Canadian Postal Code Locators: Two ways to develop

Searching Just by Postal Code:

If you are developing a locator to just search by Postal Code, you normally just need our standard Postal Codes with Latitude / Longitude product. This product has one city per Postal Code with its corresponding latitude and longitude information. The latitude / longitude info is what is used to calculate the distance from one Postal Code to another.

Searching by Postal Code or City:

When you allow users to enter a city name for a search, you run into additional challenges:

- They may have a smaller town that's not in the standard file.
- They may spell the city incorrectly.
- They may abbreviate the city and it won't match up with our spelling.
- Additionally, you'll need a center point for each city or town.

We have worked hard to address these issues and have come up with the following products which can make this a reality:

- *Canada Plus with Latitude/Longitude*. This has multiple cities per Postal Code.
- *Alternate City Names*. This has multiple ways a city could be misspelled or abbreviated and the corresponding standard name which are used in our Postal Codes with Latitude / Longitude file.
- *City Latitude and Longitude*. This is a product which has city names which tie in to the U.S. and Canadian Postal Code names, along with the city's latitude/longitude coordinates. This will enable you to quickly get a center point for the city and a better distance calculation.

Example:

Initially, you code your location records (stores, dealers, etc.) with the latitude/longitude info from our Postal Code product.

If a prospect on your web site keys in 'St. Catharines' for the city and 'ON' for the province, your program would look for a match in the CCP file and since the name is abbreviated, it wouldn't find it. You then would look in the MCS file to find the standard name, 'St Catharines' and re-try for a match in the CCP file. You would now have a center point for the city. Next, you would look up all locations and find the nearest location.