

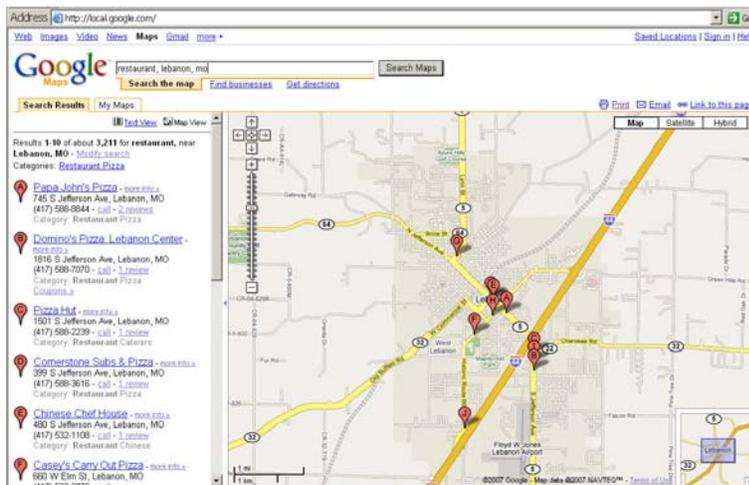
## Address Research on the Internet

When more than one match is possible from a geocoding process, using a few Internet search methods can sometimes narrow the possibilities down to only one. There are two instances where this can be extremely helpful:

1. Directional prefix is needed for clarification (N, S, E, W)
2. Street type is needed for clarification (St, Ave, Blvd, Ct, Ter)

When you are looking for a business, a simple search on a site like <http://www.maps.google.com/> allows you to key in either a name (Pizza Hut) or a category (Restaurant) for a given city (Lebanon, MO).

Most commercial businesses are found using this site. Check the address as provided on the web page, it generally provides the missing pieces (directional prefix and/or street type).



If you have a phone number, but no address, you can use web sites that do a reverse phone lookup. These sites will give you a corresponding address to go with a phone number.

<http://www.switchboard.com/> Enter the phone number to find the related address. This does not work for cell phone numbers. The information from these sites is limited unless you pay a fee, but you can generally get both a name and an address. If you have only a name, people search return limited information without paying a fee.

A screenshot of the Switchboard website search interface. The page features a navigation bar with tabs for "Find a Business", "Find a Person", "Maps & Directions", "Search by Phone", "Area & Zip Codes", and "Web Search". The "Find a Business" tab is selected. Below the navigation bar, there is a search form with the following fields: "Business Name or Category" with a "Choose a Category" link, a text input field, "Location" with a "Enter location (e.g. Address, City, State, or Zip Code)" prompt and a text input field, and a "Search" button. To the right of the search form, there are sections for "Recent Searches" listing "CHILD CARE (SARCOXIE, MO)" and "ELITE LEARNERS (SARCOXIE, MO)", and "More Business Search Options" with links for "Search by Distance", "Browse by Category", "Browse by Location", and "Browse by Name". A "clear list" link is also present at the bottom.

**If your address is complete (135 W Main St) and no match is found**, there are other tools on the Internet to help you identify a location. These sites will provide a lat/long coordinate pair that you can add to a table to generate an XY event layer.

<http://www.melissadata.com/Lookups/addressverify.asp> Enter the address, city, state and ZIP. If a match is found, the latitude and longitude are provided in the returned table.

## U.S. Address Lookup & Verify Help [Index](#)

You can verify any U.S. address and get information on the county, time zone, house of representative member, latitude, longitude, income, home prices and more. [Click here](#) to lookup Canadian addresses.

Enter a Street Address, City & State **OR** Street Address and ZIP Code **OR** ZIP+4 Code **OR** City.

Street Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
ZIP Code	<input type="text"/>

If the street name is found, but not the exact address, tools at the bottom of the page let you search for things like:

[Click Here](#) to search for a street named **Wildwood** in the city of **Jefferson City, MO**

[Click Here](#) to search for a street named **Wildwood** nationwide.

[Click here](#) for a list of cities with a street named **Wildwood** in **Missouri**.

[Click here](#) for a list of streets in ZIP Code **65109**.

[Click here](#) for a list of addresses with street number **920** in ZIP Code **65109**.

[Click here](#) for a list of matching cities in **Missouri**.

Make sure you check the maps for each location. The one downside to this site is that it returns both ZIP centroid matches and exact matches without specifying which type! A quick check of the map by click below the address helps.

920 Wildwood Dr  
Jefferson City MO 65109-5796  
[MapG](#) [MapY](#) [MapV](#)

MapG =Google - MapY= Yahoo, MapV = Microsoft Virtual Earth

Google and Virtual Earth allow you to turn on a photo background. If the location looks to be in the middle of nowhere off the road entirely, you may not want to use it after all. Alternately, you can use the location, but add a field for location type to your data (we use GEO if it's an exact match, and CENT if it's only to a centroid).

**Internet Mapping sites** can provide tools to search for location. If you can visually identify the location you are looking for from an aerial photo, you can click on the map to get the lat/long for that location. One good one is hosted by the Center for Agricultural Resource and Environmental Systems (CARES) at the University of Missouri. Although originally created to help identify location for crop and livestock producers, the tools it contains are helpful for other uses too.

<http://ims.missouri.edu/berm/>

Click Start Berm... in the center of the page to launch the map.

By default, you can select a county from the dropdown list.

If you want to change to look by ZIP code, click that as your Location Category on the left.

Under Tools pick XY Location Coordinate and click anywhere on the map. The coordinates of that click will appear on the right. You need the decimal degrees style of latitude / longitude as shown below.

### Geographic Coordinates

	39.1195
<b>Latitude</b>	39° 7' 10.3" N
	390710N
	-92.2287
<b>Longitude</b>	92° 13' 43.4" W
	0921343W
	X = 566674.994
<b>UTM</b>	Y = 4330323.662
	Zone 15

(Coordinate Datum: NAD83)