

Show Campaign: Yes No

| Source | Visitors | Searches | Form Views | Leads | Visit-to-Form | Form-to-Lead | Visit-to-Lead |
|---------------------|--------------|--------------|--------------|-------------|---------------|---------------|---------------|
| Craigslist | 6811 | 919 | 4903 | 744 | 71.99% | 15.17% | 10.92% |
| Google Adwords | 5857 | 3527 | 2565 | 572 | 43.79% | 22.30% | 9.77% |
| Yahoo Organic | 341 | 145 | 65 | 19 | 19.06% | 29.23% | 5.57% |
| bing.com | 303 | 92 | 64 | 13 | 21.12% | 20.31% | 4.29% |
| Facebook | 118 | 8 | 9 | 4 | 7.63% | 44.44% | 3.39% |
| Google Organic | 3692 | 1545 | 398 | 115 | 10.78% | 28.89% | 3.11% |
| Unknown Source | 4297 | 519 | 360 | 87 | 8.38% | 24.17% | 2.02% |
| Quick Search Widget | 42362 | 3610 | 2275 | 551 | 5.37% | 24.22% | 1.30% |
| Direct Traffic | 2498 | 1998 | 1326 | 157 | 53.09% | 11.84% | 6.29% |
| ActiveRain | 1 | - | - | - | - | - | - |
| AOL Organic | 15 | 4 | 4 | - | 26.67% | - | - |
| Google Maps | 4 | 1 | - | - | - | - | - |
| HotPads Syndication | 3 | 2 | 2 | - | 66.67% | - | - |
| LinkedIn.com | 3 | - | - | - | - | - | - |
| Trovit | 33 | 4 | 2 | - | 6.06% | - | - |
| Twitter | 2 | - | - | - | - | - | - |
| Zillow | 2 | - | - | - | - | - | - |
| Totals: | 66342 | 12374 | 11973 | 2262 | 18.05% | 18.89% | 3.41% |

HELP