Landover MD		-	-	8 (-4)	4	1
Laurel Square Apartments South Laurel		-	-	28 (-18)	2	12
Lodge at Seven Oaks Bowie		-	-	-	3	1
London/Normandy House Arlington VA		-	28	1 (+1)	2	10 (+1)
London/Normandy House DC		-	-	1 (+1)	2	1
Low Rent Apartment Annapolis		-	-	-	24 (+2)	-
Luxury Apartment Reston VA		-	-	-	8 (-1)	79
Luxury Apartment Fairfax VA		-	-	91 (-5)	29 (+4)	58 (+3)
Luxury Apartments apartments Bethesda		-	-	-	21 (+3)	79 (new)

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Luxury Apartments apartments DC		-	-	7 (+11)	6	-
Luxury Apartments apartments North Bethesda		-	-	3 (+65)	14 (-2)	-
Luxury Apartments Bedford MA		-	28	15	7	-
luxury apartments Bowie		-	-	95 (new)	-	-
Luxury Apartments Conshohocken PA		-	-	32 (new)	9 (+6)	79 (-48)
Luxury Apartments Doylestown PA		-	-	47 (-9)	4	10 (-2)
Luxury Apartments Eagleville PA		-	-	39 (-5)	2	9 (+4)
Luxury Apartments Falls Church VA	2	-	36	-	7 (-1)	50 (new)
Luxury Apartments Manhattan apartments New York		-	-	-	110 (new)	-
Luxury Apartments Massapequa NY		-	-	105 (new)	2	5 (+3)
Luxury Apartments Norristown PA		-	-	31 (-4)	8 (-3)	69 (+3)
Luxury Apartments North Bethesda		-	-	-	15	20 (-2)
Luxury Apartments Oakton VA	2	-	-	-	2 (-1)	3 (+3)
luxury apartments Odenton MD		-	-	57 (+1)	7 (+1)	25 (-1)
Luxury Apartments Pikesville MD	2	-	-	66 (+1)	7 (+2)	23 (+12)
Luxury Apartments South Orange NJ	1	-	-	1 (+10)	3	68 (+3)
luxury apartments Wheaton MD		-	-	21 (-1)	3	20 (-3)
luxury apartments white marsh md		-	-	-	14 (-4)	-
Luxury Apartments Woburn MA		-	22	11	5 (-1)	25 (-3)
Mariner Bay at Annapolis Towne Center Annapolis MD		-	-	11 (+2)	3 (+1)	10 (+4)
Metro Apartments Fairfax VA		-	-	70 (new)	9 (+5)	29 (+6)
Metro Apartments Vienna VA		-	-	46 (-7)	8 (-1)	15 (+3)
Monterey North Bethesda MD		-	-	32 (-14)	4	11 (+1)
Near Towson University Towson MD		-	-	-	11 (+2)	51 (new)
new apartments bowie-russet md		-	-	-	1	1
new apartments laurel md		-	-	22 (-2)	8 (+9)	55 (new)
Newseum Residences DC		-	46	62 (-2)	4	4 (+2)
Newseum Residences Washington DC		-	22	17 (-2)	6 (-1)	4
Observer Park New York		-	-	1 (+19)	8 (new)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
overlook manor frederick		-	-	61 (-4)	3	7 (+5)
overlook manor frederick maryland		-	-	37 (-5)	3	9 (-2)
Park Place at Van Dorn Alexandria VA		-	36	34 (-2)	7 (+1)	9 (+3)
Pentagon City Apartments Arlington		-	-	70 (+4)	45 (new)	-
Pentagon City Apartments DC		-	-	48 (-2)	-	-
pet friendly apartments baltimore		-	-	43 (-7)	13	29 (+38)
pet friendly apartments frederick md		-	-	11 (+5)	2 (+1)	19 (-10)
pet friendly apartments pikesville md		-	-	23 (+1)	2	2 (+1)
pet friendly Germantown MD		-	-	62 (-1)	9 (-1)	13 (+39)
pet friendly Laurel MD		-	-	46 (-1)	17 (+7)	26 (-4)
Pet Friendly Manassas VA		-	-	49 (-2)	25	13 (+4)
Pet Friendly Prince Frederick MD		-	-	17 (-1)	2	11 (+3)
pet friendly Rockville		-	-	-	-	-
pet friendly South Laurel		-	-	-	-	-
Pet Friendly Upper Marlboro MD		-	-	25 (-5)	4 (+1)	5
Pet-Friendly Hoboken		-	-	47 (-1)	18 (-4)	100 (-82)
Pinnacle Town Center Germantown MD		-	-	4 (-1)	2	1
Rapid Transit Alexandria VA		-	-	9 (+2)	12 (+2)	76 (+16)
Rapid Transit Manassas VA		-	-	9 (+1)	2	3
rent loft baltimore		-	-	-	-	-
Rent Loft Fairfax VA		-	-	-	114 (+4)	79 (new)
rent loft hanover md		-	-	-	2	30 (-1)
Rent Loft Richmond VA		-	-	59 (new)	60 (+12)	-
Rent Lofts apartments Bethesda		-	-	70 (-5)	3 (+1)	13 (+2)
Rent Lofts Bethesda		-	-	-	9 (-2)	10 (+4)
Rent Lofts Bethesda MD		-	-	78 (-10)	8 (-1)	20 (-1)
Rent Lofts Columbia MD		-	-	-	9 (-1)	-
Rent Lofts DC		-	-	104 (-1)	62 (+1)	-
Rent Lofts Gaithersburg MD		-	-	72 (+23)	6	27 (+3)
Rent Lofts Washington DC		-	-	-	70	-
Rent Studio Jersey City		-	-	-	64 (+23)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rent townhomes baltimore		-	-	-	-	-
Rent Townhomes Bethesda MD		-	-	37 (-1)	34 (+1)	95 (new)
rent townhomes elkridge md		-	-	78 (-2)	12 (+1)	-
Rent Townhomes Norristown PA		-	-	-	22 (-3)	-
Rent Townhomes Wyomissing PA		-	-	64 (+7)	11 (-1)	23 (+3)
rental apartment Germantown MD]		-	-	89 (-16)	-	-
rental apartment Alexandria VA		-	-	-	106 (new)	-
rental apartment annapolis		-	-	-	100 (+8)	-
rental apartment Arlington		-	-	-	-	-
rental apartment Arlington VA		-	-	-	-	-
rental apartment Ashburn VA		-	-	-	-	-
rental apartment Bedford MA		-	-	39 (-3)	110 (new)	-
rental apartment Bethesda		-	-	-	63 (-18)	-
rental apartment Bethesda MD		-	-	65 (+31)	44 (-4)	-
rental apartment Bowie		-	-	-	-	-
rental apartment bowie-russet md		-	-	-	1	1
rental apartment Capitol Heights MD		-	-	70 (new)	93 (-15)	-
rental apartment Cedar Knolls		-	-	31 (+3)	64 (+4)	-
rental apartment Centreville VA		-	-	7 (-1)	61 (+8)	-
rental apartment Columbia		-	-	94 (+12)	-	-
rental apartment Columbia MD		-	-	89 (+9)	58 (+31)	-
rental apartment Conshohocken PA		-	-	50 (+4)	109 (-4)	-
rental apartment Doylestown PA		-	-	-	94 (-20)	-
rental apartment Eagleville PA		-	-	12 (+55)	75 (-10)	-
rental apartment elkridge md		-	-	78 (+6)	42 (+11)	-
rental apartment Englewood		-	-	-	-	-
rental apartment Fairfax VA		-	-	78	88 (+31)	-
rental apartment Falls Church VA		-	-	72 (-11)	93 (+7)	-
rental apartment frederick md		-	-	108 (-30)	79 (+11)	-
rental apartment Gaithersburg MD		-	-	-	104 (+7)	-
rental apartment Georgetown		-	-	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Germantown MD		-	-	91 (-21)	-	-
rental apartment hanover md		-	-	84 (new)	60 (+12)	-
rental apartment Henrico VA		-	-	68 (+8)	63 (new)	-
rental apartment Herndon VA		-	-	-	105 (+3)	-
rental apartment Landover MD		-	-	66 (-10)	-	74 (new)
rental apartment laurel md		-	-	-	112 (+9)	-
rental apartment Limerick		-	-	-	98 (+8)	-
rental apartment Manassas VA		-	-	57 (-5)	100 (-2)	-
rental apartment Massapequa NY		-	-	34 (-4)	77 (-10)	-
rental apartment Medford MA		-	-	51 (+2)	83 (+5)	-
rental apartment Morristown		-	-	-	-	-
rental apartment New Haven		-	-	-	-	-
rental apartment Newark		-	-	-	-	-
rental apartment Norristown		-	-	89 (new)	85 (+4)	-
rental apartment Norristown PA		-	-	-	55 (+7)	-
rental apartment North Bethesda		-	-	36 (+26)	72 (-4)	-
rental apartment North Bethesda MD		-	-	40 (+1)	46 (+10)	-
rental apartment North Wales PA		-	-	71 (+2)	11 (+68)	-
rental apartment Oakton VA		-	-	78 (-14)	39 (+1)	87 (+13)
rental apartment Odenton MD		-	-	87 (new)	-	-
rental apartment Owings Mills		-	-	26 (+14)	55 (-2)	29 (+15)
rental apartment Owings Mills MD		-	-	22 (+17)	28 (-5)	29 (-6)
rental apartment philadelphia pa		-	-	-	-	-
rental apartment pikesville md		-	-	-	63 (+6)	-
rental apartment Prince Frederick MD		-	-	33 (-12)	43 (+2)	-
rental apartment Reisterstown		-	-	-	81 (-4)	-
rental apartment Reisterstown MD		-	-	80 (-2)	74	-
rental apartment Reston VA		-	-	65 (-9)	61 (-6)	-
rental apartment Richmond		-	-	-	-	-
rental apartment Richmond VA		-	-	-	-	91 (new)
rental apartment Rockville		-	-	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartment Rockville MD		-	-	-	102 (new)	-
rental apartment Silver Spring		-	-	-	-	-
rental apartment South Laurel		-	-	-	16 (+11)	-
rental apartment South Orange NJ		-	-	41 (+12)	-	-
rental apartment Towson MD		-	-	95 (-15)	101	-
rental apartment Upper Marlboro MD		-	-	42 (-9)	54 (+21)	-
rental apartment Vienna VA		-	-	62 (+7)	94 (new)	-
rental apartment West Chester PA		-	-	75 (new)	91 (-7)	-
rental apartment Wheaton MD		-	-	32 (+4)	42 (-1)	-
rental apartment white marsh md		-	-	-	-	-
rental apartment White Plains NY		-	-	62 (-12)	-	-
rental apartment Woburn MA		-	-	57 (+2)	-	-
rental apartment Wyomissing PA		-	-	48 (-11)	31 (+6)	-
rental apartments Germantown MD]		-	-	59 (+1)	-	-
rental apartments annapolis		-	-	99 (-11)	110 (new)	-
rental apartments Ashburn VA	2	-	-	-	-	-
rental apartments Bedford MA		-	-	-	118 (new)	-
rental apartments Bethesda	2	-	-	7 (new)	55 (-6)	-
rental apartments Bowie		-	-	-	-	-
rental apartments bowie-russet md		-	-	11 (new)	-	1
rental apartments Capitol Heights MD		-	-	47 (+27)	96 (-19)	-
rental apartments Cedar Knolls		-	-	34 (+3)	66 (+4)	-
rental apartments Centreville VA		-	-	6	73 (+3)	-
rental apartments Columbia		-	-	109 (new)	-	-
rental apartments Columbia MD		-	-	-	89 (+3)	-
rental apartments Conshohocken PA		-	-	-	108	-
rental apartments Doylestown PA		-	-	-	95 (-19)	-
rental apartments Eagleville PA		-	-	-	57 (+18)	32 (new)
rental apartments elkridge md		-	-	72 (+14)	41 (+7)	-
rental apartments Englewood		-	-	-	-	-
rental apartments Fairfax VA		-	-	68 (-23)	88 (new)	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Falls Church VA		-	-	93 (new)	89 (+8)	-
rental apartments frederick md		-	-	92 (-8)	90 (+9)	-
rental apartments Gaithersburg MD		-	-	-	98 (+13)	-
rental apartments Georgetown		-	-	-	-	-
rental apartments Germantown MD		-	-	57 (+2)	103 (-7)	-
rental apartments hanover md		-	-	-	63 (+5)	-
rental apartments Henrico VA		-	-	-	67 (new)	-
rental apartments Herndon VA		-	-	7 (+65)	106 (+2)	-
rental apartments Landover MD		-	-	87 (+18)	113 (-14)	70 (new)
rental apartments laurel md		-	-	57 (-6)	102 (+17)	-
rental apartments Limerick		-	-	-	92 (+9)	-
rental apartments Manassas VA		-	-	-	107 (+11)	-
rental apartments Massapequa NY		-	-	56 (-15)	81 (-3)	-
rental apartments Medford MA		-	-	-	86 (-1)	-
rental apartments Morristown		-	-	-	-	-
rental apartments New Haven		-	-	-	-	-
rental apartments Newark		-	-	-	-	-
rental apartments Norristown		-	-	97 (-9)	81 (+5)	-
rental apartments Norristown PA		-	-	-	58 (+10)	-
rental apartments North Bethesda		-	-	-	64 (-1)	-
rental apartments North Bethesda MD		-	-	48 (-3)	39 (+12)	-
rental apartments North Wales PA		-	-	106 (-45)	91 (-2)	-
rental apartments Oakton VA	1	-	-	84 (-12)	34 (+3)	-
rental apartments Odenton MD		-	-	-	-	-
rental apartments Owings Mills		-	-	39 (+14)	54 (+4)	40 (+3)
rental apartments Owings Mills MD		-	-	39 (+15)	25 (-6)	29 (-6)
rental apartments pikesville md		-	-	-	59 (+9)	-
rental apartments Prince Frederick MD	1	-	-	42 (-20)	49 (-1)	-
rental apartments Reisterstown		-	-	-	85 (+4)	-
rental apartments Reisterstown MD		-	-	-	72 (+1)	-
rental apartments Rockville		-	-	-	-	-

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
rental apartments Rockville MD		-	-	-	109 (new)	-
rental apartments Silver Spring		-	-	-	-	-
rental apartments South Laurel		-	-	106 (new)	11 (+10)	-
rental apartments South Orange NJ		-	-	45 (new)	-	-
rental apartments Towson MD		-	-	62 (-3)	101 (-8)	-
rental apartments Upper Marlboro MD		-	-	55 (-7)	53 (+28)	-
rental apartments Vienna VA		-	-	-	-	-
rental apartments West Chester PA		-	-	-	85 (-7)	-
rental apartments Wheaton MD		-	-	43 (+29)	40 (+1)	-
rental apartments white marsh md		-	-	-	-	-
rental apartments Woburn MA		-	-	-	71 (+15)	-
rental apartments Wyomissing PA		-	-	36 (+1)	32 (+9)	40 (new)
residences on the avenue apartments dc		-	-	-	2	2 (+3)
residences on the avenue apartments washington dc		-	-	13 (+2)	2 (+1)	5 (+2)
Rhode Island Row Washington DC		-	-	-	5 (+2)	-
Riverstone at Owings Mills Owings Mills MD		-	-	10	4	6 (+1)
Riverview Landing Eagleville PA		-	36	1	2	1
Riverview Landing Norristown PA	1	-	-	1	3 (-1)	8 (+1)
Riverwalk at Millennium Conshohocken PA		-	-	51 (-10)	12	14 (+1)
Rolling Hills Rockville		-	-	1 (+69)	2	20 (-2)
Senior Living Capitol Heights MD		-	-	16 (-2)	2	1
senior living DC		-	-	78 (-15)	-	-
senior living Landover MD		-	-	6 (-1)	7 (-1)	14
Sherwood Crossing Columbia		-	-	1	1	3 (-1)
Short Term Apartments Ashburn VA		-	-	15 (-3)	6	6 (-3)
Siena Park DC		-	-	52 (+16)	3 (-1)	-
Silverwood Farm Prince Frederick MD	2	-	-	1	2	1
SouthPoint at Massapequa NY		-	-	31	4	12 (+2)



## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Spinnaker Bay at Harbor East Baltimore MD		-	-	7	2	1
Spring House at Brandywine West Chester PA	3	-	-	1	1	2
St. Johns Wood Fairfax VA		-	-	35	2 (+1)	2 (+1)
St. Paul Senior Living Apartments Capitol Heights MD		-	-	12	2	1
Sterling Parc Morristown		-	-	7 (+2)	8 (-1)	-
Strathmore Court at White Flint [region]		-	-	18 (-13)	1	3 (-1)
Strathmore Court at White Flint North Bethesda MD		-	-	6 (+15)	2	7
Studio Apartment Georgetown		-	-	107 (-10)	102 (new)	-
Studio Apartments apartments Baltimore		-	-	106 (-31)	21 (+8)	6 (+9)
Studio Apartments New Haven		-	-	74 (+31)	30 (+2)	-
Studio Apartments Norristown		-	-	98 (-18)	97 (+23)	88 (+8)
Studio Apartments North Wales PA		-	-	-	10 (+3)	-
Studio Apartments Silver Spring		-	-	-	-	-
Studio For Rent apartments Arlington		-	-	-	-	-
Studio For Rent apartments DC		-	-	-	-	-
Studio For Rent Arlington		-	-	76 (-12)	-	-
Studio For Rent Arlington VA		-	-	80 (new)	-	-
Studio For Rent Bethesda MD		-	-	99 (new)	20 (+3)	38 (+2)
Studios Baltimore		-	-	-	-	-
Summer Chase Apartments Philadelphia		-	-	11 (+2)	2 (+1)	4 (+1)
The Apartments at Harbor Park Reston VA	1	-	-	1	2	2
The Apartments at Regent's Park Fairfax VA		-	-	1	2 (-1)	5 (-2)
The Apartments at Regent's Park Vienna VA		-	-	1	2 (-1)	1
the arbors at baltimore crossroads white marsh md		-	-	-	5 (+7)	1 (+56)

## SERP Tracker Report

(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
The Arbors at Fair Lakes Fairfax VA		-	-	25 (+4)	1	1
The Brownstones at Englewood South Englewood NJ		-	-	47 (+4)	2	3
The Fenestra at Rockville Town Square Rockville MD		-	-	35 (new)	3	10 (+9)
The Fenestra at Rockville Town Square Silver Spring		-	-	26 (-13)	1	2 (+1)
The Fitzgerald at UB Midtown Baltimore MD		-	-	8	2	3 (+2)
The Gramercy at Town Center Columbia MD	2	-	28	1	2	1 (+5)
The Grays on Pennsylvania Washington DC		-	36	30 (-6)	7	94 (-4)
The Halstead at Guilford Baltimore MD		-	-	4 (+34)	3	1 (+2)
The Jefferson at Fair Oaks Fairfax VA	1	-	-	1	2	9 (+1)
The Jefferson at Fair Oaks Herndon VA		-	-	1 (+1)	2	2
The Lexington at Market Square Washington DC	2	-	36	1	2	1
The Loree Grand at Union Place DC		-	-	43 (-1)	4 (+1)	12 (+1)
The Loree Grand at Union Place Washington DC		-	-	37	5 (-1)	11 (+1)
The Paramount Arlington VA	5	-	-	15 (-3)	2	1
The Paramount DC		-	-	-	40 (new)	-
The Promenade at Harbor East Baltimore MD		-	-	1	2	1
The Residences at McHenry Row Baltimore MD		-	-	47 (-10)	2 (+2)	2
The Residences at Rivers Edge Medford MA		-	-	37 (-6)	5 (+1)	3 (+4)
The Residences at the Market Common DC		-	-	11 (+1)	6 (-1)	3 (new)
The Sagamore New York NY		-	-	106 (-2)	-	-
The Townes at Harvest View Reisterstown MD	3	-	-	1	1	1
The Village at Taylor Pond Bedford MA		-	-	23 (-9)	5	3 (+2)

## SERP Tracker Report

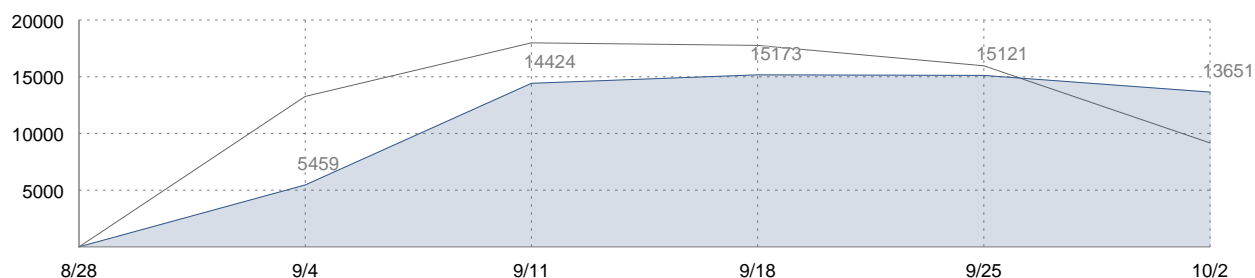
(continued)

Keyword	GA Visits	<u>Local Vol</u>	Global Vol	Google	Yahoo!	Bing
Timberlawn Crescent North Bethesda MD		-	-	1	2	1
Town Home Rentals Bethesda		-	-	75 (-16)	8	20 (+15)
Town Home Rentals North Bethesda MD		-	-	32 (-6)	6 (+1)	30 (+16)
Townhome Apartments apartments Limerick		-	-	47 (-1)	2	4 (+4)
Townhome Apartments apartments Philadelphia		-	-	88 (-43)	55 (-5)	-
Townhome Apartments Limerick		-	-	90 (-16)	2	2 (+2)
Townhome Apartments Philadelphia		-	-	88 (+11)	30 (+20)	-
townhome for rent Owings Mills		-	-	38 (-5)	13 (+6)	-
Townhomes Wheaton MD		-	-	-	5	8 (new)
Upstairs at Bethesda Row Bethesda		-	-	1 (+43)	2	1 (+2)
Upstairs at Bethesda Row Bethesda MD		-	-	23 (+10)	3 (+3)	4 (-1)
West End Apartments Henrico VA		-	-	-	55 (-6)	-
West End Apartments Richmond		-	-	-	-	-
WestEnd25 Georgetown		-	-	26 (-3)	4 (-1)	4 (-1)
WestEnd25 Washington DC		-	12	79 (-3)	7 (-3)	13 (-2)

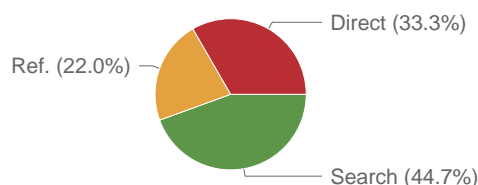
## Google Analytics Summary Report

### Google Analytics

9/1/2011 - 9/30/2011  
 compared to: 8/2/2011 - 8/31/2011  
 Excluding paid search



**63,828** Visits  
 Previous: 74,168 (-13.94%)  
**296,031** Page Views  
 Previous: 336,761 (-12.09%)



### 14,019 Site Referrals

TOP REFERRERS	%	VISITS
rentsentinel.com	22.3%	3,133
apartmentratings.com	15.6%	2,191
washingtondc.craigslist.org	7.8%	1,091
facebook.com	3.7%	525
jtrinsights.com	3.5%	488

### 28,551 Search Referrals

TOP KEYWORDS	%	VISITS
bozzuto	8.8%	2,516
bozzuto management	6.6%	1,880
bozzuto apartments	3.1%	873
bozzuto group	1.0%	277
the bozzuto group	0.9%	255

TOP SEARCH ENGINES	%	VISITS
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## Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	81.1%	23,141
bing	10.2%	2,925
yahoo	6.5%	1,850
search	1.0%	286
aol	0.6%	184

TOP LANDING PAGES	%	VISITS
/	26.3	16,720
/apartments/communities/61	3.6	2,261
/about-us/careers	3.3	2,104
/apartments	2.9	1,857
/regions/howard-county-townhomes	2.1	1,344