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Great Data – Great Results

Zip Code Locators: Two ways to develop

Searching by Zip Code:

If you are searching by zip code, you normally just need our Pro-Zipcode Base product with the Latitude & Longitude add-on. This has one record 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 Pro-Zipcode file.
- They may spell the city incorrectly.
- They may abbreviate the city and it won't match up with our spelling.
- You 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:

- **Pro-Zipcode Deluxe Base Product with Latitude & Longitude add-on (PZDL).** The Deluxe base product has more city and town names.
- **Multi-City Spellings (MCS).** This has multiple ways a city could be misspelled or abbreviated and the corresponding standard name as used in the Pro-Zipcode Deluxe file.
- **City Centerpoints (CCP).** This is a product which has city names which tie in to the U.S. (Pro-Zipcode Deluxe) and Canadian Postal Code names, along with the city's latitude and longitude coordinates. This will enable you to quickly get a center point for the city and a more reasonable distance calculation.

Example:

Initially, you code your location records (stores, dealers, etc.) with the lat./long. info from our Deluxe product. With the Deluxe version, you can match up the records by their Zip Code / City which 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 and 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.

Thank you for purchasing our products!

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