

STORE LOCATOR

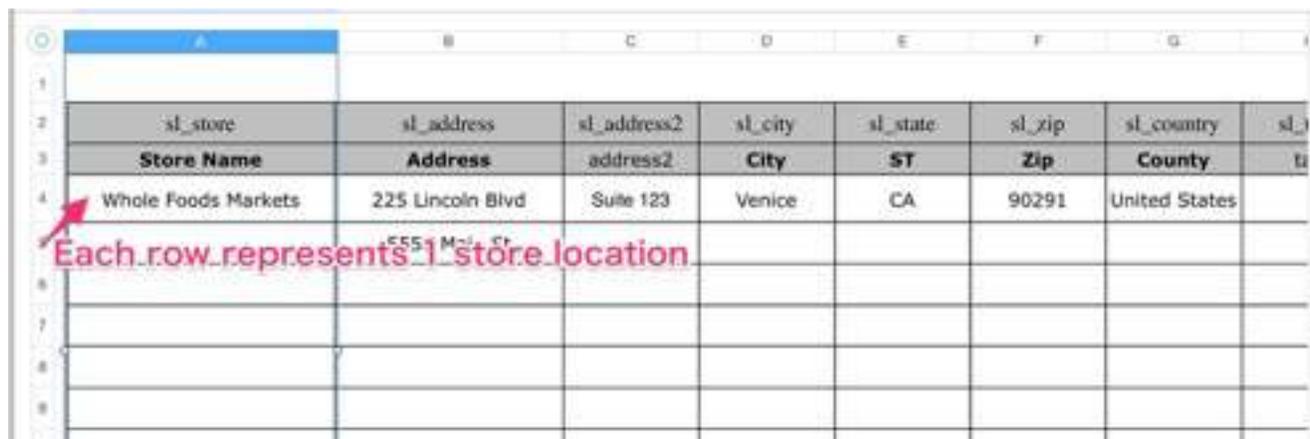
Data Format Direction

Thank you for using our Store Locator program. This application provide a powerful store location data base on your website that offers your customer to search local stores by postal code, address, city and etc. Please find template spreadsheet file for you to fill in store data. This document helps you to understand how to enter each data field and the purpose of it. If you have any question please let us know.

General Instruction - When you enter a name of the city, state, and country, spell the same name exactly the same(Uppercase Lowercase, space and etc). for example, If you enter “Los Angeles” and “losangeles,” they are the same city, but our system identifies as different entries. *Please, be careful.*

For non-alphabetical characters(Japanese, Chinese and etc) you can choose, you can enter either “東京” or “Tokyo” but the location data can be only searchable the letters you chose, if you enter 東京, system cannot provide any results for searching “Tokyo.” Our search only works with “東京”

Data row purpose and description - Each row represents a store. Any information for a single store has to fit in the same row. Each column represent the type of data.



sl_store	sl_address	sl_address2	sl_city	sl_state	sl_zip	sl_country	sl_timezone
Store Name	Address	address2	City	ST	Zip	County	tz
Whole Foods Markets	225 Lincoln Blvd	Suite 123	Venice	CA	90291	United States	

Only bolded items are required. You can skip other information, but if you would like to skip them, you **have to leave them blank**(Do not enter anything).

IMPORTANT : If you would like special characters other than standard English alphabet, make sure to upload your CSV data to **Google Doc**, If Google Doc displays your information correctly, it is safe to upload into our system.

- **Store Name** (required) - Enter the name of the store. If you wish, enter the name of the specific location as well
 - EX : "7-Eleven - West Los Angeles"
- **Address** (required) - Enter the official address or an address which Google Map uses to find your location on the map.
 - Based on the address provided, our system sends the data to Google API and find the closest or the exact match and store the data in our data base. If the address is incorrect (in terms of how Google thinks), your location data might be entered in a wrong location. **Avoid entering** any additional information which Google doesn't use to locate your store on Google Map in this field such as floor number and suite number, like "2F" and "Suite 155", If you like, enter the information on **Address 2**
- Address 2 - Enter any additional address information which Google Map doesn't use. such as Floor number and suite number. This is a supplemental information for your customer to locate your store, but not necessary for Map
- **City** (required) - Enter the name of the city at where this store is located.
- **State** (required) - Enter the name of the state/province of the location.
 - EX : California, 東京 etc.
- **Zip** - Enter the postal code of the location. Do not enter any symbols
 - EX : 91006, 182-0000,
- **Country** - Enter the country of the location.
- Tag -
- Description - Enter any information to describe the store or service.
- URL - Enter Website of the location if it has one.
- Hours - Enter the office hours of the store if you. This is a text format. You can enter any way you would like.
 - EX : 9AM to 8PM(M-F) 10AM to 7PM (Sat & Sun)
- Phone - Enter the store's phone number in case your customer wants to call to the store directly.

- Email - Enter any email address for customers to contact the store. You can enter customer service email or the manager's email address if you wish
 - EX: john@mygreatstore.com
- Image - If you have any images associated with this store, you can enter full URL(this URL has be publicly accessible) here, this will display on our store locator. If you are not sure, skip this field.
- Fax - Enter fax number if you wish
- Latitude - If you know the exact Latitude of the store location, you may enter. This is useful if your address doesn't provide the pinpoint location such as locating inside of a large shopping mall.
- Longitude - If you know the exact Latitude of the store location, you may enter. This is useful if your address doesn't provide the pinpoint location such as locating inside of a large shopping mall.
- Neat Title - You can enter a title other than the store name. What you enter here overwrite Store Name field.

