

Web Statistics

Sothebysrealty.com statistics Q4 2013

General Web Site Traffic		Affiliate Data Snapshot on Sothebysrealty.com	
Average Monthly Visits ¹	766,481	Total Properties on sothebysrealty.com	33,310
Average Monthly Unique Visitors ²	508,644	Percentage of properties with 10+ photos	89%
Average Monthly Page Views ³	5,515,051	Total Agents on sothebysrealty.com	13,904
Average Length of Visit	11:20	Total Property Detail Views ⁴	5,713,995
Percent of visitors from outside the U.S.	42%		

Key Growth Trends

The impressive traffic growth we have seen on sothebysrealty.com can be attributed to improved market conditions causing higher “real estate” related search term volume on the search engines combined with improved performance of all of our online media campaigns and search engine optimization efforts. Our Search Engine Optimization efforts alone resulted in a 34% increase in organic traffic to sothebysrealty.com. Visits from mobile devices increased dramatically with tablet traffic up 91% and smartphone traffic up 121% compared to 2012.

	Q4 2012	Q4 2013	% Increase	Full Year 2012	Full Year 2013	% Increase
¹ Visits	1,891,684	2,299,444	↑ 22%	7,231,332	9,843,791	↑ 36%
² Visitors	1,207,701	1,525,932	↑ 26%	4,336,997	6,049,325	↑ 39%
³ Pageviews	14,122,134	16,545,155	↑ 14%	57,668,706	68,390,172	↑ 19%

Source of Visits

Top 10 Countries:	Top 10 Cities :	Top Referring Sites: (excludes search engines)
1. United States	1. New York	1. nytimes.com
2. Canada	2. London	2. zillow.com
3. United Kingdom	3. Los Angeles	3. sothebys.com
4. Italy	4. Chicago	4. facebook.com
5. Germany	5. San Francisco	5. wsj.com
6. Spain	6. Toronto	6. trulia.com
7. France	7. Washington D.C.	7. homes.com
8. Australia	8. Dallas	8. homefinder.com
9. Russia	9. Denver	9. sothebyshomes.com
10. Mexico	10. Sydney	10. pinterest.com

Top 10 Lifestyles searched: Mountain, Waterfront, Ocean-Beach, Country-Living, Historic, Ski, Privacy, Equestrian, Farm-Ranch, Beach-Resort

Definitions/Notes: *Please note- Statistics reported do not count internal/corporate traffic.*

¹Visits - Number of visits to the site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit (normally 20-30 minutes).

²(Unique) Visitors - Number of individuals who visited the site during the report interval. For this monthly report, if someone visits more than once, that person is counted only the first time he or she visits.

³Page View - A hit to any collection of files making up a single page. This number reports the total number of pages viewed by all users within a given time frame.

⁴Property View - The number of times property details pages were viewed in a given time period.