

StorTrack Market Report

Produced on Aug 27 2021

Report for:
Milton Keynes

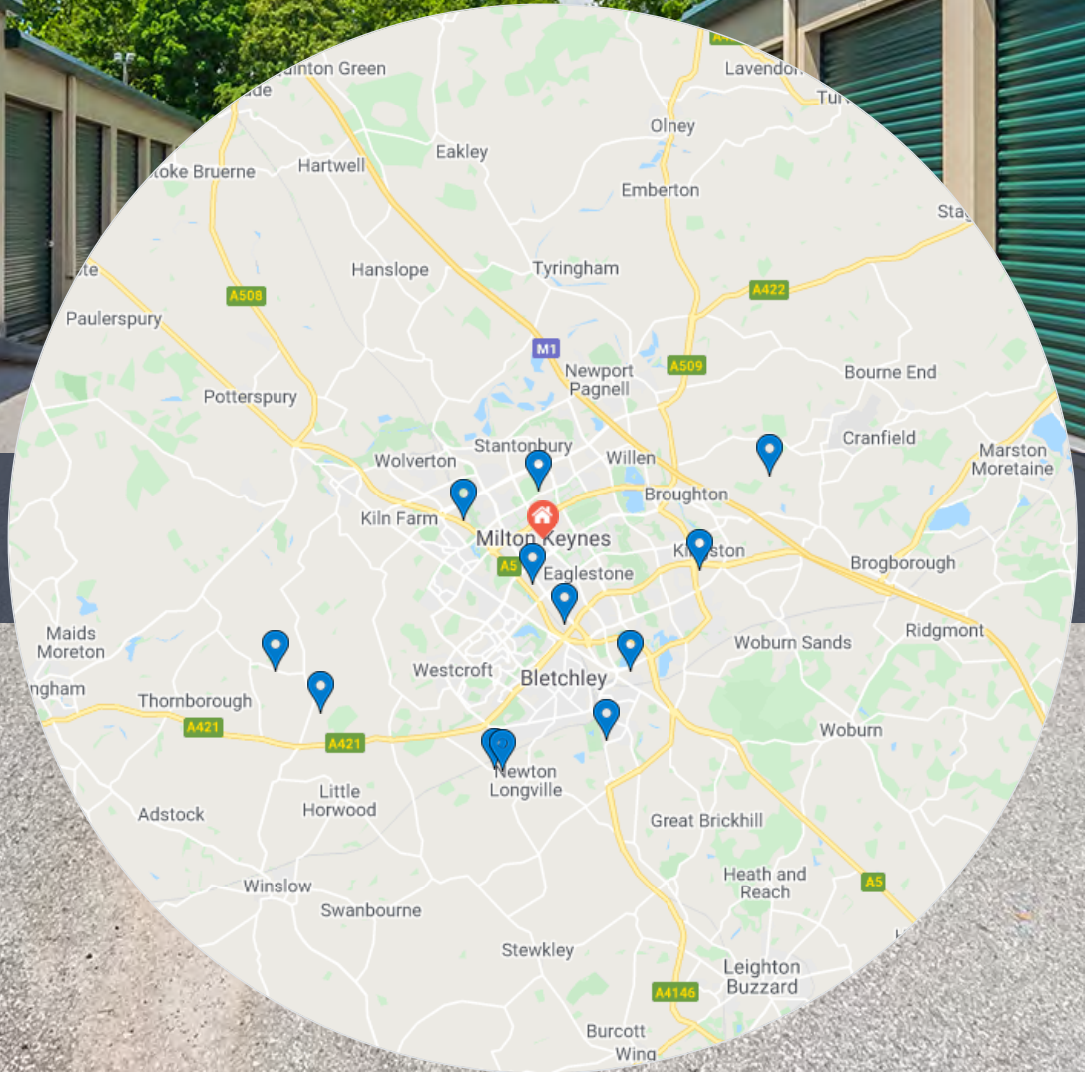


Table of Contents

Executive Summary	1
Market Snapshot	2
Store Types	3
Unit Types Offered	3
Overall Market Supply Metrics	3
Size of Market per Store	4
Market Spending Power	4
Rate per Square Foot by Unit Type	5
Average Unit Type Rates	5
Current Inventory Availability by Unit Type	6
Known Developments	7
All Stores List	7

Market Summary

Market: Milton Keynes

Market Type: City

Comparisons are made with: National Totals and Averages

This Market Report consists of data gathered from multiple public information sources and proprietary analysis and calculations made by StorTrack Analytics Team. The report includes sections listed below. The executive summary of this report is as follows:

	This Market	National
No. of Stores in Market	12	4,009

Current Supply to Market:

There is 0.96 square feet/capita supply in this market. The UK national average is 1.58 sqft/capita.

Across all unit types, there is currently 33.33% of inventory offline (not available). The UK national figure at the moment is 0% of inventory offline and comparing against national average, this market's supply level could be characterized as an under-supply.

Rate Trends in Market:

The rate in this market has trended up in the last 3 months, by 23.71%. This would indicate a increased demand against available supply. The current UK national rate trend for the past 3 months is up, by 15.07%.

Use of Promotions:

StorTrack converts promotional activity into a measurable score so as to be able to make a determination if the promotional 'value' in a market is increasing or decreasing. An increase in promotional activity means the aggregate value of promotions is growing as stores offer better promotional deals to attract customers, whilst a decrease in promotional activity means the aggregate value of promotions is shrinking and less deals are being offered.

In this market, over the past 3 months, promotional activity has decreased by 0%.

New Developments:

There is one known new development in this market.

StorTrack is currently tracking 116 new developments across the UK.

Market Snapshot

The Market Snapshot is a one-look overview of the market.

	This Market	National
Net Rentable Sq Ft	241,524	100,667,152
Sq Ft per Capita	0.96	1.58
Sq Ft per Household	2.84	4.12
Stores	12	4,009
New Developments	1	116
Stores opened within the last year	0	12
Population	251,816	63,673,119
Households	85,077	24,434,594
Rental Households	26,301	6,952,502
Rental Households Percentage	30.91%	28.45%
Median Household Income	£51,681	£38,180
Average Rate per Sq Ft	£0.66	£1.15
Rate Trend (12 months)	23.71%	15.07%
Units Not Advertised	0%	15%

Store Types

This is a breakdown of the Stores within this Market. The grid below shows all the stores within the Market, broken down by Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

STORES IN MARKET	MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET
12	6	50.00%	6	50.00%
4,009	1,508	37.62%	2,489	62.09%

■ This Market ■ National Totals and Averages

Unit Types Offered

Analysis of the most common unit types - with the percentage of Stores in the market currently offering that unit type.

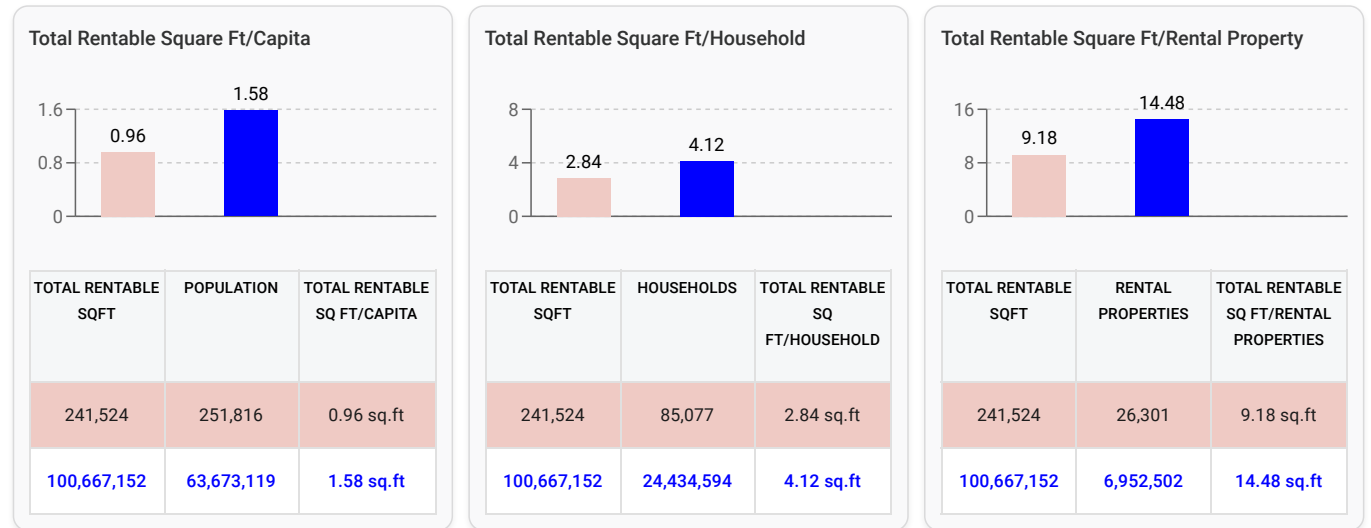
ALL UNITS	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
66.67%	25.00%	41.67%	58.33%	16.67%	50.00%	16.67%	50.00%	50.00%	N/A	33.33%	N/A	N/A
100.00%	25.80%	55.35%	47.55%	27.85%	61.09%	22.96%	56.98%	49.04%	19.63%	41.11%	5.03%	9.71%

■ This Market ■ National Totals and Averages

Overall Market Supply Metrics

Analysis of supply metrics in the market. A side-by-side bar chart comparison, shows the Market's Total Rentable Square Footage per Capita, Total Rentable Square Footage per Household and Total Rentable Square Footage per Rental Property.

Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.

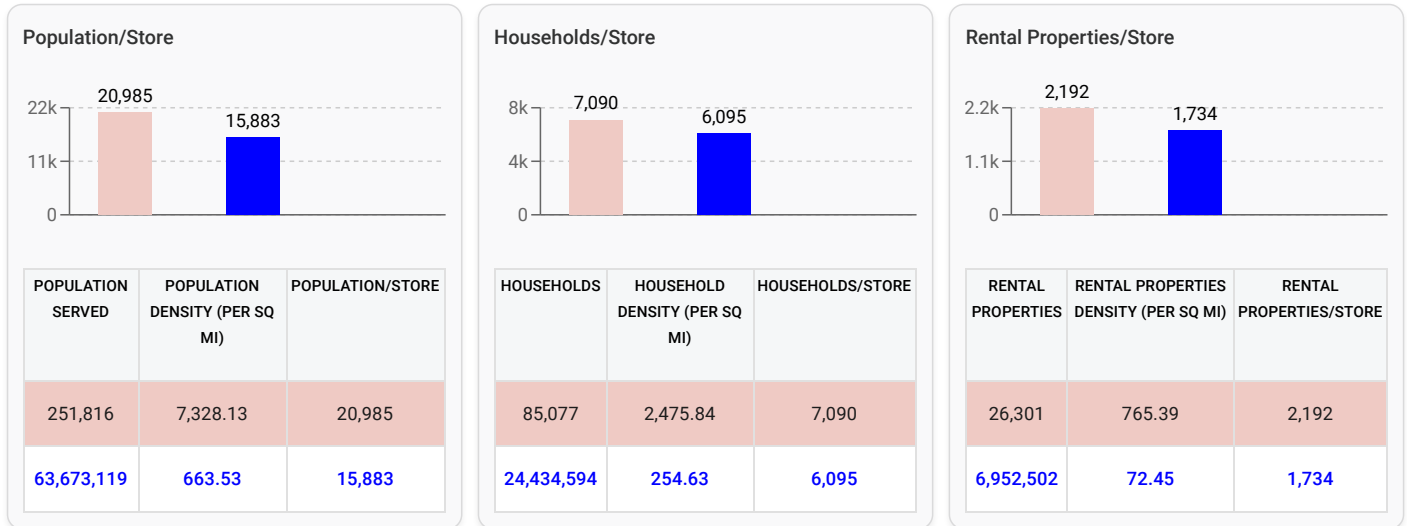


■ This Market ■ National Totals and Averages

Size of Market per Store

Analysis on the supply of the market against the market's population. A side-by-side bar chart comparison, shows the Market's total Population per Store, Market Households per Store and Rental Properties per Store.

Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.

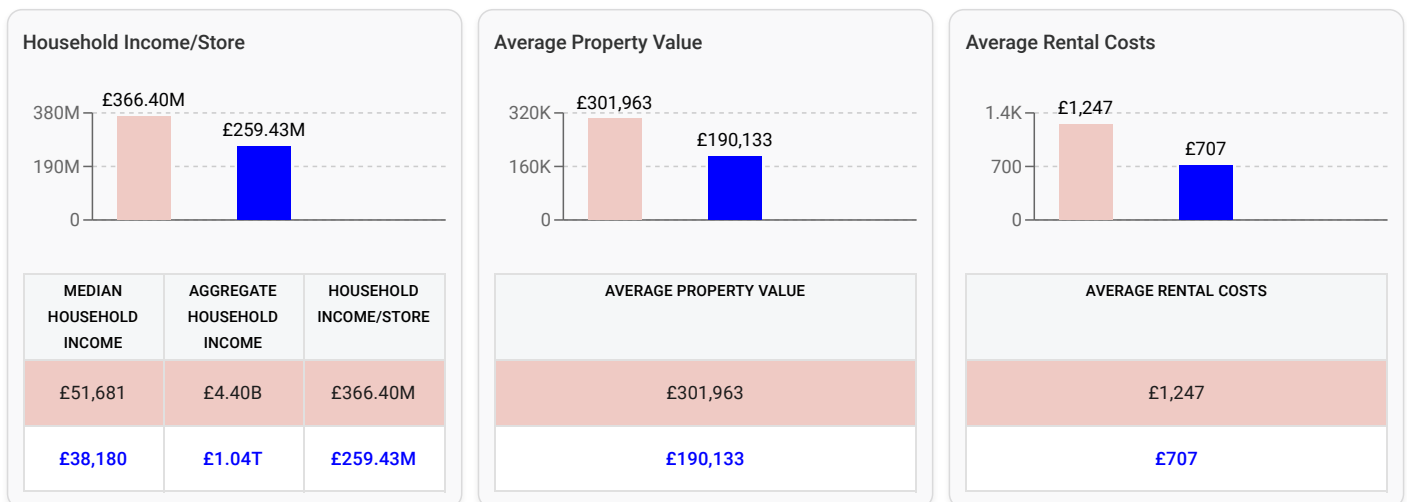


■ This Market ■ National Totals and Averages

Market Spending Power

Analysis on the market's spending power. A side-by-side bar chart comparison, shows the Market's Median Household Income, Aggregate Household Income, Household Income per Store, Average Market Property Value, and Average Rental Costs.

Household Income data based on 2011 demographics data. Average Property Value data based on 2019 data. Average Rental Cost data based on 2020 data.



■ This Market ■ National Totals and Averages

Rate per Square Foot by Unit Type

Analysis of the average rate per square foot by each of the most common unit types.

ALL UNITS	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£0.66	£1.09	£1.04	£0.65	£0.83	£0.63	£0.40	£0.60	£0.51	N/A	£0.53	N/A	N/A
£1.18	£1.09	£0.93	£0.82	£0.83	£0.73	£0.51	£0.63	£0.59	£0.33	£0.58	£20.18	£7.80

■ This Market
 ■ National Totals and Averages

Average Unit Type Rates

Comparison of each of the most common unit types and the average Advertised Online rate for each.

ALL UNITS	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£45.74	£21.71	£26.12	£22.69	£33.16	£31.35	£32.28	£59.72	£75.99	N/A	£105.77	N/A	N/A
£50.41	£21.82	£23.31	£28.65	£33.06	£36.71	£40.57	£62.58	£87.85	£52.32	£115.28	£22.08	£12.45

■ This Market
 ■ National Totals and Averages

Current Inventory Availability by Unit Type

Current number of Stores in the market offering each of the most common unit types.

UNIT TYPES	THIS MARKET		NATIONAL TOTALS AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	8(100%)	0(0%)	1,411(85%)	251(15%)
20 SQFT	3(100%)	0(0%)	364(71%)	152(29%)
25 SQFT	5(100%)	0(0%)	781(87%)	117(13%)
35 SQFT	7(100%)	0(0%)	671(81%)	157(19%)
40 SQFT	2(100%)	0(0%)	393(72%)	156(28%)
50 SQFT	6(100%)	0(0%)	862(89%)	102(11%)
80 SQFT	2(100%)	0(0%)	324(67%)	160(33%)
100 SQFT	6(100%)	0(0%)	804(86%)	129(14%)
150 SQFT	6(100%)	0(0%)	692(85%)	125(15%)
160 SQFT	N/A	N/A	277(63%)	162(37%)
200 SQFT	4(100%)	0(0%)	580(82%)	129(18%)
CAR PARKING	N/A	N/A	71(44%)	92(56%)
RV PARKING	N/A	N/A	156(69%)	69(31%)

■ This Market ■ National Totals and Averages

Known Developments

Profile information on every property development in the market. Each development profile includes information such as development Stage, Project Type, Store Name, Owner, Address, etc.

Stage	In Construction
Project Type	New Building
Store Name	MK Self Storage
Owner Name	MK Self Storage
Operator/Management Name	--
Operator Type	--
Address	Yard at corner of Colts Holm Rd and, Old Wolverton Rd, Wolverton, Milton Keynes MK12 5PZ
Acres	--
Building Square Footage	--
Floors	--
Number of Units	--
Number of Buildings	--
Estimated Value	--
Expected Open Date	31-Dec-2021
Additional Property Information	--
Source URL	http://www.mkselfstorage.com/index.php
Notes	--
Last Checked Date	06-Jul-2021

All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.






Total Square Feet values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk () next to their Total Square Feet value.*

How is Rentable Square Feet (RSF) calculated for each property?

RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors

✓ Rate available for this unit type		✗ Rate not available for this unit type		🔒 Rate previously available, but not currently advertised		🏆 SSA Member					
Big Yellow Self Storage Milton Keynes 0.89 mile Snowdon Drive, Milton Keynes, Buckinghamshire MK61AP		Total Square Feet 61,000 sqft		Rentable Square Footage 45,750 sqft		Marketing Scorecard 40/100					
Owned by Big Yellow Self Storage		Opened 2000		Rate Volatility 15%		Contactability 8/11					
Monday - Friday 08:00 AM - 06:00 PM						Paid Search 0/35					
Saturday 09:00 AM - 06:00 PM						Search 5/15					
Sunday 10:00 AM - 04:00 PM						Social Media 6/14					
						Website 21/25					
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗

All Stores List Continued


✓ Rate available for this unit type		✗ Rate not available for this unit type		✎ Rate previously available, but not currently advertised		📍 SSA Member					
 UK Storage Company-Milton Keynes 0.9 mile 6 Danbury Court, Linford Wood, Milton Keynes, Buckinghamshire MK146PL		Total Square Feet Rentable Square Footage Owned by Opened Rate Volatility		12,057 sqft 11,454 sqft UK Storage Company 2005 0%		Marketing Scorecard 27/100 Contactability Paid Search Search Social Media Website		8/11 0/35 0/15 1/14 18/25			
Monday - Saturday Sunday		08:30 AM - 07:00 PM 09:00 AM - 05:00 PM									
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 MK Box Self Storage 1.52 miles 77 Alston Drive Bradwell Abbey Industrial Estate, Milton Keynes, Buckinghamshire MK139HG		Total Square Feet Rentable Square Footage Owned by Opened Rate Volatility		28,033 sqft* 25,833 sqft MK Box Self Storage N/A 0%		Marketing Scorecard 23/100 Contactability Paid Search Search Social Media Website		6/11 0/35 1/15 0/14 16/25			
Monday - Sunday		07:00 AM - 07:30 PM									
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✗	✗
 AM Self Storage - Milton Keynes 1.68 miles Chesney Wold, Milton Keynes, Buckinghamshire MK61LA		Total Square Feet Rentable Square Footage Owned by Opened Rate Volatility		1,715 sqft 1,629 sqft AM Self Storage N/A 0%		Marketing Scorecard 20/100 Contactability Paid Search Search Social Media Website		3/11 0/35 0/15 0/14 17/25			
Monday - Friday Saturday Sunday		08:00 AM - 06:00 PM 09:00 AM - 04:00 PM 10:00 AM - 02:00 PM									
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✓	✗	✓	✗	✓	✓	✓	✗	✗	✗
 SafeStore - Milton Keynes 3.05 miles 11 Bilton Road, Milton Keynes, Buckinghamshire MK11HW		Total Square Feet Rentable Square Footage Owned by Opened Rate Volatility		3,015 sqft 2,864 sqft SafeStore N/A 5%		Marketing Scorecard 49/100 Contactability Paid Search Search Social Media Website		8/11 0/35 4/15 13/14 24/25			
Monday - Saturday Sunday		08:00 AM - 06:00 PM 10:00 AM - 04:00 PM									
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
 Lok'nStore Milton Keynes 3.06 miles Etheridge Avenue, Milton Keynes, Buckinghamshire MK100BP		Total Square Feet Rentable Square Footage Owned by Opened Rate Volatility		79,574 sqft 75,595 sqft Lok'nStore Limited 1995 0%		Marketing Scorecard 31/100 Contactability Paid Search Search Social Media Website		11/11 0/35 0/15 1/14 19/25			
Monday Tuesday - Wednesday Thursday Friday Saturday Sunday		10:00 AM - 04:00 PM 08:30 AM - 06:00 PM 08:30 AM - 08:00 PM 08:30 AM - 06:00 PM 09:00 AM - 04:00 PM 10:00 AM - 04:00 PM									
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		✗ Rate previously available, but not currently advertised		SSA Member																													
	Storage King Milton Keynes <small>4.04 miles</small> Water Eaton Industrial Estate, 39 Barton Road, Bletchley, Milton Keynes, Buckinghamshire MK23HW			Total Square Feet 34,170 sqft Rentable Square Footage 32,462 sqft Owned by Storage King Opened N/A Rate Volatility 0%		Marketing Scorecard 28/100 Contactability 3/11 Paid Search 0/35 Search 3/15 Social Media 1/14 Website 21/25																													
	Monday - Friday 08:30 AM - 06:00 PM Saturday 10:00 AM - 04:00 PM Sunday Closed		<table border="1"> <tr> <th>20Sq.ft</th><th>25Sq.ft</th><th>35Sq.ft</th><th>40Sq.ft</th><th>50Sq.ft</th><th>75Sq.ft</th><th>80Sq.ft</th><th>100Sq.ft</th><th>150Sq.ft</th><th>200Sq.ft</th><th>Car Parking</th><th>RV Parking</th> </tr> <tr> <td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✗</td><td>✗</td> </tr> </table>										20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking																								
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗																								
	MK Self Storage <small>4.48 miles</small> Hammond Farm, Whaddon Road, Milton Keynes, Buckinghamshire MK170AU			Total Square Feet 13,634 sqft* Rentable Square Footage 12,952 sqft Owned by MK Self Storage Opened N/A Rate Volatility 0%		Marketing Scorecard 27/100 Contactability 6/11 Paid Search 0/35 Search 1/15 Social Media 0/14 Website 20/25																													
	Monday - Sunday 12:00 AM - 11:59 PM		<table border="1"> <tr> <th>20Sq.ft</th><th>25Sq.ft</th><th>35Sq.ft</th><th>40Sq.ft</th><th>50Sq.ft</th><th>75Sq.ft</th><th>80Sq.ft</th><th>100Sq.ft</th><th>150Sq.ft</th><th>200Sq.ft</th><th>Car Parking</th><th>RV Parking</th> </tr> <tr> <td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td> </tr> </table>										20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking																								
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗																								
	Manor Farm Self Storage <small>4.48 miles</small> Manor Farm, Whaddon Rd, Newton Longville, Milton Keynes, Buckinghamshire MK170AU			Total Square Feet 11,998 sqft* Rentable Square Footage 11,398 sqft Owned by Manor Farm Self Storage Opened N/A Rate Volatility 0%		Marketing Scorecard 13/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 3/14 Website 7/25																													
	Monday - Sunday 07:00 AM - 07:00 PM		<table border="1"> <tr> <th>20Sq.ft</th><th>25Sq.ft</th><th>35Sq.ft</th><th>40Sq.ft</th><th>50Sq.ft</th><th>75Sq.ft</th><th>80Sq.ft</th><th>100Sq.ft</th><th>150Sq.ft</th><th>200Sq.ft</th><th>Car Parking</th><th>RV Parking</th> </tr> <tr> <td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td> </tr> </table>										20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking																								
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗																								
	AB Self Storage <small>4.5 miles</small> Unit 35 Broughton Grounds, Broughton Grounds Lane, Milton Keynes, Buckinghamshire MK160HZ			Total Square Feet 7,126 sqft* Rentable Square Footage 6,769 sqft Owned by AB Self Storage Opened N/A Rate Volatility 0%		Marketing Scorecard 16/100 Contactability 3/11 Paid Search 0/35 Search 3/15 Social Media 1/14 Website 9/25																													
	Monday - Friday 07:00 AM - 07:00 PM Saturday 07:00 AM - 01:00 PM Sunday Closed		<table border="1"> <tr> <th>20Sq.ft</th><th>25Sq.ft</th><th>35Sq.ft</th><th>40Sq.ft</th><th>50Sq.ft</th><th>75Sq.ft</th><th>80Sq.ft</th><th>100Sq.ft</th><th>150Sq.ft</th><th>200Sq.ft</th><th>Car Parking</th><th>RV Parking</th> </tr> <tr> <td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td> </tr> </table>										20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking																								
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗																								
	Ridge Hill Farm <small>5.39 miles</small> Little Horwood Road Nash, Milton Keynes, Buckinghamshire MK170EH			Total Square Feet 5,447 sqft Rentable Square Footage 5,175 sqft Owned by Ridge Hill Farm Opened N/A Rate Volatility 0%		Marketing Scorecard 8/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 8/25																													
	Monday - Friday 07:00 AM - 07:00 PM Saturday 07:00 AM - 01:00 PM Sunday Closed		<table border="1"> <tr> <th>20Sq.ft</th><th>25Sq.ft</th><th>35Sq.ft</th><th>40Sq.ft</th><th>50Sq.ft</th><th>75Sq.ft</th><th>80Sq.ft</th><th>100Sq.ft</th><th>150Sq.ft</th><th>200Sq.ft</th><th>Car Parking</th><th>RV Parking</th> </tr> <tr> <td>✗</td><td>✗</td><td>✓</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td><td>✗</td> </tr> </table>										20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking																								
✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗																								

All Stores List Continued

✓ Rate available for this unit type
✗ Rate not available for this unit type
🔒 Rate previously available, but not currently advertised
🏆 SSA Member

 Barley Hill Farm 5.66 miles Thornton Road, Milton Keynes, Buckinghamshire MK170HL Monday - Sunday 08:00 AM - 08:00 PM	Total Square Feet 10,150 sqft Rentable Square Footage 9,643 sqft Owned by Barley Hill Farm Opened N/A Rate Volatility 0%		Marketing Scorecard 12/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 9/25								
	20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

StorTrack's Marketing Scorecard

The StorTrack Marketing Scorecard is a scoring mechanism for judging the activity and effectiveness of a Store's local marketing. This enables us to create a methodology for comparison and competitive insight.

The Scorecard is created by monitoring five different areas of a Store's marketing activities. StorTrack has created a weighted scoring process for each of these five categories. The category scores are what you see on the Marketing Scorecard page.

Website (25 Points)

The Website Content scoring is based on the availability of the below factors: Multiple pages, Navigation, Photos, Video, Map/Directions, Reviews/Testimonials	0-7 Score
Online Pricing for the store is based on the pricing data available online and the volatility.	0-7 Score
Online promotions is based on the promotion advertised for the unit types and on the Home page of the store website.	0-5 Score
The Metadata score is based on the search options available for finding a location, a sitemap, a search box to identify a specific page, etc.	0-3 Score
Direct booking engine is scored based on the website ability to complete an online rental/reservation.	0-3 Score

Search (Nonorganic) (35 points)

The score for the store is determined based on the order of the search result occurrence and the a results within the Advertisement content section on the first page of the search results. The scores are listed below based searching on the following platforms with the keywords "self-storage [city name]".

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-9 Score
Buys Yelp Ads	0-7 Score
Buys YellowPages Ads	0-7 Score

Search (organic) (15 points)

The score for the store is determined based on the keywords "self-storage [city name]" and if store appears on the first page of the search results.

First Page on Google	0-4 Score
First Page on Bing	0-3 Score
First Page on Yelp	0-3 Score
First Page on YellowPages	0-3 Score
GoogleMaps	0-2 Score

Social Media (14 points)

The social media score is based on the availability of the company profile, location specific profile, and posts within the last week and last month.

Facebook	0-7 Score
Twitter	0-7 Score

Contactability (11 points)

This score is based on the ease and methods to contact the store.

Contact Form/Direct Phone Number	0-3 Score
24/7 Customer Support Center	0-3 Score
Chat Support on Website	0-2 Score
1-800/Toll Free Number	0-3 Score