



# The Luxe Dashboard 2013

LuxeListHOME.com – In addition to our SEO Strategy, Luxe actively promotes communities through; Social Media, Newsletter, Select Luxury Lifestyle web, PR, Individual Membership

## Overall Website Traffic:

Monthly Website Visits:	75,000
Monthly Page Views:	940,000
Pages/Visit:	7.5
Bounce Rate:	19%
Avg. Time on Site:	5:21
New Monthly Visits:	88%
Newsletter Subscribers:	70,000+
Social Connections:	60,000+
Active Bloggers:	100+

## LuxeListHome.com Rating:

Informative:	91%
Credible:	96%
Useful:	95%
Would Refer to Friend:	90%

## Top Keyword Searches:

“City Name” Luxury Apartments  
Luxury Apartments  
Condos for Rent  
Penthouses for Rent  
(Words associated with quality)

## Average Monthly Property Traffic:

Property Leads:	16
Website Click Through:	38
Inquiry to Tour ratio:	35%
Tour to Lease ratio:	25%

## Demographic Data:

Female:	53%
Male:	47%
Median Income:	\$142,000
Median Net Worth:	\$360,000
Median Age:	34

## Lifestyle Data:

### **Within Last 30 Days**

Dined Out	99%
Went Shopping	88%
Gym Membership	71%

### **Within Last 6 Months**

Purchased home décor	73%
Purchased Electronics	62%
Went to a day Spa	58%