

Site Ranking Matrix

Site: _____

Characteristic	Importance	Site Score	Value
A	0.45	5	2.25
B	0.25	2	0.50
C	0.10	1	0.10
D	0.10	3	0.30
E	0.05	5	0.25
F	0.05	4	0.20
Totals	1.00	20	3.60

Create a site ranking matrix for each potential site like the example above.

- 1) List the important characteristics for each site in the **Characteristic** column. Replace the letter A – F with the actual characteristic such as visibility, traffic count, parking spaces, ingress and egress and so forth. Use those characteristics that are important to your business. The number of characteristics you use will be determined by your business model. Use as many characteristics as you need.
- 2) Assign an **Importance** to each characteristic, making sure the importance scores equal 1.00.
- 3) Score each characteristic for each site based on your visit and information gathering. Use a 1 – 5 scoring for the **Site Score** where the 5 is best and 1 is worst.
- 4) Multiply the importance by the site score to get the **Value**. Total the value scores to get a total weighted average score for the site.
- 5) After scoring each site, rank the sites by value, highest to lowest.