

# GEOCODING IS MAGIC

## Using Mapzen Search on a web map



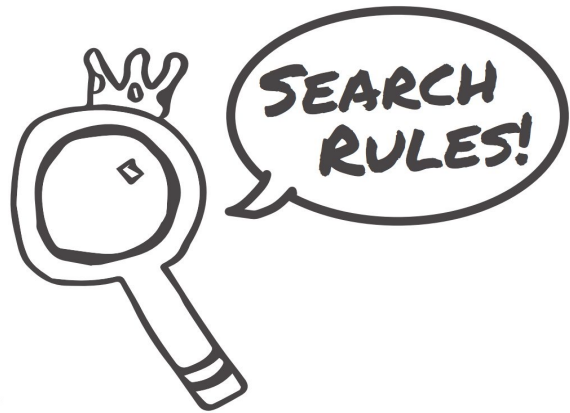
Rhonda Glennon, @rmglennon  
Katie Kowalsky, @katiekowalsky  
Diana Shkolnikov, @dianashk



# YOU'RE GOING TO LEARN

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- What is **geocoding**?
- Where **OpenStreetMap** meets geocoding
- How to build a web map with search using [Mapzen.js](#)
- Ways to customize your geocoder



# MAPZEN SEARCH

IS A PRODUCT MADE BY MAPZEN THAT  
ALLOWS PEOPLE TO ADD SEARCH TO A MAP.

Searching on a map is  
so common, we don't  
realize how magical it is!



★ Popular Cities

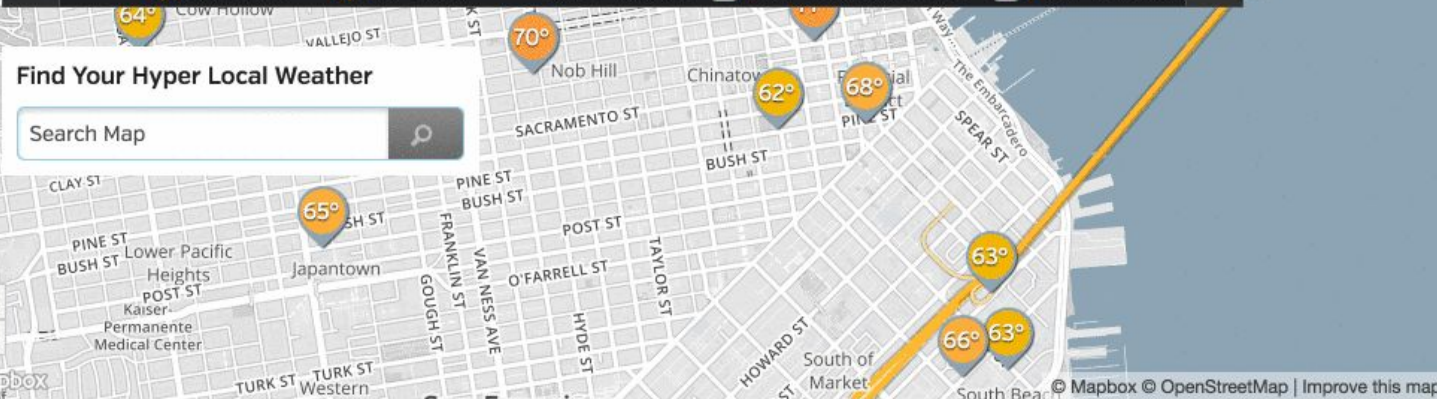
**New York, NY**  
88 °F Clear

**London, UK**  
73 °F Clear

**Chicago, IL**  
80.2 °F Overcast

**Boston, MA**  
88.7 °F Scattered Clouds

**Houston, TX**  
98.7 °F Scattered



### San Francisco, CA

Financial District

**68 °F**  
Feels like 68°

70° 53°  
0%

56° 55° 56° 60° 65° 65° 61° 57° 57°  
12AM 6AM NOON 6PM 12AM  
Jul 21 PDT Jul 22

Full Forecast

## Dangerously Hot Temperatures Expected In Central U.S. as Massive Heat Dome Envelops Much of Country

A massive dome of high pressure in the upper atmosphere is gripping the nation's midsection this week, providing favorable conditions for dangerously hot temperatures.

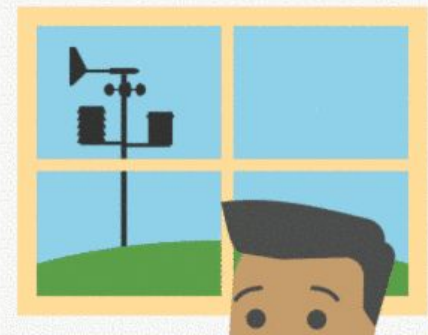
In parts of the central U.S., heat index values will be up to 115 degrees at times during through late week. The heat will also spread toward the Northeast and mid-Atlantic late this week into the weekend. Hot temperatures are also pushing into the Southwest, including southern California, through this weekend. The National Weather Service has issued heat alerts for more than 20 states in parts of the central, southwest and eastern states.

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New York



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## Yelp San Francisco

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### Yelp is the best way to find great local businesses

People use Yelp to search for everything from the city's tastiest burger to the most renowned cardiologist. What will you uncover in your neighborhood?

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### Best of Yelp: San Francisco

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#### 1. Greenhearts Family Farm

★★★★★ 133 reviews

The produce is alwas super fresh and healthy.



#### 2. Hey, Cookie!

★★★★★ 108 reviews

Thank you, Christa, for putting smiles on people's faces.



#### 3. Neighbor Bakehouse

★★★★★ 251 reviews

I got the ginger pulli and pistachio blackberry jam croissant.



#### 4. Anchor Brewing Company

★★★★★ 456 reviews

The tour guide told us the secrets of where to go though.



#### 5. The Temporarium Coffee & Tea

★★★★★ 75 reviews

Avery is one of the most knowledgeable baristas I've met and a super nice guy!

### Review of the Day



Adele F. wrote a review for [Urban Putt](#)

★★★★★ 12/12/2015

Truly mini mini-golf.

This place is great for both small group hangouts (groups of 4 max on the course, though it's not enforced)  
... [Read more](#)

[Archive](#)

### Popular Events



#### Midwayville - the Pop-Up Carnival Game World

Friday, Jun 24, 7:00 pm – Tomorrow, Jul 22, 11:30 pm  
182 are interested



#### Fremont Summer Concert Series

Thursday, Jul 7, 6:00 pm – Thursday, Aug 4, 8:00 pm  
160 are interested



#### The Bill Murray Invitational. A Bill Murray Art Show and Golf Party

Saturday, Jul 23, 7:00 pm  
79 are interested

[More Events](#)

### Fresh Lists



#### All Things Yelp Elite

For street cred, refer to shiny red badges above.  
11 businesses



#### 7x7's Big Eats, Sweets, Lunches + Veggies

food from 7x7's 2011-2015 Big Eat / Sweet / Lunch / Veg lists  
48 businesses

# WHAT'S THE MAGIC THAT MAKES IT WORK?

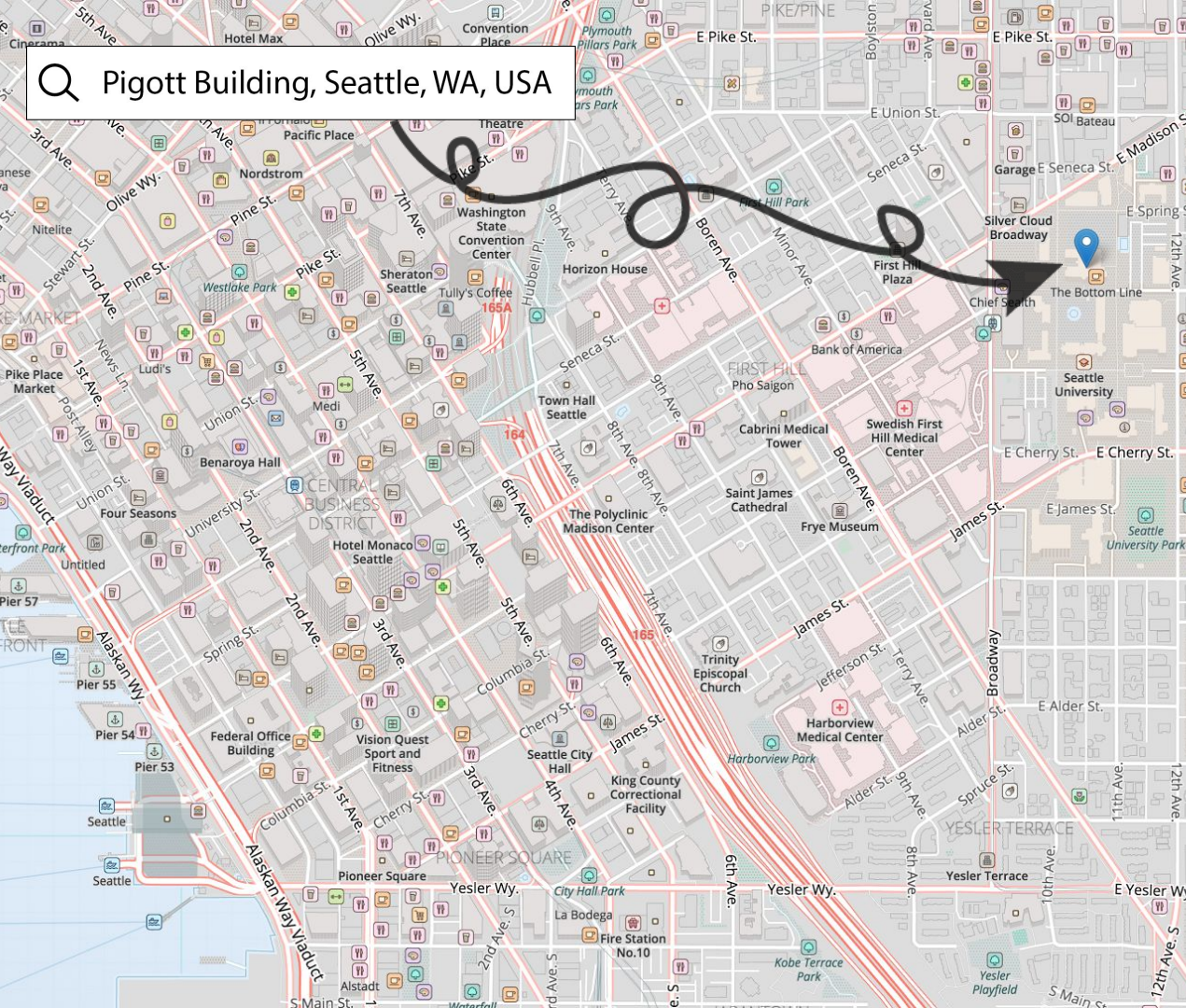
When we search for an address on a map, we're asking the search tool to take the address and convert it to geographic coordinates (lon, lat).

This process is called **geocoding**.





Q Pigott Building, Seattle, WA, USA



```
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# OPENSTREETMAP & GEOCODING





LET'S MAKE A MAP!

WITH HTML/CSS & MAPZEN.JS

# INTRODUCING MAPZEN.JS

- An extension of **Leaflet** for using Mapzen products
- Has all the functionality of **Leaflet** with added features
- You can easily:
  - Make a map with Mapzen tiles
  - Add a geocoder
- Documentation here: <https://mapzen.com/documentation/mapzen-js/>



# LAYERS IN MAPZEN SEARCH

- You can filter not only by data source, but data type!
- Ranges in geographic hierarchy:
  - Venues
  - Neighborhoods
  - Locality
  - Boroughs
  - Region
  - Country

# TUTORIAL TIME!

Follow along here: <http://bit.ly/2aFyB1s>

## Find us on Twitter!

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