

## 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

☐ Street Number

☐ Unit/Apt

☐ Street Name

☐ Sub-Locality

☐ Locality

☐ Region/State

☐ Postal Code

☐ Country

☐ Address does not exist

☐ Language/Script issue

☐ Country specific issue

☐ Other Issue

Address Components

Issues

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 your 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 selected for 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. That is, do not rate **Incorrect —Language/Script issue** for the entire address and also **Incorrect—Street Name** because street name is in an incorrect language.

When a Language/Script issue is present, make sure to check the address components for accuracy and to select the appropriate checkbox. For instance, if you select language issue for the entire address, you can also mark street number as incorrect, since this is an error that's not language related.

#### 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	<b>Incorrect – Street Number</b>
		Select the Street number checkbox because the street number in the result address is incorrect.	

Result	Official Address	Rating and Explanation	
<b>Defour</b> Potgieterstraat, 1053 XS Amsterdam, Netherlands	Potgieterstraat 47, 1053 XS Amsterdam, Netherlands	Address Accuracy	<b>Incorrect – Street Number</b>
		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. 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	
<b>Elkjøp Halden</b> Walkersgate 8, 1771 Halden, Norway	Walkersgate 8c, 1771 Halden, Norway	Address Accuracy	<b>Incorrect – Street Number</b>
		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.	
<b>REMA 1000 Tynset</b> Elfengveien 4 A, 2500 Tynset, Norway	Elfengveien 4 B, 2500 Tynset, Norway	Address Accuracy	<b>Incorrect – Street Number</b>
		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 these 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.

Suggestion	Official Address	Rating and Explanation	
<b>The Crutched Friar</b> 39 Crutched Friars, London	39-41 Crutched Friars, London EC3N 2AE, United Kingdom	Address Accuracy	<b>Correct</b>
		No need to select the <b>Incorrect – Street Number</b> checkbox since the street number in the suggestion is within the official address range.	
<b>The Crutched Friar</b> 45 Crutched Friars, London		Address Accuracy	<b>Incorrect – Street Number</b>
		Select the <b>Incorrect – Street Number</b> checkbox because the street number in the suggestion is outside of the official address range.	
<b>26 Winchester Avenue</b> Burpengary East Qld 4505 Australia	25-27 Winchester Avenue, Burpengary East Qld 4505 Australia	Address Accuracy	<b>Incorrect – Street Number</b>
		Select the <b>Incorrect – Street Number</b> checkbox because the number 26 is even while the official address range is odd.	
<b>Apartamentos Oporto</b> Rua de Dom Hugo 1-45 Porto	Rua de Dom Hugo 17 4050 Porto Portugal	Address Accuracy	<b>Incorrect – Street Number</b>
		Select the <b>Incorrect – Street Number</b> checkbox because the street range in the suggestion does not exist. This is a random address range and should be considered incorrect even if it contains the official street number.	

### 7.1.2. Unit/Apt

A street number can be divided into unit, apartment, or building numbers. Commonly seen forms include the use of letters: A, B, C as well as the character # in front of a number: #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 a business does not list a unit number and the unit number cannot be confirmed, no unit number should be given in the result. Rate **Incorrect – Unit/Apt** when unit number is present in the rating tool in these cases.

Result	Official Address	Rating and Explanation	
<b>Vuori</b> 333 Santana Row Suite #1110 San Jose, CA 95128	333 Santana Row Suite #1110 San Jose, CA 95128	Address Accuracy	<b>Correct</b>
		This is the correct address listed on the official website of the business.	
Address Accuracy		<b>Incorrect – Unit Number</b>	
This result address is missing the unit number listed on the official website. Unit number checkbox should be selected.			

<b>Vuori</b> 333 Santana Row Suite #2490 San Jose, CA 95128	Address Accuracy	<b>Incorrect – Unit Number</b>
	This result address has a different unit number than the one listed on the official website. Unit number checkbox should be selected.	

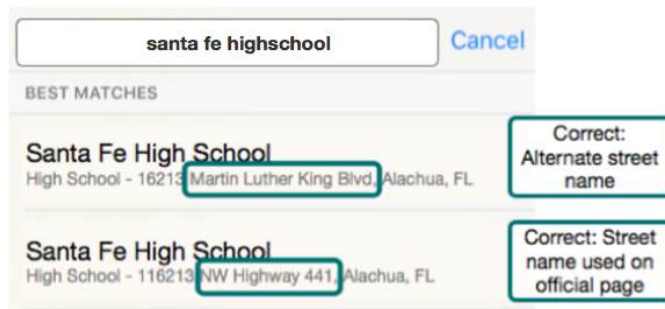
### 7.1.3. Street Name

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

Result	Official Address	Rating and Explanation	
<b>Van Gogh Museum</b> Museumplein 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Correct</b>
		This is a correct address as displayed on the official website of the business.	
<b>Van Gogh Museum</b> Van Baerlestraat 6, 1071 DJ Amsterdam, Netherlands		Address Accuracy	<b>Incorrect – Street Name</b>
		This address has the wrong street name. Street name checkbox should be selected.	
<b>Van Gogh Museum</b> 6, 1071 DJ Amsterdam, Netherlands		Address Accuracy	<b>Incorrect – Street Name</b>
		This address has a missing street name. 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 ð) may be rated **Incorrect – Street Name**. See your Country Specific guidelines for more information.

Result	Official Address	Rating and Explanation	
<b>Van Gogh Museum</b> Musuemplein 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Incorrect – Street Name</b>
		The result street name is misspelled ("ue" instead of "eu"), so the street name checkbox should be selected	
<b>Bozego Ciala</b> Bozego Ciala, Wrocław, Poland	Bożego Ciała, Wrocław, Poland	Address Accuracy	<b>Incorrect – Street Name</b>
		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	
<b>Van Gogh Museum</b> Museumkade 6, 1071 DJ Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Incorrect – Street Name</b>
		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.	
<b>118 El Camino Real</b> 118 El Camino Real, Sunnyvale, CA 94087	118 E El Camino Real, Sunnyvale, CA 94087	Address Accuracy	<b>Incorrect – Street Name</b>
		This address is missing the direction. Therefore, the street name checkbox should be selected.	
<b>Blue Stones</b> 3530 E El Camino Real, Santa Clara, CA 95051	3530 El Camino Real, Santa Clara, CA 95051	Address Accuracy	<b>Incorrect – Street Name</b>
		This result address has additional direction, which is wrong and does not exist in real life.	

### 7.1.4. Sub-Locality and Administrative Subdivisions

Some countries or areas require an additional subdivision, like sub-locality, for correct address information. See your Country Specific guidelines for specific guidance. The general guidance is to rate a wrong sub-locality as **Incorrect – Sub-Locality**. This is also true if the sub-locality is required but missing.

### 7.1.5. Locality

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 more information.

Every result requires the correct locality component within its address details. In cases 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	
<b>Van Gogh Museum</b> Museumplein 6, 1071 DJ Utrecht, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Incorrect – Locality</b>
		This address has the wrong locality. Locality checkbox should be selected.	
<b>Van Gogh Museum</b> Museumplein 6, 1071 DJ Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Incorrect – Locality</b>
		This address has a missing locality therefore locality checkbox should be selected.	
<b>Jana Matejki</b> Jana Matejki 90-237 Łódź Polska	Jana Matejki 90-237 Łódź Polska	Address Accuracy	<b>Incorrect – Locality</b>
		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

Each country has its own understanding of what is expected (correct) or unusual (incorrect) for region or state components. See your Country Specific guidelines for more information.

Result	Official Address	Rating and Explanation	
<b>1384 Navarro Dr</b> 1384 Navarro Dr, Sunnyvale, 94087, USA	1384 Navarro Dr, Sunnyvale, CA 94087, USA	Address Accuracy	<b>Incorrect – Region/ State</b>
		This address is missing the state, which is a mandatory component in the USA. Region/State checkbox will be selected for missing state.	
<b>Van Gogh Museum</b> Museumplein 6, 1071 DJ Amsterdam, North- Holland, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Correct with formatting issue</b>
		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.	

Result	Official Address	Rating and Explanation	
<b>Van Gogh Museum</b> Museumplein 6, 1071 DJ Amsterdam, North- Brabant, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Incorrect</b> – 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 is 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	
<b>Van Gogh Museum</b> Museumplein 6, 1071 DM Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Incorrect</b> – Postal Code
		This address has the wrong postal code "DM" instead of the correct "DJ." Postal code checkbox should be selected.	
<b>Van Gogh Museum</b> Museumplein 6 Amsterdam, Netherlands	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Incorrect</b> – 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 test locale. 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	1384 Navarro Dr, Sunnyvale, CA 94087	Address Accuracy	<b>Correct</b>
			This is a correct address since the test locale is the USA.	
de_DE	1384 Navarro Dr, Sunnyvale, CA,94087, USA	1384 Navarro Dr, Sunnyvale, CA 94087, USA	Address Accuracy	<b>Correct</b>
			This address includes the country name since it is outside of Germany, which is the test locale.	
en_US	Museumplein 6, 1071 DJ Amsterdam	Museumplein 6, 1071 DJ Amsterdam, Netherlands	Address Accuracy	<b>Incorrect – Country</b>
			The country is mandatory in this example because the address is in the Netherlands, which is outside the user's US test locale. Country checkbox should have been selected.	

## 7.2. Address Does Not Exist

An address-type result needs to be associated with a building or with a plot of land that has been officially assigned that address. If you find strong evidence that there is no building at the address or that no plot of land has been officially assigned 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. Note that street number extensions differ from the building numbers referred to in [Unit/Apt section](#).

In rare cases, an existing street address can be 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, see [Result title/name in 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.

Language Issue in Address	Script Issue in Address
<div><b>Cafe Timber</b> Calle Hippy Hueco 1066, Fuente Hirviendo Rojo TN 37150</div> <div><b>Name and Address Information</b> Calle Hippy Hueco 1006 Fuente Hirviendo Rojo, TN 37150, Estados Unidos</div>	<div><b>Cafe Timber</b> 1066嬉皮空心路, 红色煮沸的春天, 田纳西 37150</div> <div><b>Name and Address Information</b> Cafe Timber 1066嬉皮空心路 红色煮沸的春天, 田纳西 37150, 美国</div>

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 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 the resources you used to identify the issue. 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 [Natural Features](#))
- P.O. Box addresses

You may also use this checkbox if you notice formatting issues along with any **Incorrect** components you've already selected. 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 [, ,]
  - 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 this chapter appear in the address, use the guidance provided in the section that applies to those components, not the **Correct with formatting issue** rating. If your market has additional address components, consult your Country Specific guidelines before demoting.

## 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.

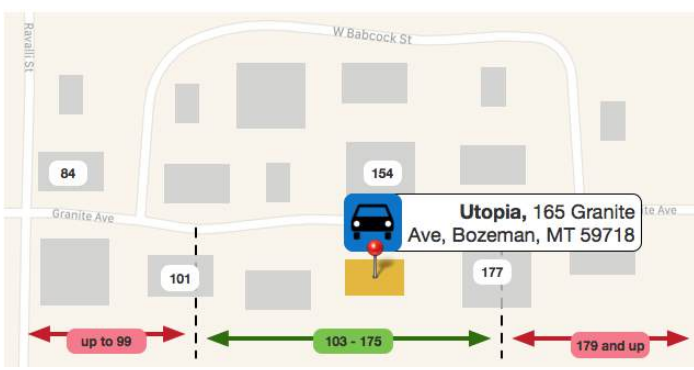
- Lack of resources:
  - No official webpage found
  - No official address listed
  - General lack of official resources
  - Lack of street imagery
- Unexpected address formats used by official resources can include:
  - Intersection address (Main St and 2nd St)
  - Exit address (Exit 5, Hwy 101)
  - 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 street numbers can be confirmed with official resources.

Rule and Explanation	Example
<p>The street number has to fall within the possible range of addresses.</p> <p>The street number 165 falls within the possible street numbers ranging from 103 to 175.</p> <p>Those are the houses closest to the result address that could have been confirmed.</p> <p>Rate the address <b>Can't Verify</b>.</p>	

### 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.

Rule and Explanation	Example
<p>The result address has to provide access and be within the possible range of street numbers.</p> <p>W Babcock St provides access to the business and the number appears to be within the range of addresses we can confirm.</p> <p>Rate the address <b>Can't Verify</b>.</p>	
<p>Granite Ave provides access to the business and the number appears to be within the range of addresses we can confirm.</p> <p>Rate the address <b>Can't Verify</b>.</p>	

## 8. Address Accuracy: Result Expectations

You will see three kinds of results:

- Business/POI results
- Address type results
- Features without an expected address

Different address details are expected for each result type. For example, the Amazon river has no street address but its name is accompanied by the country, while the fast food place Wienerschnitzel shows a complete address. You will need the appropriate expectations in order to rate addresses accuracy.

<b>Wienerschnitzel</b> 75 Saratoga Ave Santa Clara, CA 95050 United States	<b>Business</b>	<b>Eiffel Tower</b> 5 Avenue Anatole France 75007 Paris France	<b>Landmark</b>
<b>1 Church St</b> 1 Church St Burlington, VT 05401 United States	<b>Residential Address</b>	<b>Grand Central Terminal</b> Manhattan New York, NY United States	<b>Transit Station</b>
<b>Amazon Brazil</b>	<b>Natural Feature</b>	<b>Yellowstone National Park</b> Yellowstone National Park WY 82190 United States	<b>National Park</b>

### 8.1. Business/POI Result

The address details of a business or POI generally consist of: street number, street name, locality, region, postal code, and country.

The address given is confirmed **Correct** when it points to the same physical location listed on the official webpage or other official resources and all mandatory components for your market are present. See your Country Specific guidelines for details on mandatory address components.

#### 8.1.1. Business/POI Address Research and Resources

Use official resources to confirm an address when a business or POI's official website does not provide a full address or if there is a conflict with the address in the result. These resources can include:

- Social media sites claimed by the business/POI and updated within the last 6 months
- Street imagery (any recent online imagery showing streets and buildings)
- Postal authorities (for postal codes and locality names)
- Government property registries

If a business or POI has more than one official address for the same location, accept any of them as **Correct**.

If no official resources can be found, rate according to consensus from multiple reliable sources. Reliable resources include:

- Articles in primary publications (newspapers or similar publications that do their own reporting)
- Crowdsourced user review sites

When no official resources are available and address components are missing or clearly incorrect, check to see if those components are required in the market or region of the result and select the appropriate checkboxes under **Incorrect**. See your Country Specific guidelines for more information.

Some resources, like data aggregators, spammy directory sources, and so on, are unreliable, and consensus between unreliable resources should be disregarded.

- **Valid alternate street and locality names** When valid alternate names for streets or localities are used interchangeably, consider all versions **Correct**.
- **Valid alternate street addresses:** When valid alternate addresses are returned, consider all versions found on the official website or confirmed by official sources as **Correct**.

When the address listed by the official website or resources is in a different format than the one seen in the result, confirm if the address given is **Incorrect** or **Can't Verify**. See [Can't Verify](#) for more information.

If there is **any obvious error** in an official source, like a misspelled country or city name, and the same error appears in the result, rate the erroneous component **Incorrect**.

### 8.1.2. Alternative Official Addresses

Some official addresses may contain a vanity street name or have no official street number. In rare cases they may even lack a complete street address. Refer to the official webpage as well as to common address formats in your country to determine the accuracy of each business or POI address.

#### 8.1.2.1. Department Addresses

When the official webpage does not give a complete address with street number and name for a large entity (mall, university, etc.):

- Rate the result address **Correct** when it matches the address of any department or entity at the same location complex or campus.
- Rate the result address **Correct** when it lists the correct locality for the entity. If the exact locality is unclear because the entity borders multiple localities, rate **Can't Verify**.
- The locality is always expected, even when no complete address is provided. If missing, rate **Incorrect – Locality**.
- Region and postal code must also appear in countries where they are mandatory components. See your Country Specific guidelines for more information.

Result Address	Official Address	Rating and Explanation	
<b>Dartmouth College</b> 10 N Main St, Hanover, NH 03755	<b>Dartmouth College</b> Hanover, NH 03755 USA	Address Accuracy	<b>Correct</b>
		Dartmouth College has no official street address listed on their website. The address in the result belongs to the Office of Admissions, which is part of the larger university, therefore the address is <b>Correct</b> .	
Address Accuracy		<b>Correct</b>	
The college lists only the locality as its official address and the result matches that address and is therefore <b>Correct</b> (even though it is missing a street number and name).			
Address Accuracy		<b>Incorrect – Locality</b>	
A locality is expected in the address details for most POIs. Rate <b>Incorrect – Locality</b> when the locality is given by the official webpage but missing in the result.			
<b>Dartmouth College</b> Hanover, NH 03755			
<b>Dartmouth College</b> NH 03755			

In addition to a street address, a store or department can have the name of the complex or campus that contains it and be rated **Correct**.

Result Address	Official Address	Rating and Explanation	
<b>Stanford School of Law</b> Stanford University, Stanford, CA 94305	559 Nathan Abbott Way, Stanford, CA 94305	Address Accuracy	<b>Correct</b>
		This result is a department within Stanford University. The address is <b>Correct</b> because the larger entity name and correct locality is listed as the address.	
<b>The Cheesecake Factory</b> Westfield Valley Fair, Santa Clara, CA 95050	3041 Stevens Creek Blvd Santa Clara, CA 95050	Address Accuracy	<b>Correct</b>
		This result is a business within Westfield Valley Fair shopping mall. The address is <b>Correct</b> because the larger entity name and correct locality are listed as the address.	

If the entity has an official address and the result address belongs to another entity in the same complex or on the same campus, rate **Incorrect**.

Result Address	Official Address	Rating and Explanation	
<b>Stanford School of Law</b> 450 Serra Mall, Stanford, CA 94305	559 Nathan Abbott Way, Stanford, CA 94305	Address Accuracy	<b>Incorrect – Street Number &amp; Street Name</b>
		The result address belongs to the larger entity (Stanford University). The department has an official address that is different from the university's address, so the result address is rated <b>Incorrect</b> .	
<b>Stanford University</b> 559 Nathan Abbott Way, Stanford, CA 94305	450 Serra Mall, Stanford, CA 94305	Address Accuracy	<b>Incorrect – Street Number &amp; Street Name</b>
		The result address belongs to a smaller entity within the university (Stanford School of Law). The university has an official address that is different, so this address is rated <b>Incorrect</b> .	
<b>The Cheesecake Factory</b> 2855 Stevens Creek Blvd Santa Clara, CA 95050	3041 Stevens Creek Blvd Santa Clara, CA 95050	Address Accuracy	<b>Incorrect – Street Number</b>
		The result address belongs to the larger entity (Westfield Valley Fair mall) that contains the restaurant. The Cheesecake Factory's official website lists a different address, so the address <b>Incorrect</b> .	
<b>Westfield Valley Fair</b> 3041 Stevens Creek Blvd Santa Clara, CA 95050	2855 Stevens Creek Blvd Santa Clara, CA 95050	Address Accuracy	<b>Incorrect – Street Number</b>
		The result address belongs a business (The Cheesecake Factory) within the mall. the shopping mall has an official address that is different, so the address is rated <b>Incorrect</b> .	

#### 8.1.2.2. Result Missing the Street Address

When both the result and the official webpage show identical but incomplete street addresses (missing street name, street number, or both) and the locality is correct, consider the address **Correct**.



Result Address	Official Address	Rating and Explanation	
<b>Pilot Thomas Cardlock</b> State Hwy 115 & Mustang Drive, Andrews, TX 79714	State Hwy 115 & Mustang Drive, Andrews, TX 79714	Address Accuracy	<b>Correct</b>
		This result is for a self-serve gas station for commercial vehicles. While we would normally expect a full address for this type of result, the official website lists only an intersection. The result listing matches the official website, so the result is rated <b>Correct</b> .	
<b>Strand Central Park Kiosk</b> 789 5th Ave Manhattan, NY 10065	E. 60th St & 5th Ave, Manhattan, NY 10065	Address Accuracy	<b>Can't Verify</b>
		This result is for a automated book kiosk. While we would normally expect a full address for this type of result, the official website lists only an intersection. The result listing is a full street address, so the result is rated <b>Can't Verify</b> .	

When the street address is missing from the result but the official webpage has a street address, consider the address **Incorrect**.

Result Address	Official Address	Rating and Explanation	
<b>Pilot Thomas Cardlock</b> Andrews, TX 79714	State Hwy 115 & Mustang Drive, Andrews, TX 79714	Address Accuracy	<b>Incorrect – Street Name</b>
		This result is for a self-serve gas station for commercial vehicles. The official website lists an intersection as the address. The result address is missing the two streets (State Hwy 115 & Mustang Dr). Mark the result <b>Incorrect – Street Name</b> .	
<b>Stanford University</b> Serra Mall, Stanford, CA 94305	450 Serra Mall, Stanford, CA 94305	Address Accuracy	<b>Incorrect – Street Number</b>
		The result address is missing the street number given on the official website, therefore the address accuracy is <b>Incorrect – Street Number</b> .	

#### 8.1.2.3. P.O. Box, Mailing Addresses, and Management Offices

Addresses that point to a different location or building, such as management offices, P.O. Boxes, mailing addresses, or shared office spaces, are not valid and are rated **Incorrect – Other Issue**.

Result Address	Official Address	Rating and Explanation	
<b>John F. Kennedy International Airport</b> 4 World Trade Center, 150 Greenwich St., New York, NY 10007	4 World Trade Center, 150 Greenwich St., New York, NY 10007	Address Accuracy	<b>Incorrect – Other Issue</b>
		The address on the official airport site is for The Port Authority of NY & NJ corporate office, which is not the location of the actual airport. Even though the result address matches the address listed on the official site, it is a different location and does not refer to the location of the result POI.	

### 8.1.3. Businesses/POI with Moving Locations

Moving entities can either be on a fixed schedule or move at random. In some cases, entities appear to be moving because they are located in a truck or similar vehicle, but are actually permanently based at the same location.

#### Random location

The location of randomly moving entities cannot be predicted and should not be shown on the map. Rate such businesses as **Result is closed or does not exist**.

#### Fixed schedule

Some entities, such as food trucks, move on fixed schedules. Their stops and schedule are usually posted on their official webpage. The most accurate location for these entities is the address of their longest stay over a full cycle of the given schedule (i.e. if a business has a weekly cycle and stays in one spot for four days, that spot will be the only acceptable address for it). Mark any other address as **Incorrect – Other Issue**. In cases of a tie, consider any of those locations **Correct**.

#### Fixed location

Businesses that operate out of a truck or bus that is stationary are evaluated like a standard business. The vehicle does not need to be parked at the location after closing hours to be considered at a fixed location.

### 8.1.4. Events

Some events can be very prominent but happen only a few days a year, others are regularly recurring.

#### Regularly recurring (weekly/monthly)

Rate events like weekly farmer's markets like any other business.

#### Annual Events

Events that happen once a year, such as Burning Man or the Sziget Festival, only occur for a short time each year, but attract massive amounts of people and media attention. Users can be interested in these kinds of events outside the time they are held.

If the query and location intent are clear, assign an appropriate relevance rating, otherwise rate **Bad**. Treat seasonal stores (like Spirit Halloween store) and seasonally open POIs (like California's Great America theme park) the same way as annual events.

Depending on its location, an event may not have an official address. This kind of event should be treated like a landmark or natural feature.

## Singular or Non-Established Events

Non-recurring events from the past don't carry any map significance and are rated **Business/POI closed or does not exist**, unless the location of the event became a POI (due to its historical importance) that carries the name of the event further.

## 8.2. Address Type Results

Address type results generally include:

- Street number, street name, postal code, locality and country (when outside of the test locale).

### 8.2.1. Address Result

An address usually includes a street number, street name, locality, postal code and state/region. It can be the same as the mailing address or other addresses provided by the official resources. Use the chapter [Address Formats](#), below, as well as your local knowledge, to identify the necessary components and format.

- The address given has to be associated with a building or a plot of land officially assigned that address.
- P.O. boxes are not valid addresses in the map context. Rate such addresses as **Incorrect – Other Issue**.

If your research shows that the address does not exist, see [Address Does Not Exist](#).

Address	Mandatory components	Explanation
<b>13 Navarro Dr, Sunnyvale, CA 94087</b>	Street Number, Street Name, Street Type, Locality, State, Postal code	Mandatory components may vary by country. Check your country specific guidelines for a complete list.
<b>Museumplein 5, 1071DJ Amsterdam</b>	Street Name, Street Type, Street Number, Postal code, Locality	

### 8.2.2. Address Formats

Various address formats are used in different countries. The sequence and presentation of the components is adapted to match the local needs. For example, the street number comes before the street name in the United States but after it in Germany. See your Country Specific Guidelines for more information.

It might be impossible to confirm an address on official resources when another format is used. Rate **Can't Verify** if the address points to the same location using an alternate format and there are no missing or incorrect components.

8.2.3. Street Result

Depending on the length of the street, different address components are expected.

Mandatory components may vary per country. See your Country Specific guidelines for a complete list.

- **Local roads:** Local roads that stay within a certain locality or county should carry the appropriate locality and state name.
- **Highways/Interstates:** Longer roads that travel between cities or even states don't require a locality or state component. If such components are present, they must be accurate.

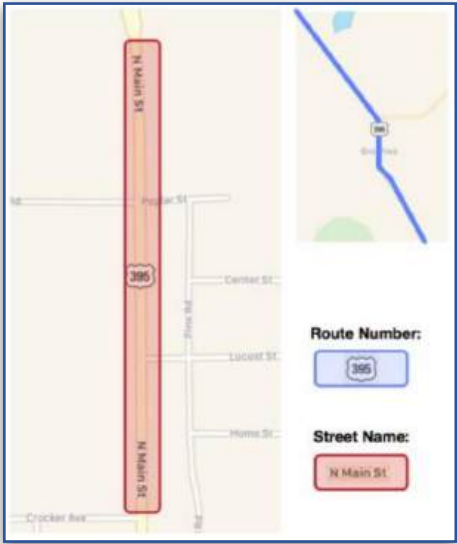
U.S. Route 395 covers almost the entire distance from Canada to Mexico. It passes through four states and connects countless towns, such as Big Pine, CA. Within that locality, it carries for a short distance the name N Main St. The two results have different expectations regarding components.

There are several forms that are appropriate for the result U.S. Route 395 because of its length:

- U.S. Route 395 or US 395
- U.S. Route 395, California
- US 395, Big Pine, California, United States

For the result N Main St, there is only one expected form because the road is short and stays within the locality:

- N Main St, Big Pine, CA United States



8.2.4. Locality Result

A locality result can be a city, village, municipality or neighborhood. In the U.S. the result usually includes the state it is part of.

Address	Mandatory components	Explanation
Sunnyvale, CA	Locality, State	Mandatory components may vary per country. Check your country specific guidelines for a complete list.
Amsterdam, Netherlands	Locality	

### 8.2.5. Postal Code Result

Postal codes are returned when the user query matches the specific numbers or letters.

Query	Address	Mandatory components	Explanation
<b>[94087]</b>	Sunnyvale, CA 94087	Locality, State, Postal code	Mandatory components may vary per country. Check your Country Specific guidelines for a complete list.
<b>[1071 DJ]</b>	Museumplein, 1071 DJ Amsterdam, Netherlands	Postal code, Locality	

### 8.2.6. State/Region/Territory Result

If the user makes the query from a country outside the state or region result, that result must be accompanied by the country name.

Address	Mandatory components	Explanation
<b>California</b>	State name	If the result is outside of the test locale, country name is a mandatory component.
<b>North-Holland</b>	Region name	
<b>Puerto Rico</b>	Territory name	

### 8.2.7. Country Result

The country is the highest administrative level and has no other address component.

Address	Mandatory components	Explanation
<b>Netherlands</b>	Country	The country is the highest administrative level and has no other address components.
<b>Romania</b>	Country	

## 8.3. Features Without an Expected Address

There are several kinds of features where no address is expected by the user. This could mean no street name or number or, in some cases, no address components of any kind, are expected to be shown. These types of results have different rating criteria when it comes to Address Accuracy.

### 8.3.1. Natural Features

Natural features are specific landforms or ecosystems like rivers, mountains, jungles, and other geological features. They have names that can be rated, but typically do not have a street address, so natural feature results should be returned without any street address components. If a street address

is present, it is considered **Incorrect – Other Issue**, even when pointing to a building that is associated with the feature (like a ranger station or visitor center).

- A locality may be an acceptable address if it is appropriate for the size of the feature, as it can help locate a small feature, like a hot spring, within the locality. For larger features, such as a mountain, a locality may not make sense and would be rated **Incorrect – Other Issue**.
- The state the feature is in can also be provided as the feature's address and rated **Correct**.
- If a postal code is included, it must be correct
- If a very large or expansive natural feature, like a river or mountain, spans more than one country, any one of these countries can be a **Correct** address. If no country at all appears, this is also **Correct**.

Parks and other protected areas are artificial boundaries created to help protect the natural feature. Those POIs are often named after the natural feature they contain. In cases where a feature can be considered a POI, such as Mount Rushmore or a state park beach, the official address can be returned. There might be other natural features within a park that reference the park name as part of their address details.

Treat landmasses like islands and continents as natural features with no expectation of a street address. If one is returned, rate it **Incorrect – Other Issue**.

Result Details	Official Address	Rating and Explanation
<b>Wreck Beach</b> Vancouver	No official address	The beach can be confirmed as located within Vancouver and is therefore rated <b>Correct</b> .
<b>Wreck Beach</b> NW Marine Dr, Vancouver	No official address	The result contains the name of a street that provides access to the beach. But the street is not expected and therefore rated <b>Incorrect – Other Issue</b> .
<b>Wreck Beach</b> W King Edward Ave, Vancouver	No official address	The result contains the name of a street that is nowhere near the beach. The street is not expected and therefore rated <b>Incorrect – Other Issue</b> .
<b>Mendenhall Glacier</b> Juneau, AK 99801	No official address	This glacier is located in the borough of Juneau. The postal code in the address is associated with that locality, therefore both components should be considered <b>Correct</b> .
<b>Mendenhall Glacier</b> 8510 Mendenhall Loop Rd, Juneau	No official address	The given address belongs to the overseeing Forest Office. The glacier should not have this address and is rated <b>Incorrect – Other Issue</b> .
<b>Mount Rushmore</b> 13000 HWY 244 #31-1, Keystone, SD	13000 Highway 244 Building 31, Suite 1 Keystone, SD 57751	Mount Rushmore is both a mountain and a monument within its own national park. The address given on the official National Parks Service website confirms the result address as <b>Correct</b> .

### 8.3.2. POIs Without an Expected Address

POIs without an expected address differ from regular POIs and businesses in that the user would not expect a street name and number to be shown.

These types of POIs include, but are not limited to:

Parks (Golf courses and theme parks not included)

- Monuments
- National Landmarks
- Park-like heritage sites
- Bridges
- Squares
- Parking lots
- Transit POIs - these can include airports (including airport terminals), ferry ports, subways, bike share stations, train and bus stops

The rating criteria described in the sections below apply to all features without an expected address.

See [Official Address Present](#) if this kind of POI has an official address

#### 8.3.2.1. Minimum Address Component

Whether there is an official street address or not, POIs without an expected address do not need to show it. The locality must be returned whenever a POI is small enough to fit entirely within it. A POI that covers an area overlapping several localities does not require a locality component.

See your Country Specific guidelines for more information on mandatory address components.

Result	Official Address	Rating and Explanation	
Quincy Station Chicago, IL	220 S. Wells St, Chicago, IL 60606	Address Accuracy	Correct
		This is a transit POI so no street address is expected. The result address is just the locality. The POI is physically located within the given locality and it matches the one listed within the official address.	



Result	Official Address	Rating and Explanation	
<b>Stonehenge</b> Amesbury, Salisbury	None	Address Accuracy	<b>Correct</b>
		This is a heritage site so no street address is expected. The result address is just the locality. There is no official street address but since the POI is physically located only within given locality it can be considered correct.	
<b>Tongariro National Park</b> New Zealand	None	Address Accuracy	<b>Correct</b>
		This is a park and heritage site POI so no street address is expected. No locality is listed for this result. Since this POI covers an area that overlaps several localities no locality component is required.	
<b>Founders Park</b> Virginia	351 N Union St, Alexandria, VA 22314	Address Accuracy	<b>Incorrect – Locality</b>
		This is a park POI so no street address is expected. No locality is listed for this result. Since this park fits into only one locality, Alexandria, the missing locality component must be considered incorrect.	

#### 8.3.2.2. Official Address Present

#### Official address is a full street address:

Some of these features have an official street address listed on their website or found on other official sources, but users wouldn't necessarily expect the address to be shown. Since a full address is not expected, the result does not need to contain a full address even if there is one found via official sources. Do not automatically consider any missing street address components as incorrect.

Full Address: When the result contains a full address it should be rated **Correct** if:

- The result and official addresses are identical

Street: When the result address is just a street it should be rated **Correct** if:

- The result address street is the same as the street within the official address

Consider the following examples for Embarcadero Station in San Francisco:

Result	Official Address	Rating and Explanation	
<b>Embarcadero Station</b> 298 Market St, San Francisco, CA 94111		Address Accuracy	<b>Correct</b>
		The result has a full address that is the same as the address listed on the official website.	

Result	Official Address	Rating and Explanation	
<b>Embarcadero Station</b> Market St, San Francisco, CA	298 Market St, San Francisco, CA 94111	Address Accuracy	<b>Correct</b>
		The result address is just a street. Since the street matches the street listed within the official address it should be considered correct.	
<b>Embarcadero Station</b> 388 Market St, San Francisco, CA 94111		Address Accuracy	<b>Incorrect – Street Number</b>
		The result has a full address. The street number does not match the number listed within the official address and should be considered incorrect.	
<b>Embarcadero Station</b> Davis St, San Francisco, CA		Address Accuracy	<b>Incorrect – Street Name</b>
		The result address is just a street. The street is not the same as the street listed within the official address and should be considered incorrect.	
<b>Embarcadero Station</b>		Address Accuracy	<b>Incorrect – Locality</b>
		The result has no address details at all. Locality is the minimum component required for this kind of result and should be rated <b>Incorrect – Locality</b> if missing.	

### Official address is a partial street address

When the result address is more specific than the official address it can be rated as **Can't Verify** or **Incorrect**, unless another official source can be found to confirm the returned address.

**Full Address:** When the result contains a full address it should be rated **Can't Verify** if all of the following apply:

- It does not belong to another POI/entity
- The street within the result address matches the street listed as the official address

If the full address belongs to another building not associated with the POI it should be rated **Incorrect**.

Consider St Nicholas' Church in Berlin, Germany:

Result	Official Address	Rating and Explanation	
<b>St. Nicholas' Church</b> Nikolaikirchplatz 3, 10178 Berlin, Germany	Nikolaikirchplatz 10178 Berlin, Germany	Address Accuracy	<b>Can't Verify</b>
		The result POI is a landmark church and museum. The result has a full address. The street number is not associated with any other POI or entity and the street within the address matches the official street address.	
<b>St. Nicholas' Church</b> Nikolaikirchplatz 5, 10178 Berlin, Germany		Address Accuracy	<b>Incorrect – Street Number</b>
		The result has a full address. The street number belongs to a building not associated with the POI and should be considered incorrect. The street within the address matches the official street address.	
<b>St. Nicholas' Church</b> Poststraße 1, 10178 Berlin, Germany		Address Accuracy	<b>Incorrect – Street Number, Street Name</b>
		The result has a full address. The street name does not match the official street name, so both address components should be considered incorrect.	

### 8.3.2.3. No Official Address

If no official street address is found, the result street address can be rated as **Can't Verify** or **Incorrect** unless another official source, like street imagery, can be found to confirm the returned address. When there is no official address the returned street address cannot be confirmed and therefore cannot be considered correct. (Please see your Country-Specific guideline for more details.)

**Full Address:** If the full address belongs to another building not associated with the POI (even if they are on the same street) it should be rated **Incorrect**. When the result contains a full address it should be rated **Can't Verify** if all of the following apply:

- It belongs to a building associated with the intended POI/entity
- The street provides access to the intended POI

**Street:** When the result address is just a street it should be rated **Can't Verify** if:

- The street provides access to the intended POI

### Determining Access:

A person must be able to reach the POI directly from the given street by walking or driving. This includes:

- Streets providing access by following the boundaries of the feature or leading into it.

- T-intersections:
  - A street ending at an intersection does not provide access to the feature on the other side of it.
  - A street provides access to a feature when it continues through the feature (even as a different road type with or without a different name) as long as it keeps its original name on the other side of the feature, and by doing so provides physical access.
- Ignore access restrictions when considering whether a street provides access or not.



Result	Rating and Explanation	
<b>Grosvenor Square Garden</b> Grosvenor Square, London	Address Accuracy	<b>Can't Verify</b>
	The result address is the street in front of the result POI. Like the example illustrated above, this street provides direct access to the result POI.	
<b>Grosvenor Square Garden</b> N Audley St. London	Address Accuracy	<b>Incorrect – Street Name</b>
	The street ends in a T-intersection with the park on the other side. The street does not continue on the other side as it becomes S Audley St. and is therefore rated <b>Incorrect</b> .	

Result	Rating and Explanation	
<b>Charles de Gaulle Airport</b> Rue A. Parreux, Mauregard	Address Accuracy	<b>Incorrect – Street Name</b>
	The result address is just a street. The street does not provide direct access to the result POI and should be considered <b>Incorrect</b> .	
<b>Charles de Gaulle Airport</b> 4 Rue de la Fossette, Mauregard	Address Accuracy	<b>Incorrect – Street Number</b>
	The result has a full address. The street provides direct access however, the street number belongs to a building not associated with the result POI and should be considered <b>Incorrect</b> .	
<b>Charles de Gaulle Airport</b> 64 Rue de Claye, Mauregard	Address Accuracy	<b>Incorrect – Street Number, Street Name</b>
	The result has a full address. The street does not provide direct access to the suggestion POI and the street number is associated with another entity. Both address components should be considered <b>Incorrect</b> .	
<b>Zurich Airport</b>	Address Accuracy	<b>Incorrect – Locality</b>
	Since the airport is associated with a distinct locality "Kloten" it requires at least a locality name and is rated <b>Incorrect – Locality</b> if this is missing.	

## 9. Pin Accuracy

For each result returned, you will find a pin on the map. Rate the accuracy of each pin's placement using this scale:

- **Perfect**
- **Approximate**
- **Next Door**
- **Wrong**
- **Can't Verify**

The pin should be a reflection of the result: The location represented by the pin should reflect the result. Pin ratings should be evaluated individually and not influenced by address or other data. A pin can be correct when other rating components are rated wrong.

### Missing Pins

If a pin for a result does not appear on a map, rate the pin **Wrong**. If this happens five or more times in a row, [release](#) the task for technical reasons and explain why in the comments box.