



Zip Code Locators: Two ways to develop

Searching Just by ZIP Code:

If you are searching just by ZIP Code, you normally just need our ZIP Codes with Latitude / Longitude. This includes both a Standard (formerly called, Pro-ZIPCode) and a Plus version (formerly called Pro-ZIPCode Deluxe). The Standard version is all that you need for just a ZIP Code search and has one city per ZIP Code with its corresponding latitude and longitude information. The latitude / longitude info is what is used to calculate the distance from one ZIP Code to another.

Searching by ZIP 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:

- ◆ **ZIP Code with Latitude/Longitude, Plus version.** This version has multiple cities per ZIP Code.
- ◆ **Alternate City Names** (formerly called, 'Multi-City Spellings' [MCS]). This has multiple ways a city could be misspelled or abbreviated and the corresponding standard name which are used in our ZIP Codes with Latitude / Longitude file.
- ◆ **City Latitude and Longitude** (formerly called, 'City Centerpoints' [CCP]). 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 ZIP Code product. With the Plus version, you can match up the records by their ZIP Code/City combination which often is more precise than just matching by zip code.

If a prospect on your web site keys in 'St. Pete' for the city and 'FL' for the state, 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, 'Saint Petersburg' 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.