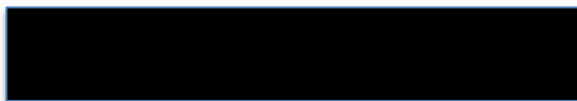




Monthly SEO Report  
August 2016



# Executive Summary

██████ saw a 3.47% increase in organic search traffic during August 2016 when compared to August 2015. Our goal with the campaign moving forward is an improvement of 20% each month for the overall organic search traffic.

The site is currently ranking for 175 keywords. 14 keywords currently rank at number 1 on Google with roughly 148 keywords ranking in the top 10. As further SEO optimization occurs, the number of ranking keywords is expected to continue to go up.

Traffic to the ██████ t page was up significantly by 31.78%, while traffic to the ██████ page was down by 3.71%. The ██████ page saw a traffic increase of 16.36% while the ██████ saw a decrease of 12.66%.

The Revenue from Organic Search Traffic was up by 2.50%.

Property	Target Keywords	Ranking Keywords	Organic Traffic Last Month	Organic Traffic Same Period Last Year	% Improvement
██████.com	186	148	95,604	92,394	3.47%

# Keyword Rankings

The chart below shows how well the site ranks in Google and Bing for the target keywords chosen for this SEO campaign versus the last month. Currently the site is ranking for 175 keywords with dozens in the top 10. This is expected to increase as further SEO optimizations occur.

Keyword	Google Current	Google Change	Bing Current	Bing Change
g cleveland	1	1	4	-
g houston	1	2	6	-2
g iah	1	5	6	1
g minneapolis	1	5	5	-
g nashville	1	-	12	5
g ontario	1	1	5	-2
kins parking	1	-	3	-
t parking	1	-	6	-2
	1	-	3	3
rport parking	1	-	2	2
rt long term parking	1	6	-	-
parking	1	-	2	-
e bush airport	1	-	22	-20
airport	1	1	4	1
g atlanta	2	1	3	-
g cleveland hopkins international	2	1	4	2
g los angeles	2	-	5	-
g miami	2	-	6	-2
g msp	2	-	6	-2
g msy	2	-	4	-
arking	2	3	18	-1
	2	-	18	1
king	2	-	3	-
	2	-	2	-
airport parking	2	-1	42	-40
arking	2	-	-	-
arking	2	-	4	-
	2	-	8	-5
parking	2	4	6	-2
arking	2	-1	2	1
arking	2	-	6	-



# Keyword Rankings

Keyword	Google Current	Google Change	Bing Current	Bing Change
king	2	-	4	-1
king	2	-	3	1
ario airport	2	4	2	1
port	2	-	3	1
and hopkins airport	2	-	2	1
and hopkins international airport	2	-	3	2
rport	2	13	13	-2
geles airport	2	1	6	1
rport	2	-	2	-
apolis airport	2	-1	7	-3
rport	2	1	4	-3
lle airport	2	-1	14	-2
rport	2	-	5	-1
g atl	3	-	7	-2
g bna	3	-2	18	-7
g cleveland hopkins	3	-1	3	2
g dallas	3	-2	3	2
g louis armstrong	3	-	10	-1
g ont	3	-1	2	-
g san diego	3	-	6	3
g sfo	3	2	8	-1
king	3	-	3	1
	3	-	3	-
ort parking	3	-1	2	-
kins airport parking	3	-	2	1
kins international airport parking	3	-	7	-1
kins international parking	3	3	5	2
intercontinental airport parking	3	-1	-	-
king	3	7	5	1
airport parking	3	-	15	-6
	3	-	4	1
rt parking rates	3	-	9	6
	3	-	5	-2
parking	3	-	2	2
ort parking	3	-	2	1
tional airport parking	3	-	7	-1

# Keyword Rankings

Keyword	Google Current	Google Change	Bing Current	Bing Change
port	3	12	8	5
a airport	3	-	6	2
fort worth airport	3	-	3	-
fort worth airport	3	-1	2	1
n airport	3	-2	5	-3
airport	3	-1	12	-
port	3	-	2	1
ego airport	3	2	6	-3
port	3	7	4	-
g dallas fort worth	4	-	4	4
g george bush	4	-1	-	-
g hartsfield jackson	4	-	6	-2
g hartsfield-jackson	4	-	10	-2
g san francisco	4	-2	5	1
g parking	4	-1	17	83
rt parking	4	3	6	6
eld jackson airport	4	-	3	1
eld-jackson airport	4	-	4	3
g cle	5	-3	2	2
g mia	5	-3	7	-3
g new orleans	5	-2	3	-
g oak	5	-3	5	-1
son airport parking	5	1	4	1
son parking	5	1	7	-3
son airport parking	5	-1	3	3
son parking	5	1	5	-1
	5	-3	5	-
airport parking	5	-3	4	1
	5	-3	4	1
diego airport	5	-	8	-2
and airport	5	-3	4	1
airport	5	-	4	-1
g cheap	6	5	27	-1
g dfw	6	1	5	2
g fill	6	1	11	3
g george bush intercontinental	6	-2	-	-



# Keyword Rankings

Keyword	Google Current	Google Change	Bing Current	Bing Change
oakland	6	-5	9	-1
parking	6	-3	3	1
parking rates	6	-	5	1
parking	6	-3	6	-
th airport parking	6	-3	3	2
th parking	6	-	6	-
	6	-	7	-
ing	6	-	9	4
on airport parking rates	6	-	7	-
arking	6	-4	5	-
rt parking	6	-5	1	6
	6	-1	9	-7
land airport	6	-	3	-
airport	6	-	13	3
port	6	1	7	-3
orth airport	6	-1	10	-
lerdale airport	6	-	4	5
e bush intercontinental airport	6	-3	-	-
port	6	-	5	-2
rmstrong airport	6	-3	17	-5
rlans airport	6	-3	4	-
nd airport	6	-3	3	-
o airport	6	-	2	2
ort parking	6	-	9	-4
g ft lauderdale	7	-	12	-5
arking	7	-	7	-4
	7	-	6	1
e airport parking	7	-	6	-1
airport parking	7	-	4	-
tercontinental parking	7	-5	-	-
king	7	-1	9	-5
	7	-	3	13
ancisco airport	7	-	6	-
king	7	-	5	-
ort parking	8	2	5	5
arking rates	8	-3	6	2

# Keyword Rankings

Keyword	Google Current	Google Change	Bing Current	Bing Change
airport	8	1	8	5
airport parking	8	-	4	-
airport parking	8	-	8	-1
airport parking	8	-2	11	-5
g fort worth	9	1	9	-5
t parking	9	-2	36	-8
ates	9	-	5	-1
port parking	10	-4	-	-
port parking	10	1	14	-7
parking	11	3	44	-30
	11	1	16	-1
parking	12	3	-	-
t parking	13	-5	8	29
g lax	15	-1	12	-3
ing bna	15	1	-	-
airport	15	-	13	-4
	15	1	9	-
port parking	16	-7	-	-
g services	18	-7	4	4
g berry field nashville	21	-7	-	-
port parking	21	34	10	14
parking	21	19	-	-
field nashville airport	21	9	-	-
g discount	22	-4	6	44
g deals	27	1	25	3
ing near sfo	34	-8	-	-
parking lax	38	-	-	-
g discounts	44	-2	7	32
ing lax	44	-2	-	-
king	55	-6	11	2
parking	63	-	-	-
arking	84	16	-	-
g coupons	85	15	36	-14
g berry field	-	-	-	-
g cost	-	-	-	-
g discount codes	-	-	-	-



# Keyword Rankings

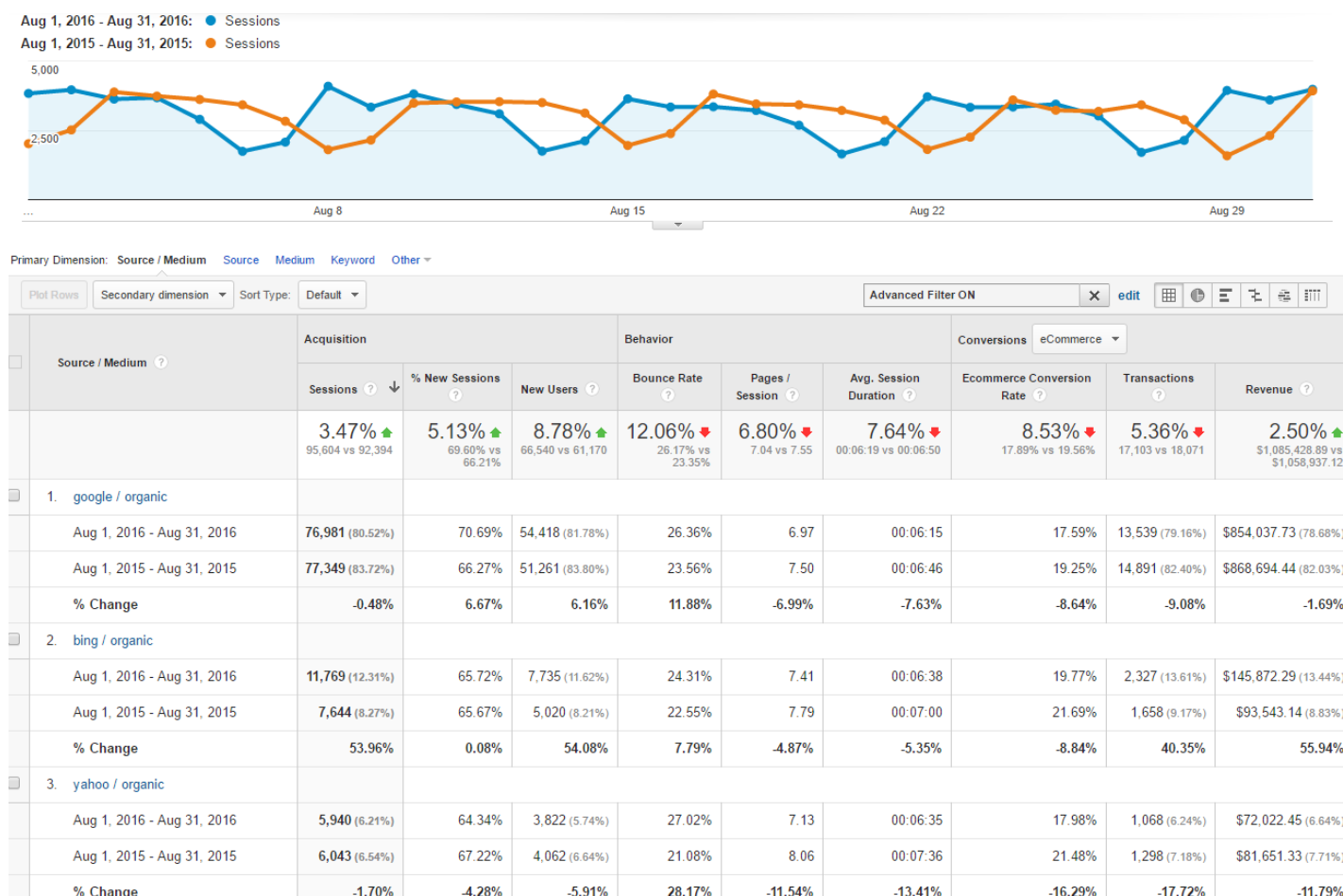
Keyword		Google Current	Google Change	Bing Current	Bing Change
<div></div>	g fee	-	-	-	-
	g fees	-	-	6	94
	g long term	-	-	-	-
	g prices	-	-	-	-
	g rates	-	-	3	4
	port parking	-	-	-	-
	hville airport parking	-	-	-	-
	arking	-	-	12	88
	ort parking	-	-	-	-
	field airport	-	-	-	-
	ort parking	-	-	-	-



# Overall Organic Search Traffic

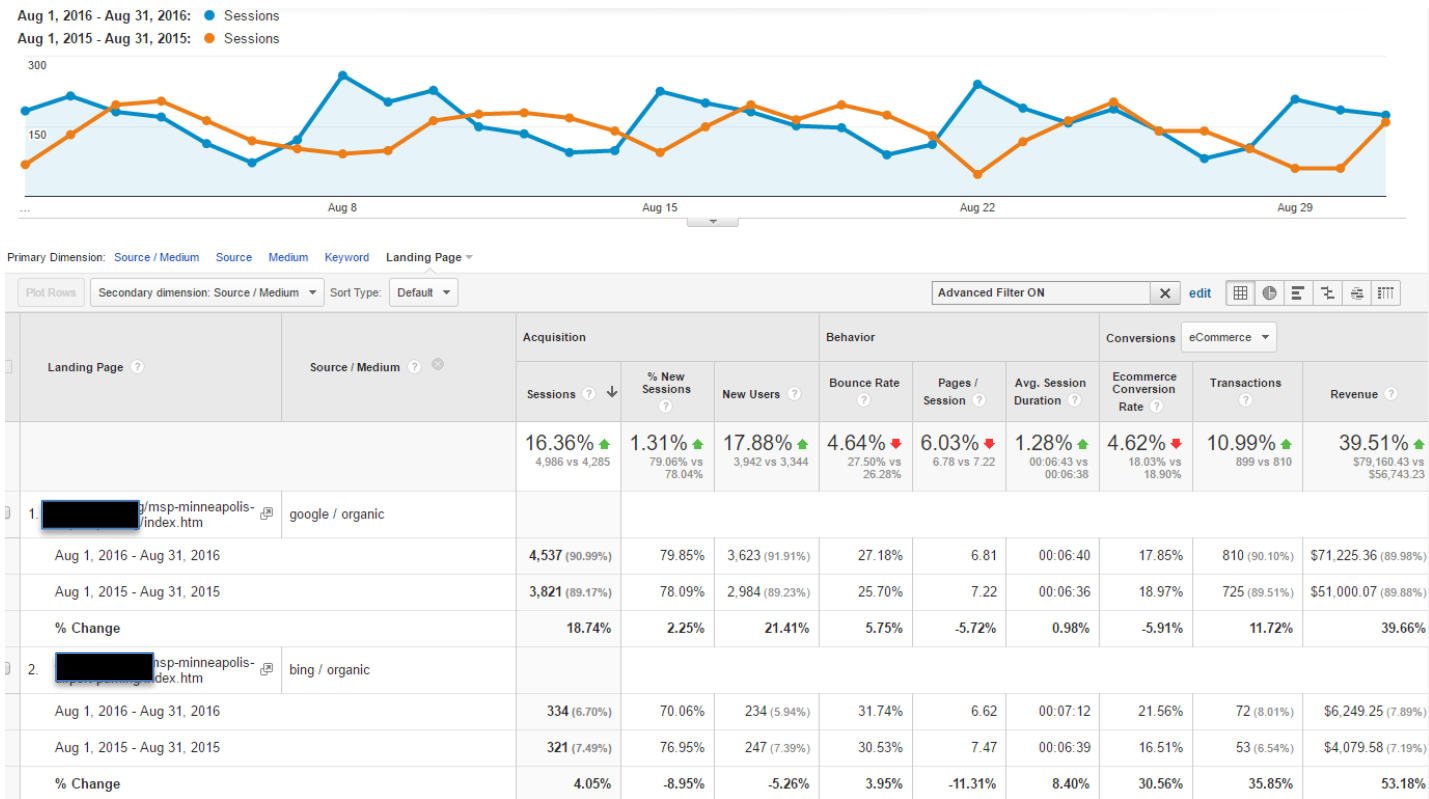
The chart below shows organic search traffic that came to the site over the course of the previous month versus the same time-period from last year, as well as the top organic search engine sending that traffic.

The site received 76,981 visits from Google organic search and 11,769 visits from Bing organic search over the past month. This represents a 3.47% increase from last August as Google received 77,349 visits and Bing received 7,644 visits during August 2015.



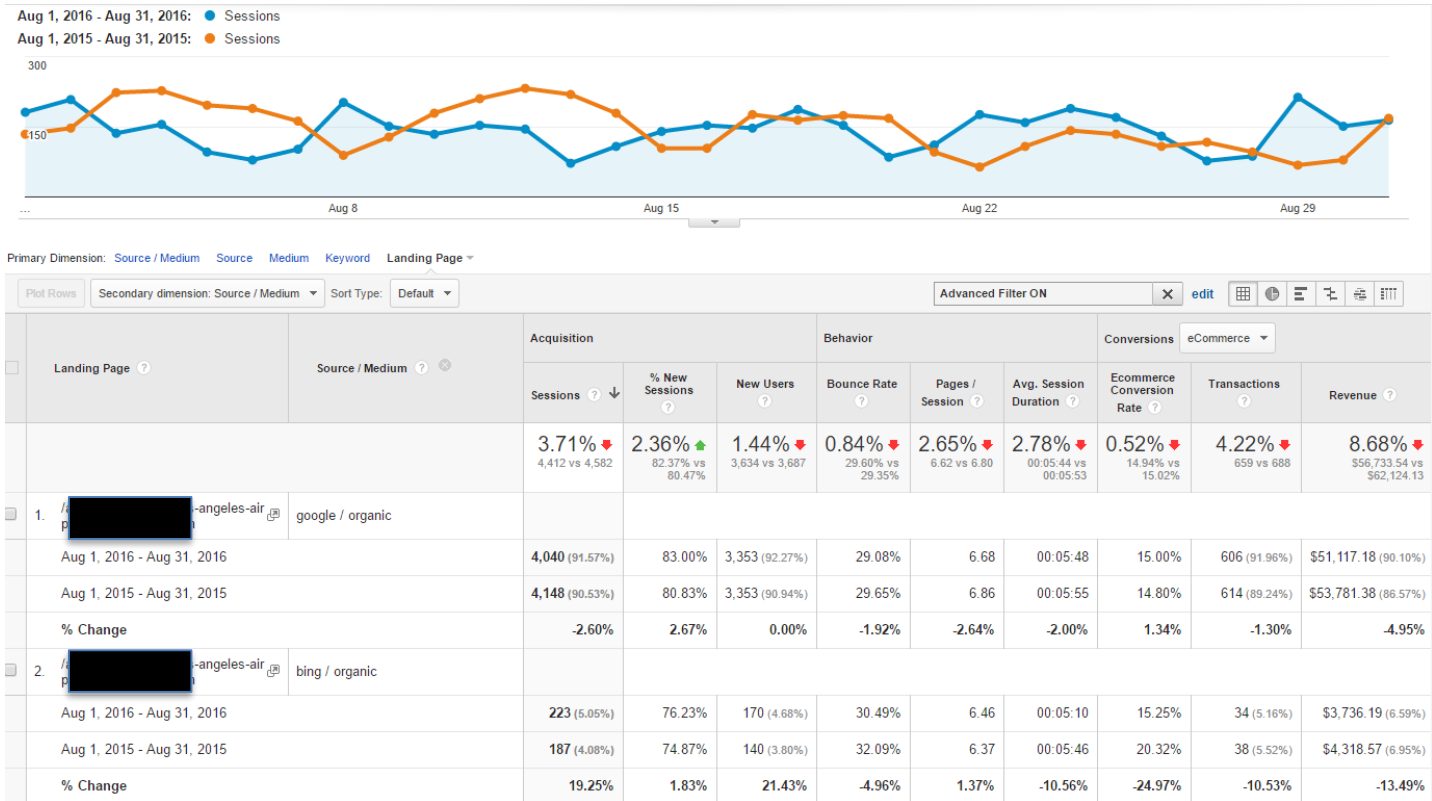
# Organic Search Traffic to [REDACTED] is Page

The chart below shows organic traffic to the [REDACTED] page during the last month as compared with the same period last year. The site saw a 16.36% increase in organic traffic to this page. Google organic search traffic to the [REDACTED] page was 4,537 during the previous month, while Bing organic search traffic to this page was 334 last month. This is up from the 3,821 and 321 visits the site saw from Google and Bing during the same period last year.



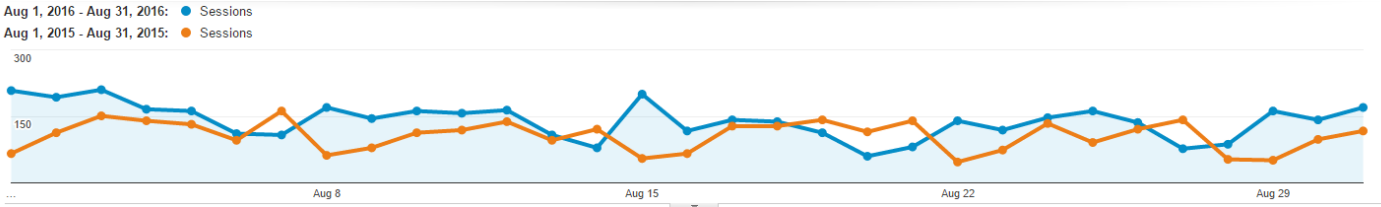
# Organic Search Traffic to [REDACTED]

The chart below shows organic traffic to the [REDACTED] page during the last month as compared with the same period last year. The site saw a 3.71% decrease in organic traffic to this page. Google organic search traffic to the [REDACTED] page was 4,040 during the previous month, while Bing organic search traffic to this page was 223 last month. This is down from the 4,148 and 187 visits the site saw from Google and Bing during the same period last year.



# Organic Search Traffic to [REDACTED] Page

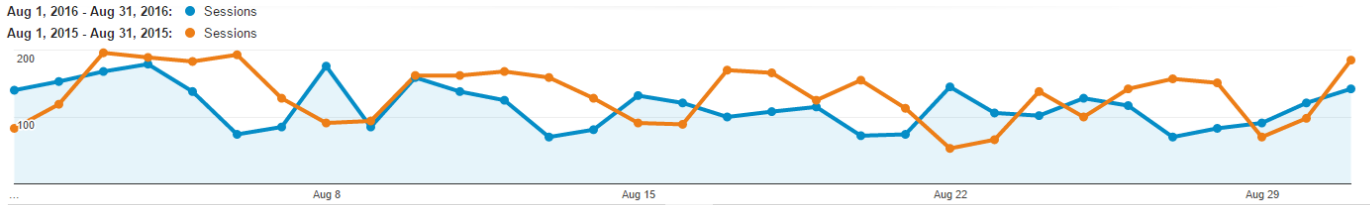
The chart below shows organic traffic to the [REDACTED] page during the last month as compared with the same period last year. The site saw a 31.78% increase in organic traffic to this page. Google organic search traffic to [REDACTED] was 4,078 during the previous month, while Bing organic search traffic to this page was 157 last month. This is up significantly from the 2,982 and 151 visits the site saw from Google and Yahoo during the same period last year.



Primary Dimension: Source / Medium   Source   Medium   Keyword   Landing Page						Advanced Filter ON						
Plot Rows		Secondary dimension: Source / Medium		Sort Type: Default								
Landing Page	Source / Medium	Acquisition			Behavior			Conversions				
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue		
		31.78%	2.80%	35.48%	39.74%	19.21%	22.69%	37.64%	17.83%	18.92%		
		4,333 vs 3,288	83.20% vs 80.93%	3,605 vs 2,661	28.43% vs 20.35%	7.22 vs 8.94	00:06:51 vs 00:08:52	17.45% vs 27.98%	756 vs 920	\$37,748.77 vs \$46,560.15		
1.	google / organic											
Aug 1, 2016 - Aug 31, 2016		4,078 (94.11%)	83.13%	3,390 (94.04%)	27.88%	7.32	00:06:58	17.36%	708 (93.65%)	\$34,327.99 (90.94%)		
Aug 1, 2015 - Aug 31, 2015		2,982 (90.69%)	81.46%	2,429 (91.28%)	18.88%	9.00	00:08:57	28.07%	837 (90.98%)	\$42,145.97 (90.52%)		
% Change		36.75%	2.05%	39.56%	47.68%	-18.68%	-22.07%	-38.15%	-15.41%	-18.55%		
2.	bing / organic											
Aug 1, 2016 - Aug 31, 2016		157 (3.62%)	85.35%	134 (3.72%)	31.21%	6.29	00:05:16	25.48%	40 (5.29%)	\$2,922.13 (7.74%)		
Aug 1, 2015 - Aug 31, 2015		151 (4.59%)	73.51%	111 (4.17%)	42.38%	6.39	00:05:19	18.54%	28 (3.04%)	\$1,402.37 (3.01%)		
% Change		3.97%	16.11%	20.72%	-26.36%	-1.53%	-0.89%	37.40%	42.86%	108.37%		

# Organic Search Traffic to [REDACTED] Page

The chart below shows organic traffic to the [REDACTED] during the last month as compared with the same period last year. The site saw a 12.66% decrease in organic traffic to this page. Google organic search traffic to the [REDACTED] was 3,262 during the previous month, while Yahoo organic search traffic to this page was 187 last month. This is down from the 3,704 and 168 visits the site saw from Google and Yahoo during the same period last year.



Primary Dimension: Source / Medium Source Medium Keyword Landing Page

Plot Rows Secondary dimension: Source / Medium Sort Type: Default

Advanced Filter ON

Landing Page	Source / Medium	Acquisition			Behavior			Conversions		eCommerce	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue	
		12.66% 3,600 vs 4,122	1.71% 77.11% vs 75.81%	11.17% 2,776 vs 3,125	20.49% 26.81% vs 22.25%	8.08% 7.37 vs 8.01	16.97% 00:06:23 vs 00:07:41	7.50% 21.61% vs 23.36%	19.21% 778 vs 963	14.37% \$51,977.21 vs \$60,697.66	
1	airpor	google / organic									
	Aug 1, 2016 - Aug 31, 2016		3,262 (90.61%)	77.47%	2,527 (91.03%)	26.12%	7.49	00:06:27	22.47%	733 (94.22%)	\$48,973.75 (94.22%)
	Aug 1, 2015 - Aug 31, 2015		3,704 (89.86%)	75.97%	2,814 (90.05%)	21.36%	8.09	00:07:47	24.16%	895 (92.94%)	\$56,104.48 (92.43%)
	% Change		-11.93%	1.97%	-10.20%	22.31%	-7.34%	-17.17%	-7.00%	-18.10%	-12.71%
2	por	yahoo / organic									
	Aug 1, 2016 - Aug 31, 2016		187 (5.19%)	69.52%	130 (4.68%)	34.22%	6.19	00:05:40	16.04%	30 (3.86%)	\$1,747.15 (3.36%)
	Aug 1, 2015 - Aug 31, 2015		168 (4.08%)	80.95%	136 (4.35%)	20.24%	9.17	00:09:03	19.05%	32 (3.32%)	\$2,510.91 (4.14%)
	% Change		11.31%	-14.12%	-4.41%	69.11%	-32.49%	-37.51%	-15.78%	-6.25%	-30.42%


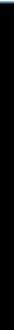









# Top Performing Pages In Organic

The chart below represents the top performing pages in organic for [redacted] over the previous month.

Landing Page ?	Source / Medium ?	Acquisition			Behavior			Conversions <div>eCommerce</div>		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
		95,650 <small>% of Total: 32.07% (298,233)</small>	69.46% <small>Avg for View: 70.48% (-1.45%)</small>	66,438 <small>% of Total: 31.61% (210,192)</small>	26.16% <small>Avg for View: 37.48% (-30.16%)</small>	7.06 <small>Avg for View: 5.63 (25.27%)</small>	00:06:20 <small>Avg for View: 00:04:50 (31.08%)</small>	17.87% <small>Avg for View: 11.25% (58.87%)</small>	17,092 <small>% of Total: 50.95% (33,545)</small>	\$1,093,742.09 <small>% of Total: 52.39% (\$2,087,755.95)</small>
1. /index.htm	google / organic	14,800 (15.47%)	59.28%	8,774 (13.21%)	13.41%	8.88	00:07:20	27.25%	4,033 (23.60%)	\$230,956.84 (21.12%)
2. /index.htm	bing / organic	5,234 (5.47%)	64.42%	3,372 (5.08%)	16.68%	8.04	00:06:50	22.83%	1,195 (6.99%)	\$71,149.06 (6.51%)
3. [redacted]olis-	google / organic	4,644 (4.86%)	79.07%	3,672 (5.53%)	27.78%	6.70	00:06:24	17.57%	816 (4.77%)	\$68,766.15 (6.29%)
4. [redacted]es-air	google / organic	4,097 (4.28%)	82.13%	3,365 (5.06%)	27.95%	6.93	00:06:04	15.72%	644 (3.77%)	\$55,430.71 (5.07%)
5. [redacted]airport	google / organic	4,047 (4.23%)	83.12%	3,364 (5.06%)	28.51%	7.40	00:06:56	18.01%	729 (4.27%)	\$36,972.17 (3.38%)
6. [redacted]isco-l dex.	google / organic	3,499 (3.66%)	78.45%	2,745 (4.13%)	33.04%	6.24	00:05:42	14.12%	494 (2.89%)	\$48,466.31 (4.43%)
7. [redacted]airpor	google / organic	3,229 (3.38%)	78.10%	2,522 (3.80%)	26.54%	7.47	00:06:39	22.05%	712 (4.17%)	\$47,344.62 (4.33%)
8. [redacted]shop	google / organic	3,144 (3.29%)	78.69%	2,474 (3.72%)	23.70%	8.20	00:07:54	19.78%	622 (3.64%)	\$33,144.25 (3.03%)
9. [redacted]port-	google / organic	2,763 (2.89%)	85.02%	2,349 (3.54%)	38.00%	4.73	00:04:41	6.55%	181 (1.06%)	\$10,332.16 (0.94%)
10. [redacted]b-airp	google / organic	2,583 (2.70%)	85.25%	2,202 (3.31%)	20.29%	5.90	00:05:29	9.49%	245 (1.43%)	\$20,270.18 (1.85%)

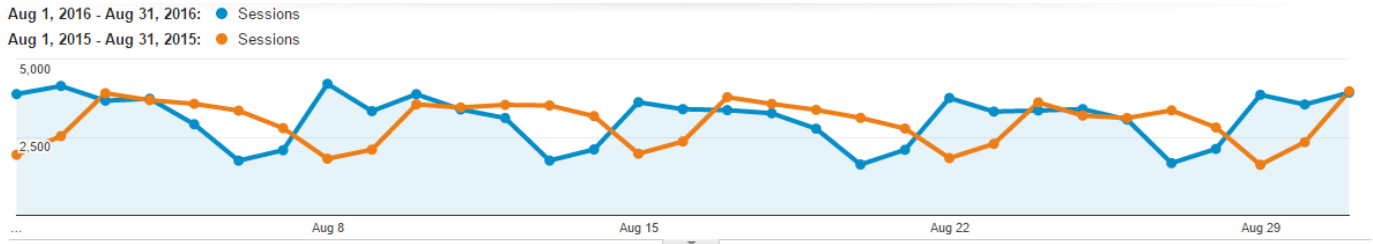
# Pages With Most Opportunity For Improvement

The chart below represents the pages with the highest bounce rate—and therefore, the most opportunity for improvement. By improving the bounce rate on these pages, traffic should ultimately increase.

Landing Page <sup>?</sup>		Source / Medium <sup>?</sup> <sup>⚙</sup>		Acquisition			Behavior			Conversions	eCommerce <sup>▼</sup>	
				Sessions <sup>?</sup>	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup> <sup>↓</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Ecommerce Conversion Rate <sup>?</sup>	Transactions <sup>?</sup>	Revenue <sup>?</sup>
				78,681 % of Total: 26.38% (298,233)	71.08% Avg for View: 70.48% (0.85%)	55,927 % of Total: 26.61% (210,192)	24.58% Avg for View: 37.46% (-34.40%)	7.22 Avg for View: 5.63 (28.21%)	00:06:29 Avg for View: 00:04:50 (34.21%)	18.67% Avg for View: 11.25% (66.01%)	14,692 % of Total: 43.80% (33,545)	\$933,477.40 % of Total: 44.71% (\$2,087,755.95)
1.	/manage/Index.htm		google / organic	394 (0.50%)	2.54%	10 (0.02%)	79.95%	2.16	00:01:14	5.08%	20 (0.14%)	\$1,160.97 (0.12%)
2.			google / organic	362 (0.46%)	83.98%	304 (0.54%)	54.14%	2.27	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.			google / organic	725 (0.92%)	90.21%	654 (1.17%)	48.14%	4.35	00:04:18	6.21%	45 (0.31%)	\$2,282.11 (0.24%)
4.			yahoo / organic	554 (0.70%)	75.99%	421 (0.75%)	48.01%	4.41	00:04:08	10.29%	57 (0.39%)	\$5,939.01 (0.64%)
5.			google / organic	425 (0.54%)	90.82%	386 (0.69%)	47.76%	4.62	00:04:00	7.76%	33 (0.22%)	\$1,325.85 (0.14%)
6.			google / organic	482 (0.61%)	92.32%	445 (0.80%)	46.27%	4.79	00:04:14	8.09%	39 (0.27%)	\$3,696.73 (0.40%)
7.			bing / organic	701 (0.89%)	80.88%	567 (1.01%)	44.51%	5.55	00:05:26	11.41%	80 (0.54%)	\$7,341.27 (0.79%)
8.			google / organic	306 (0.39%)	87.25%	267 (0.48%)	43.79%	5.14	00:04:37	10.13%	31 (0.21%)	\$1,980.87 (0.21%)
9.			google / organic	608 (0.77%)	95.89%	583 (1.04%)	41.94%	4.01	00:03:19	3.12%	19 (0.13%)	\$2,349.24 (0.25%)
10.			google / organic	946 (1.20%)	89.01%	842 (1.51%)	41.75%	4.55	00:04:55	6.34%	60 (0.41%)	\$3,070.90 (0.33%)

# Mobile Search

The chart below shows the performance of the site in Google regarding desktop vs. mobile vs. tablet performance.



Primary Dimension: Device Category

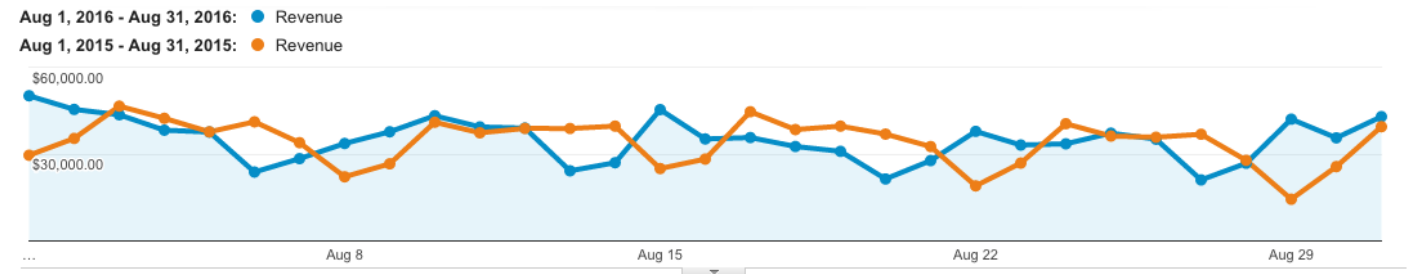
Device Category ?		Acquisition			Behavior			Conversions eCommerce		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
Organic Traffic		4.48% ↑ 96,157 vs 92,034	4.63% ↑ 69.30% vs 66.23%	9.32% ↑ 66,640 vs 60,958	12.07% ↓ 26.38% vs 23.54%	7.21% ↓ 7.01 vs 7.55	7.12% ↓ 00:06:20 vs 00:06:49	3.85% ↓ 17,094 vs 17,778	4.62% ↑ \$1,096,210.23 vs \$1,047,761.73	7.97% ↓ 17.78% vs 19.32%
1. desktop										
Aug 1, 2016 - Aug 31, 2016		92,397 (96.09%)	70.81%	65,425 (98.18%)	26.33%	7.02	00:06:21	16,461 (96.30%)	\$1,057,627.25 (96.48%)	17.82%
Aug 1, 2015 - Aug 31, 2015		80,025 (86.95%)	68.53%	54,840 (89.96%)	22.99%	7.79	00:07:08	17,022 (95.75%)	\$1,004,542.24 (95.88%)	21.27%
% Change		15.46%	3.33%	19.30%	14.55%	-9.92%	-11.08%	-3.30%	5.28%	-16.24%
2. mobile										
Aug 1, 2016 - Aug 31, 2016		3,105 (3.23%)	34.69%	1,077 (1.62%)	28.28%	6.51	00:05:42	508 (2.97%)	\$31,946.44 (2.91%)	16.36%
Aug 1, 2015 - Aug 31, 2015		11,010 (11.96%)	53.83%	5,927 (9.72%)	27.10%	5.77	00:04:26	565 (3.18%)	\$33,034.60 (3.15%)	5.13%
% Change		-71.80%	-35.57%	-81.83%	4.33%	12.92%	28.80%	-10.09%	-3.29%	218.82%
3. tablet										
Aug 1, 2016 - Aug 31, 2016		655 (0.68%)	21.07%	138 (0.21%)	23.66%	7.90	00:06:42	125 (0.73%)	\$6,636.54 (0.61%)	19.08%
Aug 1, 2015 - Aug 31, 2015		999 (1.09%)	19.12%	191 (0.31%)	28.13%	8.09	00:07:08	191 (1.07%)	\$10,184.89 (0.97%)	19.12%





# Revenue From Organic Search

The chart below shows the Revenue from Organic Search for August 2016 as compared with August 2015. Revenue was up by 2.5% as the chart below shows, with \$1,085,428.89 in August 2016 as compared with \$1,058,937.12 in August 2015.



Primary Dimension: **Source / Medium** Source Medium Keyword Other ▾

Plot Rows		Secondary dimension ▾	Sort Type: Default ▾	Advanced Filter ON				edit			
	Source / Medium ?	Sessions ?	Revenue ?	Transactions ?	Average Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?				
		3.47% ▲ 95,604 vs 92,394	2.50% ▲ \$1,085,428.89 vs \$1,058,937.12	5.36% ▼ 17,103 vs 18,071	8.30% ▲ \$63.46 vs \$58.60	8.53% ▼ 17.89% vs 19.56%	0.94% ▼ \$11.35 vs \$11.46				
<input type="checkbox"/>	1. google / organic										
	Aug 1, 2016 - Aug 31, 2016	76,981 (80.52%)	\$854,037.73 (78.68%)	13,539 (79.16%)	\$63.08	17.59%	\$11.09				
	Aug 1, 2015 - Aug 31, 2015	77,349 (83.72%)	\$868,694.44 (82.03%)	14,891 (82.40%)	\$58.34	19.25%	\$11.23				
	% Change	-0.48%	-1.69%	-9.08%	8.13%	-8.64%	-1.22%				
<input type="checkbox"/>	2. bing / organic										
	Aug 1, 2016 - Aug 31, 2016	11,769 (12.31%)	\$145,872.29 (13.44%)	2,327 (13.61%)	\$62.69	19.77%	\$12.39				
	Aug 1, 2015 - Aug 31, 2015	7,644 (8.27%)	\$93,543.14 (8.83%)	1,658 (9.17%)	\$56.42	21.69%	\$12.24				
	% Change	53.96%	55.94%	40.35%	11.11%	-8.84%	1.28%				
<input type="checkbox"/>	3. yahoo / organic										
	Aug 1, 2016 - Aug 31, 2016	5,940 (6.21%)	\$72,022.45 (6.64%)	1,068 (6.24%)	\$67.44	17.98%	\$12.12				
	Aug 1, 2015 - Aug 31, 2015	6,043 (6.54%)	\$81,651.33 (7.71%)	1,298 (7.18%)	\$62.91	21.48%	\$13.51				
	% Change	-1.70%	-11.79%	-17.72%	7.20%	-16.29%	-10.26%				