

# Geocoding



The process of converting addresses into geographic format.

## What is Geocoding?

Geocoding is the process of converting addresses into geographic coordinates (like latitude and longitude or easting and northing).

## What are the benefits of CentremapsLive Geocoding?

Addressing underpins our lives. From registering to vote to emptying your bins; from delivering social care to getting your post on time; from paying taxes to keeping the lights on, getting insurance and getting a place at school or your GP's surgery ... accurate addressing is essential. Whether you have address data from email marketing forms, extracted from your website contact form or manually input on your CRM system. With our systems, we can tidy all your address data to formalise the addresses for your database cleanse. Furthermore we add additional data, such as geographical coordinates and UPRN. This then assists in your database management, marketing campaigns and much more.

## How will the data be 'tidied'?

- There will be one record per line in each file
- Fields will be separated by commas
- String fields will be delimited by double quotes
- No comma will be placed at the end of each row in the file
- Records will be terminated by Carriage Return / Line Feed
- Double quotes inside strings will be escaped by doubling
- Outputting a consistent field structure to distinguish property name / number, street, locality, postcode etc

## What is a Unique Property Reference Number (UPRN)?

The Unique Property Reference Number (UPRN) is the jewel at the heart of the addressing system used across government at all levels.

