

Site Usage

6,700 Visits

73.00% Bounce Rate

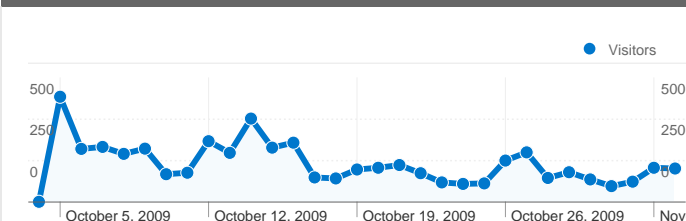
13,621 Pageviews

00:01:32 Avg. Time on Site

2.03 Pages/Visit

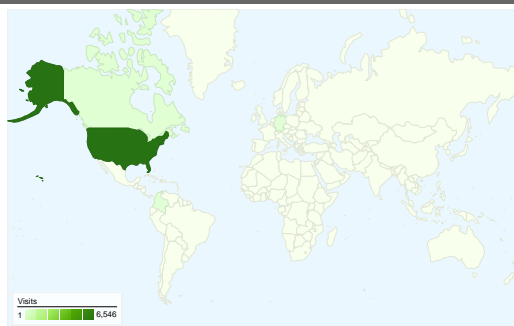
53.15% % New Visits

Visitors Overview

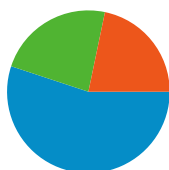


Visitors
3,971

Map Overlay world



Traffic Sources Overview

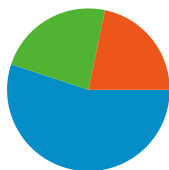


- **Direct Traffic**
3,690.00 (55.07%)
- **Referring Sites**
1,554.00 (23.19%)
- **Search Engines**
1,456.00 (21.73%)

Content Overview

Pages	Pageviews	% Pageviews
/	8,119	59.61%
/floorplans/	1,465	10.76%
/residences-overview/	649	4.76%
/penthouses/	515	3.78%
/amenities/	480	3.52%

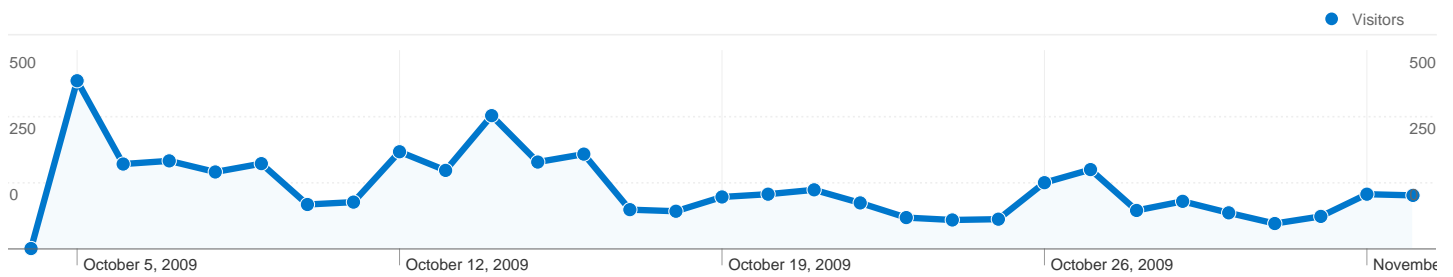
Traffic Sources Overview



- **Direct Traffic**
3,690.00 (55.07%)
- **Referring Sites**
1,554.00 (23.19%)
- **Search Engines**
1,456.00 (21.73%)

Referring Sites

Source	Visits	% visits
220living.reachlocal.com	416	26.77%
bozzuto.com	179	11.52%
mail.google.com	105	6.76%
washingtonpost.com	103	6.63%
ad.doubleclick.net	93	5.98%



3,971 people visited this site

6,700 Visits

3,971 Absolute Unique Visitors

13,621 Pageviews

2.03 Average Pageviews

00:01:32 Time on Site

73.00% Bounce Rate

53.15% New Visits

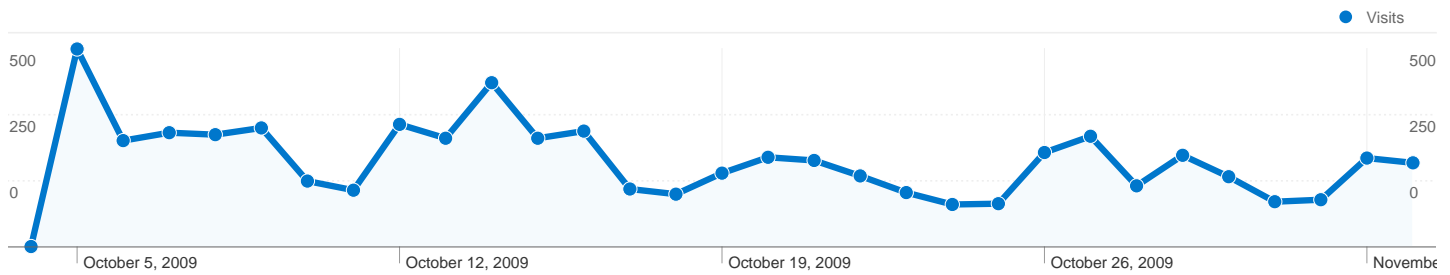
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	4,500	67.16%	Unknown	3,063	45.72%
Firefox	1,321	19.72%	Cable	2,027	30.25%
Safari	639	9.54%	T1	888	13.25%
Chrome	204	3.04%	DSL	620	9.25%
Mozilla	7	0.10%	Dialup	71	1.06%

Traffic Sources Overview

Oct 4, 2009 - Nov 3, 2009

Comparing to: Site

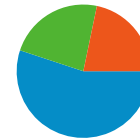


All traffic sources sent a total of 6,700 visits

55.07% Direct Traffic

23.19% Referring Sites

21.73% Search Engines



Direct Traffic
 3,690.00 (55.07%)
Referring Sites
 1,554.00 (23.19%)
Search Engines
 1,456.00 (21.73%)

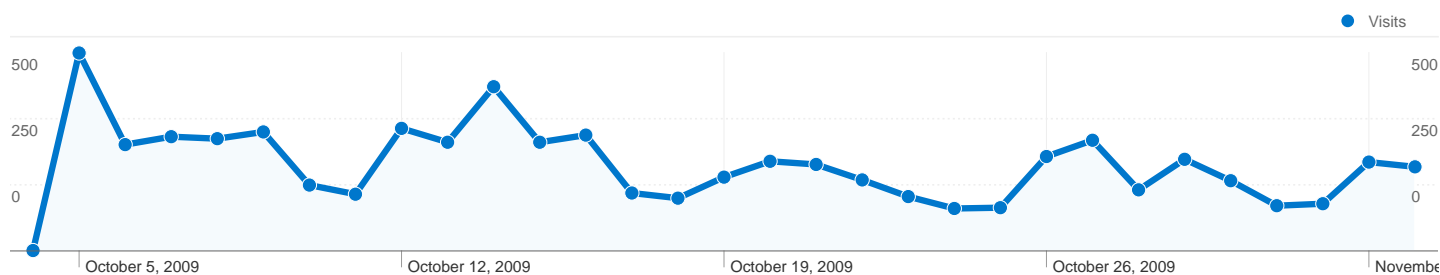
Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	3,690	55.07%	220 twentieth street	186	12.77%
google (organic)	1,400	20.90%	220 20th street crystal city	137	9.41%
220living.reachlocal.com	416	6.21%	220 twentieth street apartments	115	7.90%
bozzuto.com (referral)	179	2.67%	220 twentieth street arlington	100	6.87%
mail.google.com (referral)	105	1.57%	220 20th street	87	5.98%

Traffic Sources Overview

Oct 4, 2009 - Nov 3, 2009

Comparing to: Site

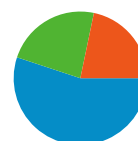


All traffic sources sent a total of 6,700 visits

55.07% Direct Traffic

23.19% Referring Sites

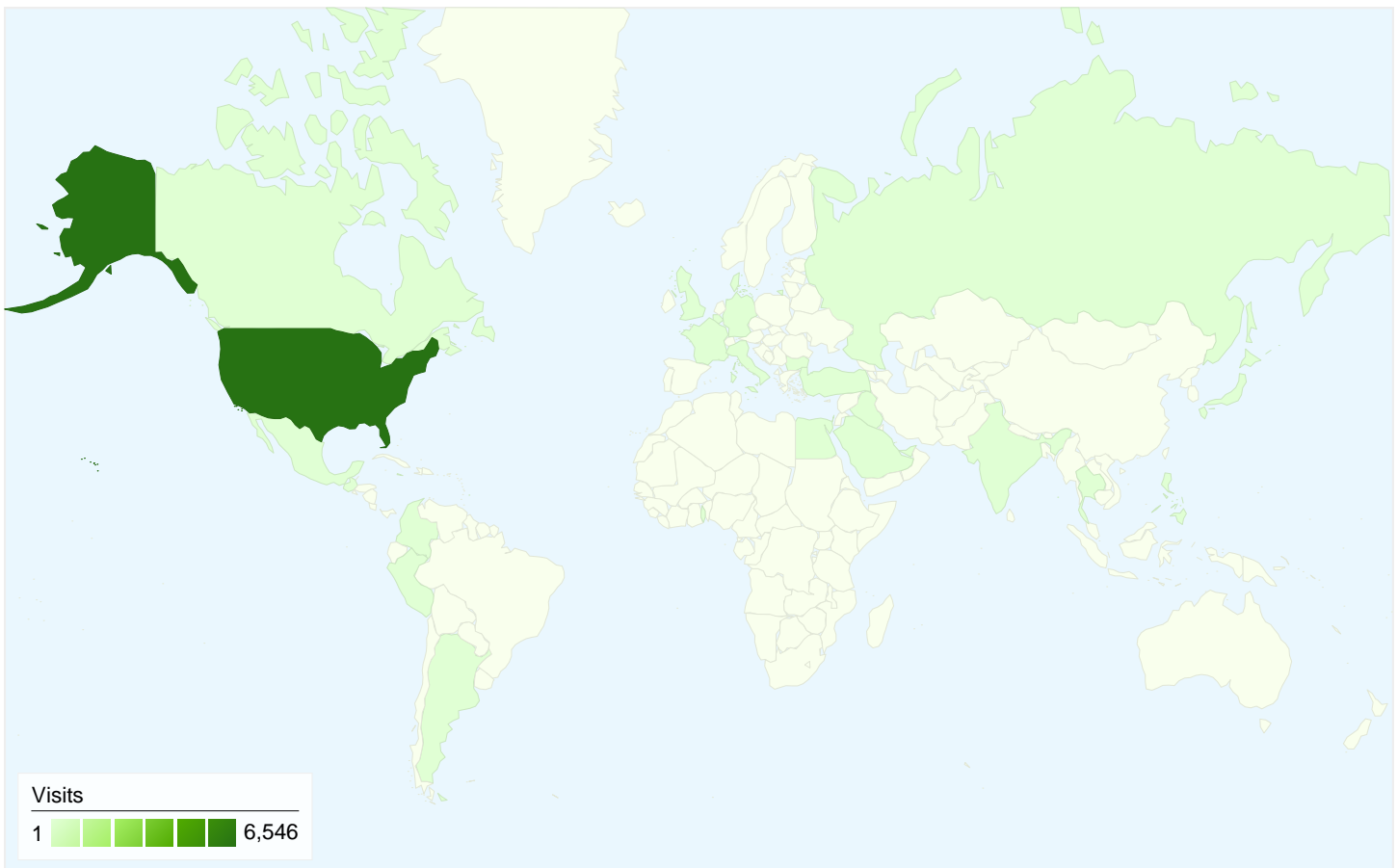
21.73% Search Engines



Direct Traffic
 3,690.00 (55.07%)
Referring Sites
 1,554.00 (23.19%)
Search Engines
 1,456.00 (21.73%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))	3,690	55.07%	220 twentieth street	186	12.77%
google (organic)	1,400	20.90%	220 20th street crystal city	137	9.41%
220living.reachlocal.com	416	6.21%	220 twentieth street apartments	115	7.90%
bozzuto.com (referral)	179	2.67%	220 twentieth street arlington	100	6.87%
mail.google.com (referral)	105	1.57%	220 20th street	87	5.98%

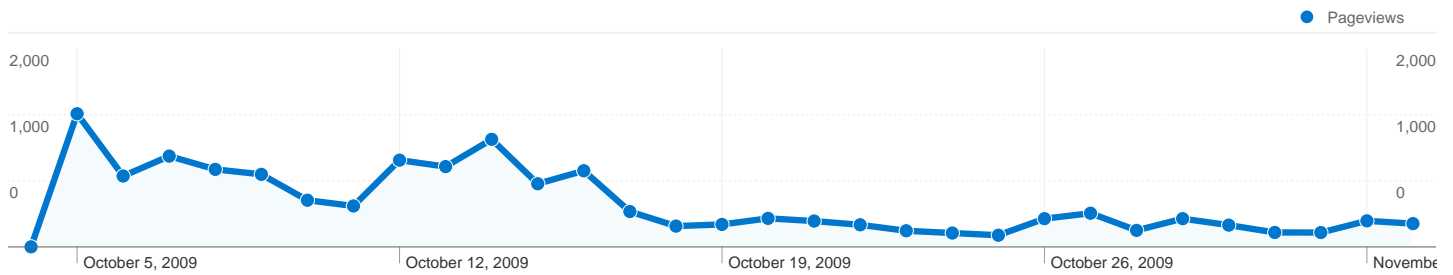


6,700 visits came from 30 countries/territories

Site Usage

Visits 6,700 % of Site Total: 100.00%	Pages/Visit 2.03 Site Avg: 2.03 (0.00%)	Avg. Time on Site 00:01:32 Site Avg: 00:01:32 (0.00%)	% New Visits 53.19% Site Avg: 53.15% (0.08%)	Bounce Rate 73.00% Site Avg: 73.00% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	6,546	2.02	00:01:21	52.98%	73.10%
(not set)	38	2.39	00:01:12	71.05%	68.42%
Canada	33	1.91	00:11:17	57.58%	69.70%
Colombia	12	6.25	01:09:31	50.00%	16.67%
Germany	11	1.91	00:01:06	63.64%	81.82%
France	9	5.11	00:03:41	22.22%	55.56%
Thailand	7	1.14	00:01:50	14.29%	85.71%
Turkey	6	1.17	00:00:30	33.33%	83.33%
Japan	4	1.25	00:00:17	75.00%	75.00%

United Kingdom	4	1.25	00:00:32	100.00%	75.00%
1 - 10 of 30					



Pages on this site were viewed a total of 13,621 times

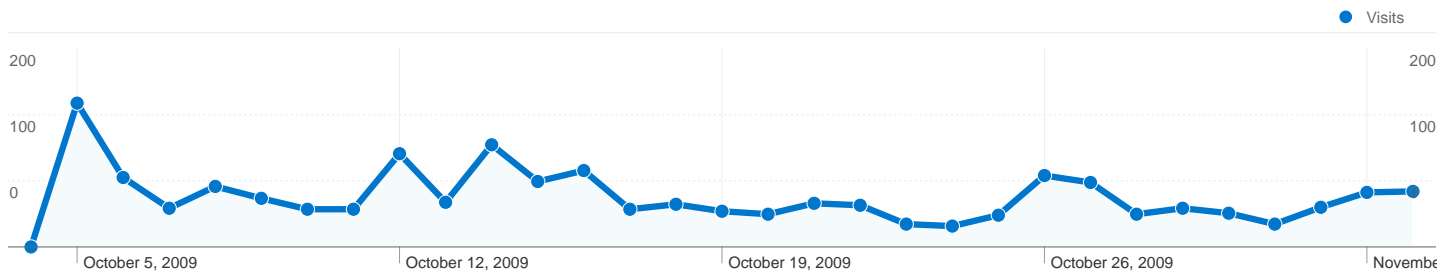
 13,621 Pageviews

 10,677 Unique Views

 73.00% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	8,119	59.61%
/floorplans/	1,465	10.76%
/residences-overview/	649	4.76%
/penthouses/	515	3.78%
/amenities/	480	3.52%



Referring sites sent 1,554 visits via 133 sources

Site Usage

Visits 1,554 % of Site Total: 23.19%	Pages/Visit 2.15 Site Avg: 2.03 (5.69%)	Avg. Time on Site 00:01:15 Site Avg: 00:01:32 (-18.55%)	% New Visits 79.92% Site Avg: 53.15% (50.37%)	Bounce Rate 68.21% Site Avg: 73.00% (-6.56%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
220living.reachlocal.com	416	1.38	00:00:41	92.79%	71.63%
bozzuto.com	179	2.49	00:01:52	62.01%	70.39%
mail.google.com	105	1.84	00:01:17	72.38%	55.24%
washingtonpost.com	103	2.82	00:01:15	95.15%	75.73%
ad.doubleclick.net	93	1.60	00:00:36	96.77%	79.57%
dashboard.360start.com	86	2.86	00:01:05	93.02%	61.63%
facebook.com	44	2.52	00:00:33	72.73%	63.64%
bisnow.com	40	2.80	00:00:26	80.00%	72.50%
us.mg2.mail.yahoo.com	39	1.85	00:00:17	56.41%	71.79%
maps.google.com	25	1.96	00:01:54	76.00%	28.00%

1 - 10 of 133