6.6. Transit Names

Transit stations are often named after the locality or street where they are located and can include a transit indication such as "Station" or "Subway". The transit indication in the result name/title is considered optional and can be missing and still be considered correct. The user query for **[san jose station]** can therefore return the name **San Jose Diridon Station** or simply **San Jose** to be **Correct**. The classification of the result will help you identify the correct interpretation of the result as classifications for transit POIs should be a reference to transit.

Keep in mind that some transit POIs located on street intersections may have a result title that is the name of the street intersection (e.g. "Lincoln Way & 19th Avenue").

If there are multiple transit systems operating out of the same station, any of the systems can be included in the name to be **Correct**. If transit stations are close to each other, but users have to walk outside to get from one building to another, consider the results for the two stations as two separate POIs.

Query	Result	Rating and Explanation	
[**Millbrae station**] *User and Viewport in Palo Alto, CA*	**Millbrae** Millbrae, CA Classification: Train Station	Name Accuracy	**Correct**
		"**Millbrae**" has no transit indication in the result name, but the classification indicates it is a train station.	
	Millbrae BART Millbrae, CA Classification: Train Station	Name Accuracy	**Correct**
		"**Millbrae BART**" has a transit indication for the BART system in the result name.	
	Millbrae Amtrak Millbrae, CA Classification**:** Train Station	Name Accuracy	**Incorrect**
		"**Millbrae Amtrak**" has an incorrect Amtrak transit indication. Only BART and Caltrain operate from Millbrae station.	

7. Address Accuracy: Components and Issues

Address Accuracy is split into two main parts: Components and Issues, and Result Expectation. This section will discuss Components and Issues and the next section will discuss Result Expectations.

7.1. Address Components

Address components are the elements used to form the address details for each result.These components include street number, unit/apt, street name, locality, region/state, postal code, and country. The components are defined in these guidelines with a global approach in mind. There may be variations for specific markets that are not addressed here. See the Country Specific guidelines for more information on the address component requirements for each type of result.

This section covers the issues that can be associated with the address components as well as the possible issues that can be associated with the address itself. It refers to the checkboxes presented in the rating interface when **Incorrect** is selected. Checkboxes should be marked for either incorrect or missing information. Issues can occur within parts of the address or the entire address.

> Choose all identified incorrect or missing components. If the issue is not tied to individual components but to an issue pattern, choose the appropriate issue instead.
> Never select issues **and** components at the same time to report the same problem.

7.1.1. Street Number

If the result address has an incorrect or missing street number rate Address Accuracy as **Incorrect** – Street Number.

Result	Official Address	Rating and Explanation	
7-Eleven 836 E Fremont Ave, Sunnyvale, CA 94087	834 E Fremont Ave, Sunnyvale, CA 94087, USA	Address Accuracy	**Incorrect** – Street Number
		Select the Street number checkbox because the street number in the result address is incorrect.	
Defour Potgieterstraat, 1053 XS Amsterdam, Netherlands	Potgieterstraat 47, 1053 XS Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Street Number
		Select the Street number checkbox because the street number is missing in the result address.	

The way street numbers are assigned varies by country and area. This may make it difficult to understand the logic of it. Here are some patterns you may see:

Street Number Extensions
Some markets use a street number extension system. Street number extensions are part of the street number, not a further breakdown of it like building or unit numbers. If a street number extension is incorrect or missing from a POI address it should be treated as an incorrect/missing street number. Refer to Country Specific Guidelines for more details.

Result	Official Address	Rating and Explanation	
Elkjøp Halden Walkersgate 8, 1771 Halden, Norway	Walkersgate 8c, 1771 Halden, Norway	Address Accuracy	**Incorrect** – Street Number
		In Norway, street number extensions are part of the street number and are not unit numbers. The street number in the result is missing a street number extension 'c' which is listed as part of the official street number.	

Result	Official Address	Rating and Explanation	
REMA 1000 Tynset Elfengveien 4 A, 2500 Tynset, Norway	Elfengveien 4 B, 2500 Tynset, Norway	Address Accuracy	**Incorrect** – Street Number
		In Norway, street number extensions are part of the street number and are not unit numbers. The street number in the result has an incorrect number extension 'A' when 'B' is listed as the official street number extension.	

Address Range
Address ranges are used to assign numbers to a stretch of road. Given the nature of such ranges, not all numbers will have a building assigned to them.

When an address range is given by the query or returned as a result, consider it Correct when:

- The result street number is within the queried range
- The result address range exists and contains the queried street number
- The range or number matches the odd/even numbering system for left/right side of street required by the country

The same criteria apply to POI addresses:

Result	Official Address	Rating and Explanation	
The Crutched Friar 39 Crutched Friars, London EC3N 2AE United Kingdom	39-41 Crutched Friars, London EC3N 2AE, United Kingdom	Address Accuracy	**Correct**
		No need to select the street number checkbox since the street number in the result is within the official address range.	
The Crutched Friar 40 Crutched Friars, London EC3N 2AE United Kingdom	39-41 Crutched Friars, London EC3N 2AE, United Kingdom	Address Accuracy	**Incorrect** – Street Number
		Select the Street number checkbox because the number 40 is even while the official address range is odd.	
The Crutched Friar 45 Crutched Friars, London EC3N 2AE, United Kingdom	39-41 Crutched Friars, London EC3N 2AE, United Kingdom	Address Accuracy	**Incorrect** – Street Number
		Select the Street number checkbox because the street number in the result is outside of the official address range.	
Apartamentos Oporto Rua de Dom Hugo 1-45 4050 Porto Portugal	Rua de Dom Hugo 17 4050 Porto Portugal	Address Accuracy	**Incorrect** – Street Number
		Select the **Incorrect** – Street Number checkbox because the address range in the result does not exist. It does not point to the POI and should be considered incorrect even if the range contains the official street number.	

7.1.2. Unit/Apt

A street number can be further split into units, apartment or building numbers. A common form is the use of letters: A, B, C as well as the character # in front of a number like: #420. Less common are forms like ½.

A unit number should be correct and present when the official address of a business/POI contains a unit number.

When the business or address query does not list a unit number and the unit number cannot be confirmed otherwise, no unit number should be given. Rate **Incorrect** – Unit/Apt when unit number is present in the rating tool in these cases

Result	Official Address	Rating and Explanation	
Free People 333 Santana Row Suite #1110 San Jose, CA 95128	333 Santana Row Suite #1110 San Jose, CA 95128	Address Accuracy	**Correct**
		This is a correct address as listed on the official website of the business.	
Free People 333 Santana Row San Jose, CA 95128		Address Accuracy	**Incorrect** – Unit Number
		This result address is missing the unit number listed on the official website. Unit number checkbox should be selected.	
Free People 333 Santana Row Suite #2490 San Jose, CA 95128		Address Accuracy	**Incorrect** – Unit Number
		This result address has a different unit number than the one listed on the official website. Unit number checkbox should be selected.	

7.1.3. Street Name

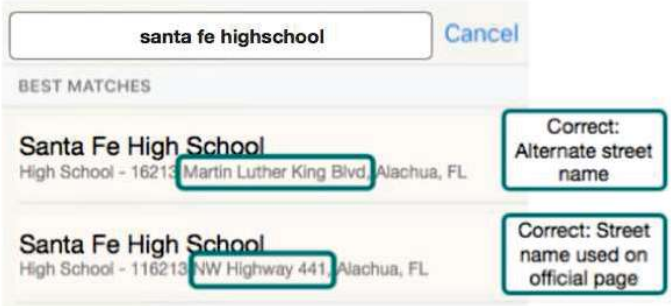
If the result address has an incorrect or missing street name rate Address Accuracy as **Incorrect** – Street Name.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumplein 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Correct**
		This is a correct address as displayed on the official website of the business.	
Van Gogh Museum Van Baerlestraat 6, 1071 DJ Amsterdam, Netherlands		Address Accuracy	**Incorrect** – Street Name
		This address has the wrong street name. Street name checkbox should be selected.	

Van Gogh Museum 6, 1071 DJ Amsterdam, Netherlands		Address Accuracy	**Incorrect** – Street Name
		This address has a missing street name. Therefore, the street name checkbox should be selected.	

Alternative Street Names

A street can have alternate names or route numbers, as well as multiple names in different languages in bilingual areas. Consider a street name correct when the name used is still valid and in the language expected given the test language, result region, or user query. If the street name has changed and the older name is no longer in use, consider the old name to be **Incorrect** – Street Name if returned.



Misspelled Street Names

Misspellings in the street name, including missing diacritics (e instead of é, l instead of ł) may be rated **Incorrect** – Street Name**.** See your Country-Specific guidelines for further guidance.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Musuemplein 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Street Name
		The result street name is misspelled (“ue” instead of “eu”) and so the street name checkbox should be selected	
Bozego Ciala Bozego Ciala, Wrocław, Poland	Bożego Ciała, Wrocław, Poland	Address Accuracy	**Incorrect** – Street Name
		The result street name is missing diacritics in two letters (ż and ł) which should be treated as a misspelling in the Polish market. The street name checkbox should be selected.	

Street Directions and Types

Street directions (North (N), East (E), South (S), West (W)) as well as street types (Street (St), Boulevard (Blvd), Avenue (Ave), etc.) are part of the street name. If they are incorrect or missing, the street name is wrong and rated **Incorrect** – Street Name. Exceptions are when such elements of a street name are used interchangeably for the same street.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumkade 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Street Name
		This address has the wrong type of street: both “plein” (square) and “kade” (quay) are street types. The official street type is listed as ‘plein’, therefore the type of street is considered wrong and the checkbox for street name should be selected.	

Result	Official Address	Rating and Explanation	
118 El Camino Real 118 El Camino Real, Sunnyvale, CA 94087	118 E El Camino Real, Sunnyvale, CA 94087	Address Accuracy	**Incorrect** – Street Name
		This address is missing the direction. Therefore, the street name checkbox should be selected.	
Blue Stones 3530 E El Camino Real, Santa Clara, CA 95051	3530 El Camino Real, Santa Clara, CA 95051	Address Accuracy	**Incorrect** – Street Name
		This result address has additional direction, which is wrong and does not exist in real life.	

7.1.4. Locality and Administrative Divisions

Administrative divisions and mandatory address components vary from country to country. Some countries or areas require additional sub-locality or municipality components for correct address information. Refer to the Country Specific Guidelines for more details.
Misspellings within the locality name, including missing diacritics (e instead of é, l instead of ł) may be rated **Incorrect** – Locality**.** See your Country-Specific Guidelines for further guidance.

Every result requires the correct locality component within its address detail. In case of local government reforms or other changes in naming, the result has to reflect the official name. Exceptions are made when alternate names are accepted.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumplein 6, 1071 DJ Utrecht, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Locality
		This address has the wrong locality. Locality checkbox should be selected.	
Van Gogh Museum Museumplein 6, 1071 DJ Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Locality
		This address has a missing locality therefore locality checkbox should be selected.	
Van Gogh Museum Museumplein 6, 1071 DJ Ansterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Locality
		The result locality has a misspelling. Locality checkbox should be selected.	
Jana Matejki Jana Matejki 90-237 Lódz Polska	Jana Matejki 90-237 Łódź Polska	Address Accuracy	**Incorrect** – Locality
		The locality within the street result is missing diacritics in two letters (Ł and ź) which should be treated as a misspelling in the Polish market.	

7.1.5. Region or State

When it comes to a state or a region, each country has its own understanding of what is expected (correct) or unusual (incorrect). Refer to the Country Specific Guidelines for more details.

Result	Official Address	Rating and Explanation	
1384 Navarro Dr 1384 Navarro Dr, Sunnyvale, 94087, USA	1384 Navarro Dr, Sunnyvale, CA 94087, USA	Address Accuracy	**Incorrect** – Region/ State
		This address is missing the state, which is a mandatory component in the USA. Region/State checkbox will be selected for missing state.	
Van Gogh Museum Museumplein 6, 1071 DJ Amsterdam, North-Holland, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Correct with formatting issue**
		Region is not a mandatory component in the Netherlands, but if present has to be correct. Since the region is not necessary, it is a redundant address component and should be flagged as a formatting issue.	
Van Gogh Museum Museumplein 6, 1071 DJ Amsterdam, North-Brabant, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Region/ State
		Region is not a mandatory component in the Netherlands, but if present has to be correct. The correct region for the city of Amsterdam is North-Holland, therefore the region/state checkbox will be selected.	

7.1.6. Postal Code

The postal code accompanies the locality name and provides further detail about where a feature is located. See your Country Specific guidelines for more information on when postal codes are a mandatory address component.

If a postal code is not mandatory but present in the result address, rate **Correct** as long as the postal code applies to at least part of the feature (street, locality, large POI without an expected address, etc.).

For many localities, more than one postal code may apply. As long as the returned postal code is correct for at least a part of the feature (street, locality, large POI) rate **Correct**. Columbus, OH, for example, contains 45 postal codes.

Postal code standards differ between locales so be sure to consult your Country Specific guidelines for details.

Consider any country specific conventions when it comes to the use and correctness of shortened postal codes. For example, the US postal code does not need the four-digit extension that follows the five digit main code. Ignore it if it appears.

Result	Official Address	Rating and Explanation	
Van Gogh Museum Museumplein 6, 1071 DM Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Postal Code
		This address has the wrong postal code "DM" instead of the correct "DJ". Postal code checkbox should be selected.	
Van Gogh Museum Museumplein 6 Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Postal Code
		This address has a missing postal code. Postal code checkbox should be selected.	

7.1.7. Country

The country is a "nice to have" piece of information, but should always be included when the result is located in a country other than the user location. If missing, rate **Incorrect** and select the Country checkbox.

Test Locale	Address in Result	Address in reality	Rating and Explanation	
en_US	1384 Navarro Dr, Sunnyvale, CA 94087, USA	1384 Navarro Dr, Sunnyvale, CA 94087	Address Accuracy	**Correct**
			This is a correct address since the user location is the USA.	
de_DE	1384 Navarro Dr, Sunnyvale, CA, 94087, USA	1384 Navarro Dr, Sunnyvale, CA 94087, USA	Address Accuracy	**Correct**
			This address includes the country name since it is outside of Germany, which is the user location.	
en_US	Museumplein 6, 1071 DJ Amsterdam	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	**Incorrect** – Country
			The country is mandatory in this example because the address is in the Netherlands, which is outside the user's US location. Checkbox for country should be selected.	

7.2. Address Does Not Exist

A residential address needs to be associated with a building. Confirm that there is actually a building at the address by consulting the official postal service (or closest to that, depending the country) as well as street imagery and other resources. If you find strong evidence that there is no building at the address, rate **Incorrect** – Address does not exist and leave a detailed comment including links. If there are not enough resources available to make an informed decision, rate **Can't Verify**.

Within markets that use street number extensions, if the result offers an address with a generic street number, but the street number alone does not exist without an extension (e.g. result returns "163 Main St.", but only "163A Main St." and "163B Main St." exist), rate the address as **Incorrect** – Address does not exist, since the street number without the extension is not a valid, real-life address. Please note that street number extensions differ from building numbers referred to in Unit/Apt section.

In rare cases, there can be an existing street address found in a different locality. Always mark such cases as **Incorrect** – Address does not exist and not as **Incorrect** – Locality.

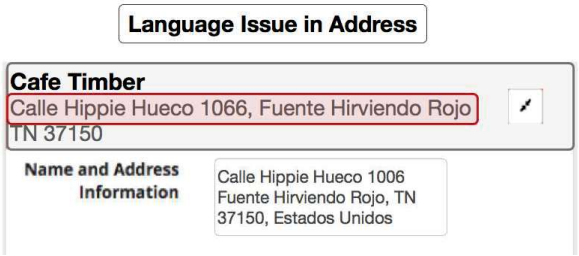
> Use the **Incorrect –** Address does not exist checkbox for any Address Result that doesn't exist, like a street or sub-locality result. This rating should not be applied to POI addresses.

7.3. Language/Script Issue in Address

The address details must be in a language and script that matches the test language (like en_US), the user query, or the result region.

Use the Address Accuracy **Incorrect** – **Language/Script Issue** checkbox if you find issues of this nature in any of the address components in the address details of any result. (For business/POI names and address titles in unexpected languages, please refer to the chapter on Result title/name is unexpected language.)

These examples show incorrect language and script for the result "**Cafe Timber**, 1066 Hippy Hollow Rd, Red Boiling Springs, TN 37150" with a user in the US using English.



Any combination of unexpected language or script is considered **Incorrect**. An exception can be made in cases when only special characters are added that are not used in the expected language.

Results located in a market with different scripts are hard to verify. Use the normal research steps to confirm the address. It is not expected that you understand markets and address formats outside your local knowledge expertise, so do the best you can without doing more research than normal.

> Rate mixed languages and scripts found in any address details as **Language/script Issue** when they use a different language or script than the one used in the query, test, or result location.

7.4. Country-Specific issue

The variety of address formats and distinctive country specific issues is broad. In general, use the checkbox for **Country Specific Issue** when there is an address problem that is not covered by the available checkboxes. This includes things like instances when an address also requires a sub-locality or municipality in addition to locality and state, but those components are either missing or incorrect. See your Country Specific guidelines for more information.

7.4.1. Country Specific Issue vs. Correct with Formatting Issue

Any additional components beyond the regular address format for a country are rated:

- **Correct with formatting issue** if correct
- **Incorrect** – Country Specific Issue if very unusual or wrong

7.5. Other Issue

Issues not mentioned in these guidelines are reported using the **Incorrect** – Other Issue. checkbox. If you choose this option, be sure to leave a comment as well as links to resources for further investigation. The checkbox is also used for:

- Duplicate address components
- Name of POI reappears in the address details
- Natural features that contain street address elements (see chapter on Natural Features) and P.O. Box addresses (see Address Accuracy chapter on how to confirm addresses)
-

You may also use this checkbox if you notice formatting issues along with any Incorrect components you've already marked. This is because once you mark a component Incorrect, you can no longer choose **Correct with Formatting issue**.

7.6. Correct with Formatting Issue

When all the result address information is correct and present, but not in the format expected, mark it as **Correct with Formatting issue**. Formatting issues include the order of address components and other minor issues that are not necessarily considered wrong. They do **not** include misspellings which are addressed under the relevant individual components. Some reasons to rate **Correct with formatting issue**:

- Components are in unexpected order
- Non-required but correct address components
- Extra spacing
- Double comma [,,]
    - Do not demote for double commas, BUT rate **Incorrect** if a required component is missing
- Valid but redundant or unnecessary components (See your Country Specific Guidelines for more information)

If optional components already discussed in Chapter 7 appear in the address, use the guidance provided in the section that applies to those components, not the **Correct with formatting issue** rating.

7.7. Can't Verify

An address is rated **Can't Verify** when it cannot be confirmed as **Correct** or **Incorrect**. This is usually the case when there is a lack of resources or an unexpected address format is given on the official website.

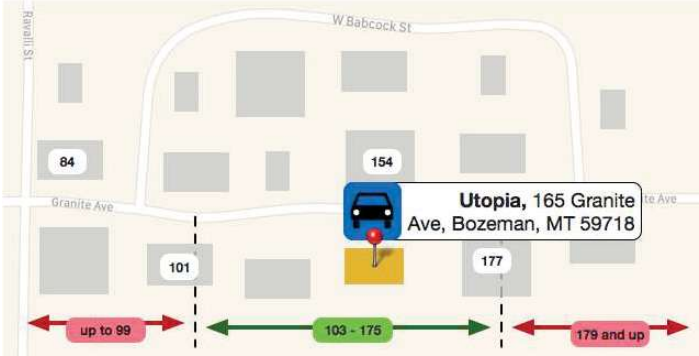
- Lack of resources:
  - No official webpage found
  - No official address listed
  - General lack of official resources
  - Lack of street imagery
- Unexpected address formats used by official resources can include:
  - Intersection address (Main St and 2nd St)
  - Exit address (Exit 5, Hwy 101)
  - Descriptive address (Main St between 6th and 7th Streets)

Ask yourself: Is the location given by the result address **at least not wrong** given all information I have found? Use the following examples to learn how reach a conclusion.

Note: If an address contains missing or incorrect components, it can be confirmed as **Incorrect**. Mark the individual incorrect components. See your Country Specific guidelines for more information on missing or incorrect components.

7.7.1. Can't Verify for Street Number

The following example shows address details for a business called "Utopia." No information online confirms the address and only a few house numbers can be confirmed with official resources.

Rule and Explanation	Example
The street number has to fall within the possible range of addresses. The street number 165 falls within the possible house numbers ranging from 102 and 175. Those are the houses closest to the result address that could have been confirmed. Rate the address **Can't Verify**.	

7.7.2. Can't Verify for Street Name

The following examples give different address details for a business called Aztec. The official address is "Granite Ave & W Babcock St, Bozeman, MT" and is in a different format than the result addresses.