FTW: Address

This purpose of this task is to make sure that the address and location shown for a business on Bing will allow users to successfully reach the business.
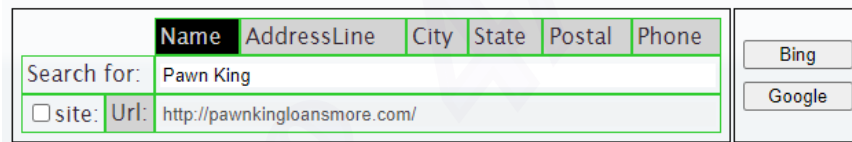
Procedure

Business Details and Search Tool

You will see the business details that are being evaluated on the left side of the screen when you load a hit.

Your task is to first **check whether the provided entity with the original address represents a valid, open entity.**

You can use this search tool in the hitapp to find web resources to aid your judgment. This tool allows you to select the Name and Address attributes and perform a search on Google or Bing to find an official website or social site from the business. In this example, a website is provided in the current business details, and you can use the "site" checkbox to perform a search exclusively on this domain. This can be helpful for complex websites with multiple sections, but you can also just click the URL to explore the page and find the information yourself. You will usually be able to find the address on the footer of the home page, or in the following sections: contact us, about us, or the store locator. If a functional website is not provided, you will have to find a web resource to use, but there are restrictions:

Resources

Bad Resources (DO NOT USE)	Good Resources
- Business listings on Google or Bing - Unofficial aggregator pages (manta.com, localbest.com, etc.) - Unofficial or outdated Facebook pages (posts are only user comments, or over 365 days old from the business)	- Official website ("business name".com) - Official free hosting site with activity from the business in the past 365 days ("business name".weebly.com) - Official Facebook page with recent posts from the business (365 days)

The website must show a name and address that match the provided business details. The general principle is that so long as the addresses refer to the same location, they are a match, though you may encounter some peculiar situations in the many different countries you can encounter here.

If you've found no evidence that the provided entity details match an entity that is currently open, you should mark all address components and the location as Unable To Verify. But if you do have a good resource for the entity, you will select all the values that match the provided entity and submit the hit. Though please make sure to **check for any possible improvements** that are possible for the existing address.

Address Improvements

Existing Option	Improved Form	
1836 Westlake Ave N, Seattle, WA 98109	1836 Westlake Ave N **Ste 302**, Seattle, WA 98109	If a business address has a **suite number**, it should be included.
1836 Westlake Ave Ste 302, Seattle, WA 98109	1836 Westlake Ave **N** Ste 302, Seattle, WA 98109	If a business address features a **cardinal direction**, this is also something we want to see included in the address.
1836 Westlake Ave Ste 302, Seattle, WA 98108	1836 Westlake Ave N Ste 302, Seattle, WA **98109**	If an existing business address had the wrong **postal code**, we want to ensure that it gets corrected.

If any of these improvements are possible, you should select **Values above are missing or wrong** and make the improvements to the address. If you are not able to find evidence that the original business is open, you should **investigate whether any of the alternate values that are available represent an open business**.

Example:

Street:
- ● 1409 Willow St Ste 400
- ○ 2751 Hennepin Ave S #712
- ○ Values above are missing or wrong
- ○ I verified value should be empty
- ○ Unable to verify

In the screenshot to the left, the 1409 Willow St Ste 400 address is what we currently have listed in the current business details. After you determine that there is no evidence that the business is open at 1409 Willow St, you would need to check to see if the business is open at 2751 Hennepin Ave S Ste 712.

CONTACT US:

Tom Glaser LP
2751 Hennepin Ave S #712
Minneapolis, MN 55408

There is web evidence that the business exists at this location from the website listed under the current business details, https://tomglaserlp.com/. In some cases, you may have to search for a new website using the business details.

Street:
- ○ 1409 Willow St Ste 400
- ● 2751 Hennepin Ave S #712
- ○ Values above are missing or wrong
- ○ I verified value should be empty
- ○ Unable to verify

Since we can see that the second address option is correct, it should be selected. If this option were missing the suite number (#712), you would need to select **Values above are missing or wrong** and manually enter in the address with this information.

You will also provide separate judgments for the city, state/province, and postal code. If you can find no evidence to support any of the suggested values as the new address, you can attempt to see if the correct location is available from the good web resources.

Additional Tips
- Chain entities: Businesses like Starbucks have thousands of locations spread across a single country. If you have a chain entity such as this, and the current business details show an address that does not match an existing location, then there could be dozens of valid choices that you could make for the new address. Our interest is in cleaning up the existing business details, and so we would not update to a different chain location, as that is an entirely different entity. The problem with this business is not the address, it's that it even exists in the first place. This problem will be handled in a different hitapp. If the suggestion doesn't make any improvement to the existing business details because they refer to a business that does not appear to exist, please mark this as **Unable to verify.**
- Service area businesses: There are some businesses that provide a service and their websites only indicate a city or region where the service is provided. These businesses will sometimes be listed with the home address of the person running the business, but they typically do not want customers to show up at their home. Please select **I verified value should be empty** for these businesses when they do not provide an address. But if they do provide an address on the website or official social profile, you should use it.
- Departments: Make sure to pay attention to any department indicated in the name, particularly for universities and hospitals, since these departments typically have their own unique suite number.

Map Location
After you have judged the correct address, you will have to make sure it is correctly placed on the map. **If you could not find good web evidence for the business and selected Unable to Verify for the address components, select Unable To Verify for the location as well.**

Otherwise, the following section will let you know what you need to do to identify and select the correct location.

Using the Tools

Click on 'Markers' (**1**, **2**, or **Judge Marker**) to center the map over that marker. Press the + (or ctrl + scroll up) to zoom in. Press button 'Zoom to fit' at the lower left to show all markers. Manually input a lat/long in the 📍 'Location' field to reposition the **Judge Marker**, or use the mouse to move the **Judge Marker** which then updates the 📍 'Location' field. **Click the radio buttons under 'Selection' to choose one of those options.** Change views from Aerial to Road, Bird's eye, or Streetside, or drop into Streetside directly by clicking the light blue track (seen on W Grand Ave below). Expand or collapse the map beneath Streetside using the up/down button. Exit Streetside by pressing the x at upper right. Use the Bing.com or Google.com links, or press the Bing Maps logo in the lower left to open the map at the current location.
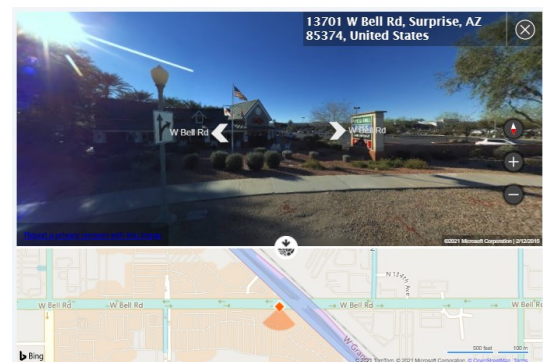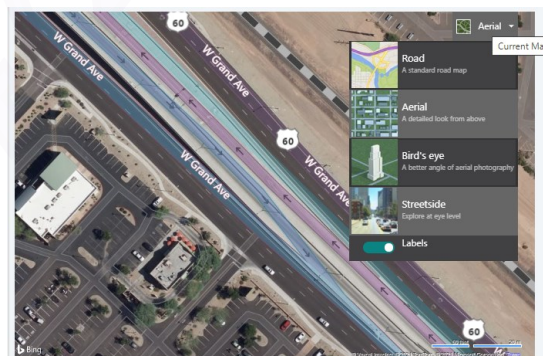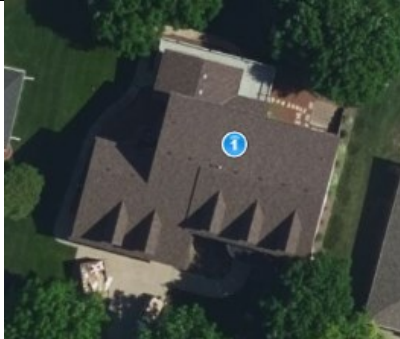

Pin Placement

To choose a valid pin or set a good pin, you need to know 1) what makes a good pin and 2) how to verify it.

Valid Pin Placement

A valid pin will nearly always be over a building and at the provided address. If you *can* find a CWS that confirms the given name and address, you can look for the business name at the location. You may also see the business in old street images. **If you could not find good web evidence for the business and selected Unable to Verify for the address components, select Unable To Verify for the location as well.**

A pin right on the edge of the valid area is valid.

This pin is valid for Franklin Falls, which is a natural feature and therefore will not be inside a building. Here, user uploaded images are especially helpful to pinpoint the location, but you may also try the CWS, Wikipedia, regular street images, aerial imagery, or in the USA the GNIS.

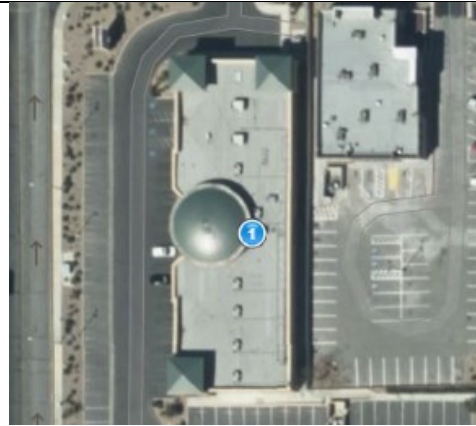**Extent of Business or Address Area**

The business storefront or address extent will determine the valid pin area. This is best explained through examples.

The Pantry On Tap Oil and Vinegar
7634 S Westnedge Ave, Portage, MI, 49024
(269) 978-6641
https://www.thepantryontap.com/

Street images show that each storefront has a distinct address. Thus the valid pin must be on the building area roughly defined by the storefront. **Pin #1 is right on the border so it is valid**. Pin #2 is not valid because it is on the parking lot.

KYong Skin Care 7795 W Sahara Ave, Las Vegas, NV, 89117 (702) 900-3228 http://www.kyongskincare.com/ The given website does not have this location any longer. Navigate to the address and find all storefronts in this center address to 7795 per street images. It is not possible to find evidence of the storefront 'KYong Skin Care' in old street images, so any pin over the building is valid. Choose Pin #1.	
Auto Expo 7912 Ardmore Rd, Norfolk, VA, 23518 (757) 828-7131 http://www.autoexpova.com/ The given website no longer has this address, so shift to street images, which in Apr 2019 shows the business sign and the building number 7912 painted on the doorway. By this, you can approve Pin #1.	
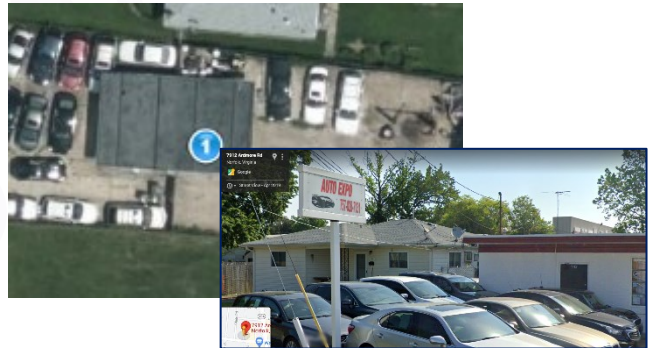
Baldwin Park Animal Care Center
4275 Elton St, Baldwin Park, CA, 91706
(626) 962-3577
https://animalcare.lacounty.gov/

Currently the given business exists at the given address. The CWS has a map of the buildings, all of which pertain to 4275 Elton St. Therefore a pin on any of the buildings would be considered valid. You can approve Pin #1.
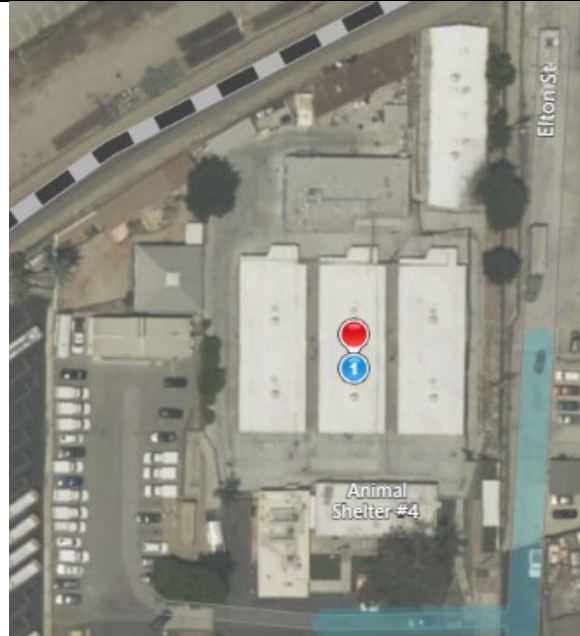
Goodwill
Putnam Village Shopping Center, Hurricane, WV, 25526
(304) 757-4365
http://www.goodwillkv.com/

While the entire building pertains to the Putnam Village Shopping Center, you can see the precise location of Goodwill in street images, so it's possible to move the Judge Marker to the center of the valid area (the crossing point of the dashed yellow lines in the image at left). It is not necessary to place the pin nearer the main entrance.

Bad Pin Placement

Do not place or approve a pin that is in the street, on a highway, on a sidewalk, in a parking lot or area, not clearly on a building, or on the grounds of a building.
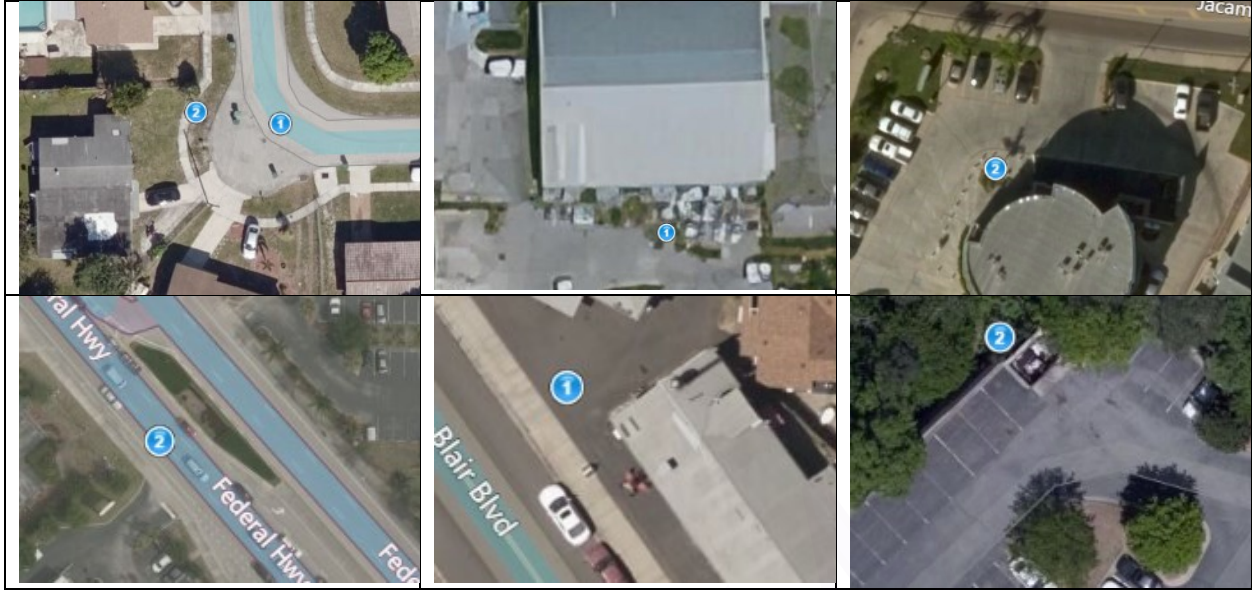
Good for Verifying Pin

Company Website (CWS)

Try to find a CWS (Company Website) with matching name and address; the website may clarify their location under menu headings like Contact Us, Location, Directions, etc. Larger entities like airports and universities may have maps.

Street Images

You can find street images using 1) Embedded Streetside Tool From Bing Maps, 2) External Bing Maps Streetside ↗, 3) External Google Maps Street View ↗, and 4) Panorama/全景 at Baidu Maps/百度地图 https://map.baidu.com/ ↗.

Other Good Resources to Verify Pin. Zillow (USA). Also if street blocks are numbered by a regular pattern, you can consider proof that the given building number would fall on a certain block.

Bad for Verifying Pin

Do not take the lat/long pin coordinates directly from map engines!

Pin Selection Reminders

Where pin 1 and 2 are confirmed as equally valid, choose pin 1.

Where pin 1 is probably valid but you can't get solid confirmation (and pin 2 is either wrong, missing, or not better than pin 1), choose Unable to Verify.

Where pin 2 is probably valid but you can't get solid confirmation (and pin 1 is either wrong or not better than pin 2), choose pin 2 (here, our aim is incremental improvement of the pin).

If you have a pin over any portion of the correct area (including right on the edge), it's valid and can be chosen. If there are no pins over the correct area, place the pin over the center of the correct area.

Zoom in to the fullest extent when setting the Judge Marker.

The business storefront or address extent will determine the valid pin area. **If the business *can* be linked to the location, consider the name and the address to set the pin. If you could not find good web evidence for the business and selected Unable to Verify for the address components, select Unable To Verify for the location as well.**