

## 6. Name and Category Accuracy

The Name and Category Accuracy rating is used to evaluate the accuracy of a Business/POI name. Your final rating will take into consideration both the accuracy of the Business/POI name and the category assigned to it. Inaccuracies in either or both of these elements will result in rating demotions.

You'll see this rating referred to throughout the guidelines as both "Name Accuracy" and "Name and Category Accuracy."

Business/POI Name and Category Accuracy can be rated as:

- **n/a**
- **Correct**
- **Partially Correct**
- **Incorrect**
- **Can't Verify**

If you give a final Name and Category Accuracy rating of **Partially Correct** or **Incorrect**, you may be presented with two checkboxes:

- Name Issue
- Category issue

If they appear, use one or both them to select the reason(s) for your rating.

### 6.1. Name Not Applicable (n/a)

The **n/a** rating should be used for **all** address type results, including residential addresses, streets, localities, and so on.

Unlike Business/POI type results, address type results do not actually have a result name. Instead, the first line of address type results appears as the result title. This is because this field is meant to present the most relevant part of the address information.

1. 201 S Monroe St	<b>Result title is first line of address</b>
Address	201 S Monroe St Baltimore, MD 21223 United States
Category	
Type	ADDRESS

**No Category is expected for Address results**

Since address results do not have a name or category, their Name and Category Accuracy cannot be evaluated. This is why the **n/a** rating should be selected.

Result	Rating and Explanation	
<b>1703 NW Taylor St</b> 1703 NW Taylor St Topeka, KS 66608	Name and Category Accuracy	<b>n/a</b>
	This is a residential address, not the name or title of a business or POI.	
<b>1600 Pennsylvania Ave</b> 1600 Pennsylvania Ave, Washington, DC, 20500 United States	Name and Category Accuracy	<b>n/a</b>
	Although this is the address of a well-known POI (the White House), it is still an address result and contains no name or title. It cannot be rated for Name Accuracy.	
<b>Paris, France</b> Paris, France	Name and Category Accuracy	<b>n/a</b>
	This is the name of a locality and country, not the name of a business or POI.	

## 6.2. Result Names

Your final Name and Category Accuracy rating will take into consideration both the accuracy of the Business/POI name and the category assigned to it.

First, consider the name.

### 6.2.1. Correct Name

A business/POI result name is accurate when it is used on the POI's official website or on other official resources. Even if the official website does not use the name, if it is used on other official sources, the name is correct. Note that the name has to be used to refer to the particular POI. The corporate name by itself is not automatically the correct name.

## Business Name

Every name that a specific business location uses to refer to itself is considered correct. These names can be listed in a variety of ways in different sections of the entity's official website or official social media website(s):

- Chain business locator page on the official website
- About/About Us section on an entity's official website
- Signs and storefronts seen on official sites or social media pages
- Claimed social media pages

If these resources are not available, other reliable sources that can be used for researching business names include:

- Signs and storefronts seen on recent street or online imagery or crowdsourced review pages
- Recent articles in primary publications (newspapers or similar publications that do their own reporting)
- Official restaurant menus (user photos or scanned images from restaurants)

If the name cannot be confirmed with these resources and there is nothing objectively wrong with it, rate it **Can't Verify**.

## Corporate name

The corporate name (and sometimes brand or product name) is often used to refer to a particular entity, but might be not the preferred name for a specific location. This depends on the particular company and the specific result.

Some official websites have a local language and an international (English) version. Consider the name given in the international version only if English is the language/script of the test locale, the query, or the result region, or if the official company, chain, or brand name is commonly used and understood in English in this market. If it is not, select the **Result name/title is in unexpected language or script** checkbox. No further rating is required.

Result Name	Official Business Name	Rating and Explanation	
McDonald's	McDonald's	Name Accuracy	<b>Correct</b>
		The chain calls all stores McDonald's and has the name in front of all locations as corporate branding.	
Peet's Coffee & Tea	Peet's - Polk Street	Name Accuracy	<b>Correct</b>
		The name is considered <b>Correct</b> , because it is used on the sign on the storefront. The store is officially called "Peet's - Polk Street" on the website, as it refers to the Polk Street location.	

Result Name	Official Business Name	Rating and Explanation	
<b>Best Buy</b>	Best Buy San Jose	Name Accuracy	<b>Correct</b>
		The chain Best Buy uses a location modifier in their store names, but their store sign (logo) shows only the corporate brand name "Best Buy" and can be rated <b>Correct</b> .	
<b>Microsoft</b>	Microsoft Store	Name Accuracy	<b>Correct</b>
		The Microsoft storefront shows only the Microsoft logo without any text. On the webpage, stores are referred to as "Microsoft Store" or named together with a location modifier such as "Microsoft Store – South Coast Plaza". Because of the close similarities between the result name and the store name, rate <b>Correct</b> .	

### Location modifier or affiliation

Businesses can include the name of the locality or the larger complex or organization they belong to as additional information. These modifiers, even when not specifically used by the official resources, can be considered correct. A name with missing modifier can also be considered correct as long as the modifier isn't crucial for understanding the particular result. If a modifier is present, it must be spelled correctly. If it is misspelled, the name is partially correct.

See your Country Specific guidelines for cases where the location modifier is essential for understanding the result.

Result Name	Official Business Name	Rating and Explanation	
<b>Apple</b>	Apple Valley Fair	Name Accuracy	<b>Correct</b>
		The result name is missing the location modifier (Valley Fair) given on the official website, but is still considered <b>Correct</b> .	

Result Name	Official Business Name	Rating and Explanation	
Peet's Coffee	Peet's – Ferry Bldg SF	Name Accuracy	<b>Correct</b>
		The result name is <b>Correct</b> because it is used as the name on the official website, while the specific store has an optional location modifier.	
Old Navy – Belle Isle Station	Old Navy	Name Accuracy	<b>Correct</b>
		Old Navy doesn't officially use the mall name as part of the store name, but the location modifier is correct, so the business name is rated <b>Correct</b> .	
Delgado Community College – Charity School of Nursing	Charity School of Nursing	Name Accuracy	<b>Correct</b>
		The result for the Nursing School includes the name of the college that it is affiliated with. Even though this form is not official, it is rated <b>Correct</b> .	

### Stylized logos and letters

A variation is still correct when a business uses stylized logos and letters (like the backwards "R" in Toys "R" Us) that are outside the regular set of letters.

Result Name	Official Business Name	Rating and Explanation	
Toys 'R' Us	Toys Я Us	Name Accuracy	<b>Correct</b>
		This business uses a special character in its name, so the name is still considered <b>Correct</b> .	

### "The" is missing or added

- **Missing:** The use of definite articles depends on the individual result. When a company using "the" is often referred to without it, the name is correct both with and without the article.
- **Added:** A business/POI that does not officially include a definite article in its name but has one included in the result should be considered partially correct.

Result Name	Official Business Name	Rating and Explanation	
Home Depot	The Home Depot	Name Accuracy	<b>Correct</b>
		The official name of this business is "The Home Depot," but since it is so often referred to as "Home Depot" the name is considered <b>Correct</b> .	

## 6.2.2. Partially Correct Name

A partially correct name differs from the official versions but can still be recognized by the user. Partially correct names can include minor and moderate misspellings, service level mismatches, and missing or unnecessary name parts, including holding names/corporate structures. When the business name on the storefront does not include the corporate status (Ltd., Inc., etc.) seen in the result, it is partially correct.

### 6.2.2.1. Minor and Moderate Misspellings and Missing or Extra Words

Consider names partially correct when they contain issues that don't prevent the user from identifying the business:

- Name contains repeated, redundant, or missing information or parts
- Incorrect or missing punctuation or special characters
- Unnecessary or missing spaces
- Unexpected use of lower/upper case and ALL CAPS letters
  - Acronyms are often expected in ALL CAPS: YMCA, TGIF
- Minor and moderate misspellings that don't influence the user's understanding. See your Country-Specific guidelines for more information on misspellings.
- Mix of expected languages in the result title. Expected languages are the languages of the query, test locale, or region, or of an official business name.

Result Name	Official Business Name	Rating and Explanation	
Macys	Macy's	Name Accuracy	<b>Partially Correct</b>
		The result is missing an apostrophe.	
HM	H&M	Name Accuracy	<b>Partially Correct</b>
		Missing the "&" in H&M is a misspelling but the name is still recognizable.	
uhaul uhaul	U-Haul	Name Accuracy	<b>Partially Correct</b>
		The result name is duplicated and in all lowercase with no "-".	
Seven Eleven	7-Eleven	Name Accuracy	<b>Partially Correct</b>
		The name is in an unexpected form not used by the business itself.	

Result Name	Official Business Name	Rating and Explanation	
GAMESTOP	GameStop	Name Accuracy	<b>Partially Correct</b>
		The name written in ALL CAPS is not expected for this business and demoted.	
Mosjaw	Moosejaw	Name Accuracy	<b>Partially Correct</b>
		The name of this outdoor store has two missing letters but is still identifiable.	
Ecofuture Building Co	Ecofutures Building Inc	Name Accuracy	<b>Partially Correct</b>
		The business shows two misspellings and the incorrect business structure (Co. vs. Inc.).	
Napoli Coffeehouse & Pastries	Napoli Coffee	Name Accuracy	<b>Partially Correct</b>
		The result name has additional parts not used by the business. Because the additional parts are in line with the business and don't make the result ambiguous, it is considered <b>Partially Correct</b> .	
GAP Superstore	GAP	Name Accuracy	<b>Partially Correct</b>
		The additional "superstore" is not used officially, but also does not change the user's ability to identify the well formatted and correct corporate name and is therefore considered <b>Partially Correct</b> .	
BerkeleyLaw Univerzitiní of California	BerkeleyLaw University of California	Name Accuracy	<b>Partially Correct</b>
		The query [law] was issued in a cz_CZ (Czech) locale and the result locale is the US (English). Consider this <b>Partially Correct</b> due to the mix of <b>expected</b> languages: English and Czech.	

Result Name	Official Business Name	Rating and Explanation	
Aqua Spa 夢幻水都	Aqua Spa - Ocean City	Name Accuracy	Partially Correct
		The query [aqua spa] was issued in the zh-Hant_HK (Hong Kong) test locale and the result locale is in the US (English). Consider this <b>Partially Correct</b> due to the mix of <b>expected</b> scripts.	
att	AT&T	Name Accuracy	Partially Correct
		<p>URLs can give an indication of a businesses' official name, but because a URL lacks formatting choices, it should generally not be used to confirm the official business name. Similar restrictions exist for certain social media such as Twitter.</p> <p>The company's name is confirmed by the URL (att.com), but the name stated in the URL, "att", is clearly poorly formatted, but still recognizable.</p>	
University of California	University of California Irvine	Name Accuracy	Partially Correct
		Irvine is more than a location modifier for this university. The city name differentiates the Irvine location from other universities in the University of California network.	
Nike	NIKELAB 21M NYC	Name Accuracy	Partially Correct
		Even though the Nike symbol appears on this store's official website, the preferred store name for this specific location is not the general brand name but the NIKELAB name seen on the store sign and website.	



Result Name	Official Business Name	Rating and Explanation	
The Sears	Sears	Name Accuracy	<b>Partially Correct</b>
		Sears does not use "The" in any of their official webpages. Adding it to the company name gives the name a rating of <b>Partially Correct</b> .	

#### 6.2.2.2. Service-Level Mismatch

Chain businesses often indicate the level of service provided at that location in their name. If the result name does not reflect the correct type, it is considered a service-level mismatch and is considered partially correct.

Result Name	Official Business Name	Rating and Explanation	
Patagonia Outlet	Patagonia	Name Accuracy	<b>Partially Correct</b>
		The result name suggests that the store is an outlet, which it isn't.	
Delhaize	Delhaize Supermarkt	Name Accuracy	<b>Partially Correct</b>
		Depending on its size and the services available, this chain business comes in five varieties. The result is missing part of the name indicating its service level.	
Best Buy	Best Buy Express	Name Accuracy	<b>Partially Correct</b>
		A Best Buy Express is a vending machine and not a store. This is a service-level mismatch and considered <b>Partially Correct</b> .	
Best Buy Express	Best Buy	Name Accuracy	<b>Partially Correct</b>
		The user is expecting a vending machine where there is a store. This is a service-level mismatch and considered <b>Partially Correct</b> .	

#### 6.2.2.3. Holding Name and Corporate Structure

Holding names or corporate structures are not considered correct if they are not explicitly used by the individual stores. Holding names or names that include corporate structure are considered partially correct or incorrect depending on how recognizable the name is in context with the particular business.

Result Name	Official Business Name	Explanation	
IT'SUGAR LLC	IT'SUGAR	Name Accuracy	<b>Partially Correct</b>
		The addendum "LLC" refers to the corporate structure and should not be used for the store, However, this name is still recognizable.	
Nordstrom, Inc.	Nordstrom	Name Accuracy	<b>Partially Correct</b>
		The addendum "Inc." refers to the company's corporate structure and should not be used for the store. However, the store can still be recognized.	

### 6.2.3. Incorrect Name

An incorrect result name is one that can't be recognized because of severe misspelling or ambiguous or unnecessary/missing parts in the name.

Consider names incorrect when they contain issues including:

- Severe misspellings that prevent the user from identifying the business because of:
  - Change in meaning
  - Misspelling that results in an entirely different word or gibberish
- Holding names that are completely different than the recognized name
- Unnecessary or missing parts in the name that prevent the user from recognizing the business
- Slang and inappropriate language
- Using the previous name of the same entity that is not a variation of the current name and therefore cannot be identified

**Note:** If a result name is incorrect, the final Name and Category Accuracy rating will always be **Incorrect**, even if the category is correct.

Result name	Official Business Name	Rating and Explanation	
JAB Holding Company	Peet's Coffee	Name Accuracy	<b>Incorrect</b>
		The holding company name is completely different than the store name.	

Result name	Official Business Name	Rating and Explanation	
IEA	IKEA	Name Accuracy	<b>Incorrect</b>
		In short business names, even small errors can prevent the user from recognizing the business.	
Zatas Tacos + Tequila	Zacatecas Tacos + Tequila	Name Accuracy	<b>Incorrect</b>
		The misspelling is severe and does not allow the user to identify the business with certainty. The user is likely under the impression that it is a different restaurant.	
Taco Bull	Taco Bell	Name Accuracy	<b>Incorrect</b>
		The misspelling changes the meaning, which makes the name ambiguous: It could be a "Taco Bell" chain store or a different business named "Taco Bull".	
Walgreens Pizza	Walgreens	Name Accuracy	<b>Incorrect</b>
		With the unnecessary word "Pizza," the name becomes ambiguous and the user does not know if this is a pizzeria named Walgreens or a wrongly labeled Walgreens pharmacy.	
Cheesecake	The Cheesecake Factory	Name Accuracy	<b>Incorrect</b>
		When missing the word "factory", the result name "Cheesecake" is not specific enough and the chain business cannot be identified with certainty.	

Result name	Official Business Name	Rating and Explanation	
UPS	USPS	Name Accuracy	<b>Incorrect</b>
		USPS (United States Postal Service) and UPS (United Parcel Service) are both in the delivery business, but are entirely different companies.	
Starbucks & Spencer	Marks & Spencer	Name Accuracy	<b>Incorrect</b>
		By switching Marks with Starbucks, the business can no longer be identified.	
Mickey D's	McDonald's	Name Accuracy	<b>Incorrect</b>
		Mickey D's is British slang for McDonald's brand. However it is not an official variation of the brand name.	
Sommet Center	Bridgestone Arena	Name Accuracy	<b>Incorrect</b>
		Showing a former name that is not shown on the arena's official webpage is not a good experience. Even when the name might still be in use among users, if a result shows a former name, rate it <b>Incorrect</b> .	

### 6.3 Result Category

Once you have determined the correctness of a result's name, you must evaluate the accuracy of its category in order to determine the final Name and Category Accuracy rating. The category of a result refers to the category of the Business/POI.

Not every result will include a category, but when one appears, you will find it below the address details

If the category is missing or listed as N/A, make your final Name and Category Accuracy rating based on the name alone.

### 6.3.1. Correct Category

When a business or POI is categorized correctly, the category accurately reflects the business, service, or function of the entity. This includes broad or alternate categorizations that are not the preferred choice but are not misleading.

A correct name paired with a correct category is rated **Correct** for Name and Category Accuracy.

- Not every result will include a category. If the category is missing or listed as N/A, do not demote.
- Some categories may seem slightly too specific or too general. As long as the categorization is not misleading, consider it correct.
- Categories can vary for similar POIs and vary per market. Localization of categories should be taken into account when deciding on correctness.

Result Name and Category	Category Rating and Explanation	
<b>Restaurant Toqué</b> French Cuisine	Category Accuracy	<b>Correct</b>
	Restaurants are commonly classified by their respective cuisines. French Cuisine is an appropriate category for the result.	
<b>Jocko's World Famous Chicken and Seafood</b> Seafood Restaurant	Category Accuracy	<b>Correct</b>
	This categorization may seem a bit too specific but it is not misleading. Although this restaurant sells more than just seafood, categorizing it as a seafood restaurant still properly reflects the nature of this entity.	
<b>Walmart</b> Grocery Store	Category Accuracy	<b>Correct</b>
	As long as research shows that the particular Walmart location represented by the result sells groceries, this would be an appropriate category. This is because grocery is a major department in this store and represents a large part of what it sells.	
<b>Walmart</b> Discount Store	Category Accuracy	<b>Correct</b>
	This category accurately represents the POI. Walmart is known to offer merchandise at low prices.	

### 6.3.2. Incorrect Category

When the category is wrong, the final Name and Category Accuracy rating is always **Incorrect**. This is true whether the result name is Correct, Partially Correct, or Incorrect.

Consider the category incorrect when it is:

- Wrong
- Misleading
- Misspelled
- Incomplete (missing parts or has uncommon/odd abbreviations)
- In an unexpected language/script. The category must match the language/script of the query, test locale, or result region

Result Name and Category	Expected Category	Final Rating and Explanation
<b>Denver Zoo</b> Active Life	Zoo	<b>Incorrect</b> (Category Issue)
		Category is wrong since the result is a zoo. This category does not represent the nature of the result. Final Name Accuracy rating is <b>Incorrect</b> .
<b>Macy's</b> Bar	Department Store	<b>Incorrect</b> (Category Issue)
		The result is a department store and should not be categorized as bar. Final Name Accuracy rating is <b>Incorrect</b> .

Result Name and Category	Expected Category	Final Rating and Explanation
Macy's Shoe Store	Department Store	<b>Incorrect</b> (Category Issue)
		Category is misleading. The result is a department store and it should be categorized as one. Although this store does sell shoes, the category does not reflect the wide variety of other merchandise it offers. It is misleading to categorize this result as simply a shoe store. Final Name Accuracy rating is <b>Incorrect</b> .
Fry's Electronics Electrnics	Electronics Store	<b>Incorrect</b> (Category Issue)
		Category is misspelled. Any misspelling in the category name should be considered wrong. Final Name Accuracy rating is <b>Incorrect</b> .
Macy's Depart Store	Department Store	<b>Incorrect</b> (Category Issue)
		Category is incomplete. The category shown is not a common abbreviation for "Department Store" and appears incomplete. Final Name Accuracy rating is <b>Incorrect</b> .

Result Name and Category	Expected Category	Final Rating and Explanation
Aral Gas Station	Tankstelle	<b>Incorrect</b> (Category Issue)
		Test Locale: Germany  Category is in an unexpected language or script. The category "Gas Station" is in English instead of the expected German "Tanskstelle." English should be considered an unexpected language in this locale (even if it could be understood by a user there). Final Name Accuracy rating is <b>Incorrect</b> .
Macys Bar	Department Store	<b>Incorrect</b> (Name Issue, Category Issue)
		The result name should be considered partially correct because it does not include the proper punctuation: "Macys" should be "Macy's." The category of Bar for this department store is wrong. When the name is partially correct and the category is wrong, rate Name Accuracy <b>Incorrect</b> .

#### 6.4. Can't Verify

When, due to a lack of available data online, the business or POI name cannot be confirmed, rate **Can't Verify**. This can be because of a lack of official resources or street imagery, or can be the case for small businesses that don't maintain their own webpage or social media profile.

#### 6.5 Transit Names

Transit stations and other transit results (like airports and shipping ports), 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 mateo station]** can therefore return the name San Mateo Station or simply San Mateo to be **Correct**. The category of the result will help you correctly interpret the result because categories 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 & 19<sup>th</sup> Avenue"). This is also considered **Correct**.

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	
<b>[Millbrae station]</b>  <i>User and viewport in Palo Alto, CA</i>	<b>Millbrae</b> Millbrae, CA Category: Train Station	Name Accuracy	<b>Correct</b>
		"Millbrae" has no transit indication in the result name, but the category indicates it is a train station.	
	<b>Millbrae BART</b> Millbrae, CA Category: Train Station	Name Accuracy	<b>Correct</b>
		"Millbrae BART" has a transit indication for the BART system in the result name.	
	<b>Millbrae Amtrak</b> Millbrae, CA Category: Train Station	Name Accuracy	<b>Incorrect (Category Issue)</b>
		"Millbrae Amtrak" has an incorrect Amtrak transit indication. Only BART and Caltrain operate from Millbrae station.	

## 6.6. Parking Names

A parking lot may or may not have a name. Confirm this on the lot's official webpage:

- The generic names "Parking," "Garage," or "Lot" (or any other words that indicate parking can take place at the location) are considered **Correct** when no official name can be found.
- If an official name can be found, rate the generic names "Parking," "Garage," or "Lot" (or any other words that indicate parking can take place at the location) as **Partially Correct**.
- If the parking lot is specialized (for instance, motorcycle-only parking), and the result's name doesn't reflect that specialization, the result should be rated **Incorrect** for name accuracy.

Accept the following combinations of names as **Correct** if no [official name](#) is found:

- (Business name/Plaza name/Shopping area name) + (parking/ garage/lot)
  - Without the addition of parking/garage/lot, the name is **Incorrect**
- Parking/ Garage/Lot (or any other words that indicate parking can take place at the location)

Query	Result	Rating and Explanation	
<b>[Parking]</b>  <i>User and viewport in San Francisco, CA</i>	<b>Union Square Garage</b>	Name Accuracy	<b>Correct</b>
		This garage's official website confirms its name.	
	<b>Parking</b> (Result is for the Union Square Garage)	Name Accuracy	<b>Partially Correct</b>
		Research shows that the official name for this parking location is Union Square Garage	
	<b>Safeway Parking</b> (Result is for the parking lot attached to a Safeway store in San Francisco)	Name Accuracy	<b>Correct</b>
		This parking lot has no official website or name, but is associated with a Safeway store.	

Query	Result	Rating and Explanation	
	<b>Parking</b> (Result is for the parking lot attached to a Safeway store in San Francisco)	Name Accuracy	<b>Correct</b>
		This parking lot has no official website or name.	
	<b>Safeway</b> (Result is for the parking lot attached to a Safeway store in San Francisco)	Name Accuracy	<b>Incorrect</b>
		Without the words "Parking," "Garage," or "Lot," users will have no way to know they can park at this Safeway.	

### 6.7. Final Name and Category Accuracy Rating (Summary Table)

This table shows the final ratings produced by different combinations of name correctness and category accuracy.

Name/Title Correctness	Category Accuracy	Final Name and Category Accuracy Rating
<b>Correct</b>	<b>Correct or N/A</b>	<b>Correct</b>
<b>Correct</b>	<b>Incorrect</b>	<b>Incorrect</b>
<b>Partially Correct</b>	<b>Correct or N/A</b>	<b>Partially Correct</b>
<b>Partially Correct</b>	<b>Incorrect</b>	<b>Incorrect</b>
<b>Incorrect</b>	<b>Correct or N/A</b>	<b>Incorrect</b>
<b>Incorrect</b>	<b>Incorrect</b>	<b>Incorrect</b>

**Remember:** If you give a final Name and Category Accuracy rating of **Partially Correct** or **Incorrect**, you may be presented with two checkboxes:

- Name Issue
- Category Issue

If they appear, use one or both to select the reason(s) for your rating.