

Geocoding with Batchgeo.com

Welcome to the Essential ArcGIS Task Sheet Series. This series supplements the Iowa State University Geospatial Technology Training Program short course series. The task sheets are designed to provide quick, easy instructions for performing mapping tasks.

Geocoding is the process of converting street addresses (like “702 Clark Ave., Ames, IA, 50010”) into geographic coordinates (like “42.028032, -93.616755”) that can be mapped. There are many services that offer geocoding, some are free of charge, some are not. This task sheet will focus on a website called BatchGeo, which allows users to make basic maps with only a spreadsheet of addresses. The resulting maps can be embedded on a web page or exported as a .kml file for use in programs like Google Earth or ArcMap.

1. Download the Data

- To download the formatted data used in this task sheet, navigate to www.extension.iastate.edu/communities/gis/quicktasksheets/data in a web browser and click on the publication number **PM2082-16h**.
- The data for this task sheet includes a log of calls for service for the Ames Police Department for a 4-day period in June 2016. This data comes from - <http://www.cityofames.org/government/departments-divisions-i-z/police/news-and-updates>.



Paste your location data below to map it:

Example Address	City	State	Zip	Name	Phone Number	Group	URL	log_accuracy
1 Crossgates Mall Road	Albany	NY	12203	Apple Store Cross Gates	(516) 869-3192	Example Group 1	http://www.apple.com/retail	ROOFTOP
Duke Rd & Walden Ave	Buffalo	NY	14225	Apple Store Walden Galleria	(716) 695-2762	Example Group 2	http://www.apple.com/retail	APPROXIMATE
636 Old Country Rd	Garden City	NY	11530	Apple Store Rouseaux FL	(516) 249-5347	Example Group 3	http://www.apple.com/retail	ROOFTOP
100 West Whitman Rd	Huntington Station	NY	11746	Apple Store West Whitman	(631) 425-1563	Example Group 3	http://www.apple.com/retail	ROOFTOP

(Don't forget to include some header columns - You can also try our Spreadsheet Template (Excel), or hit "Map Now" and try it out with our example data.)

Validate & Set Options Map Now

2. Geocode the Addresses

- In your browser, navigate to batchgeo.com. You can either copy & paste the data from the spreadsheet you downloaded in **step 1a**, or drag and drop the file in the box. You should see your data appear in the table.
- Next, click **Validate & Set Options**. Make sure BatchGeo has correctly matched the columns in your spreadsheet to the fields of the geocoder.
- The dataset we're using does not have zip / postcode information. That's okay! Select **none** in the drop-down menu.
- For **Group By / Thematic Value**, select **Type of Call**. This is how our data will be grouped in the map.
- Click on **Show Advanced Options** to further customize your map. You can manage marker color and shape, map style, enable marker clustering, add a title to your map, and more. For now, let's go with the default settings.
- Click **Map Now** to start the geocoding process. This may take several minutes, as we are geocoding 232 records. After all the addresses are processed, click **Make Map** to view the results on a map.

Basic options

Region: **United States**

Location / Address: **Address**

City / County: **City**

State / Province / Postcode: **State**

Zip / Postcode / Country: **none**

Group By / Thematic Value: **Nature of Call**

Marker box preview

CLARK AVE/13TH ST
Ames, IA
Call Received Date/Time: 6/23/2016
03:02AM
Incident ID: 160605299
Call Received: SELF
Nature of Call: TRAFFIC STOP / ENFORCEMENT
Closing Disposition: CIT
Comments: NO DL

Advanced options

Title:

Marker Description: **All Columns**

Country Field:

URL: **Use Google Maps**

Image URL:

E-mail:

Latitude: **none**

Longitude: **none**

Label each marker: **none**

Select a default map view to show: **street**

☐ Enable clustering for high density markers

☐ Calculate (straight line) distance from first address in **miles**

☐ Hide map addresses / Limit zoom in

Troubleshooting

☐ Filter road types before geocoding

Marker colors

Color	Group name
Red	6/23/2016 12:51AM
Blue	6/22/2016 11:53PM
Green	6/22/2016 08:56PM
Yellow	6/22/2016 08:42PM
Purple	6/21/2016 10:44AM

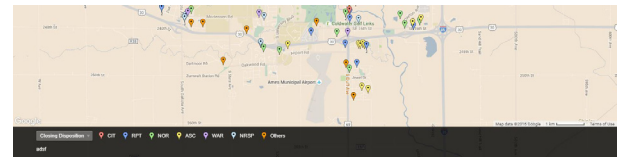
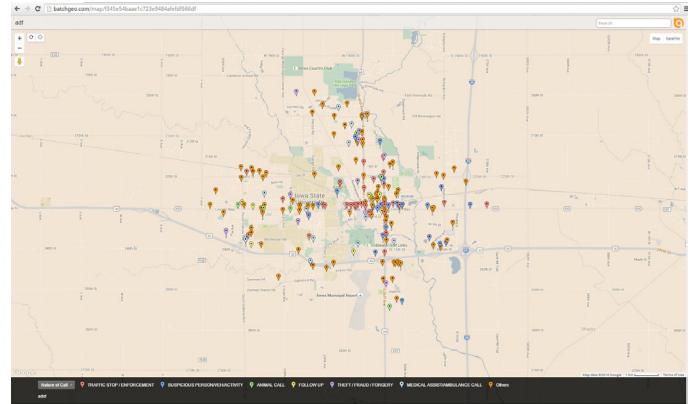
Marker shape:

Map style:

Make Map

3. Editing, Saving, Exporting the Map

- Now you should see a map of Ames with Police service calls mapped by the type of the call.
- At this stage, you can edit the location points by clicking and dragging them. This is useful as the geocoder sometimes will place a marker in the wrong location.
- Click **Save & Continue**, and then add a title like **Ames Police Department** and description like **Calls for Service, 6/19/2016 - 6/23/2016**, enter your email address, and click **Save**. A link to the map will automatically be emailed to you.
- The map should now appear full-screen in your browser. In the bottom-left, you can change the column by which the points are sorted. You can also select one or more categories to filter the data.
- If you scroll down, you can see the information included in each record on the map. If you click directly on an address, a new Google Maps page will open in new tab, but if you click anywhere else on the record, a pop-up for that record will be activated within the current map.
- At the very bottom of the page, there is a link to download your map as a **Google Earth document (KML)**. This file can be opened in Google Earth or converted to other file types.
- Open the email you received from BatchGeo to find a link to view your map, a link to edit your map, as well as HTML code you can use to embed your map on a website.



CLARK, KATHLEEN ST
Ames, IA
Call Received Date/Time: 6/22/2016 02:00AM
Incident ID: 16982508
Call Received: 9825
Nature of Call: PEACOCK STOP (NON-ENFORCEMENT)
Calling Department: CIT
Comments: None

CLARK, KATHLEEN ST
Ames, IA
Call Received Date/Time: 6/22/2016 02:00AM
Incident ID: 16982508
Call Received: 9825
Nature of Call: PEACOCK STOP (NON-ENFORCEMENT)
Calling Department: CIT
Comments: None

2405 BROADMOOR AVE
Ames, IA
Call Received Date/Time: 6/22/2016 02:00AM
Incident ID: 16982508
Call Received: 9825
Nature of Call: PEACOCK STOP (NON-ENFORCEMENT)
Calling Department: CIT
Comments: None

2117 DAVIS, WYATT DR
Ames, IA
Call Received Date/Time: 6/22/2016 01:57AM
Incident ID: 16982508
Call Received: 9825
Nature of Call: PEACOCK STOP (NON-ENFORCEMENT)
Calling Department: CIT
Comments: None



Thanks for mapping!

Keep this email for your records, as it contains the only link to your newly minted map.

Your new map is available here:

<https://batchgeo.com/map/f345e54baae1c723e9484afe9df566df>

To edit your map and change options or data, follow this link:

https://batchgeo.com/map/edit/?map_id=7223685&d=a8bdb8a32b0044c7d931b06706aa37cf

To embed your map on a web site, use the following HTML:

```
<p><iframe src="//batchgeo.com/map/f345e54baae1c723e9484afe9df566df" frameborder="0" width="100%" height="550" style="border:1px solid #aaa;"></iframe></p><p><small>View <a href="//batchgeo.com/map/f345e54baae1c723e9484afe9df566df">adf</a> in a full screen map</small></p>
```

Need help?

<http://batchgeo.com/support/>

Contact:

Austin Dunn, MLA/MCRP Candidate; Bailey Hanson GIS Specialist, bahanson@iastate.edu, 515-520-1436; Associate Professor Christopher J. Seeger, ASLA, GISP, cjseeger@iastate.edu, 515-509-0651 for more information about the Geospatial Technology Program. This task sheet and more are available at www.extension.iastate.edu/communities/gis

...and justice for all

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