

MAPCITE

USER GUIDE

MAPCITEEXCEL

FREE/PRO/LITE VERSION 1.3.1

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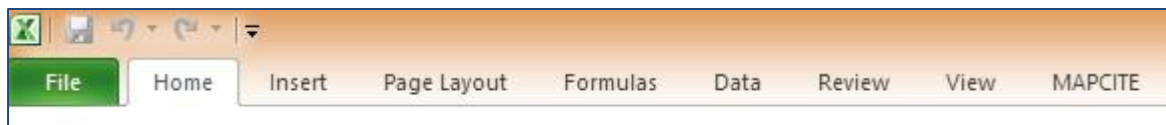
Welcome to MAPCITE Excel

This user guide is designed to work alongside the video tutorial and covers the basic functions that you may want to achieve, and quickly. It is designed to take you through the key steps needed to visualise your data.

Getting Started

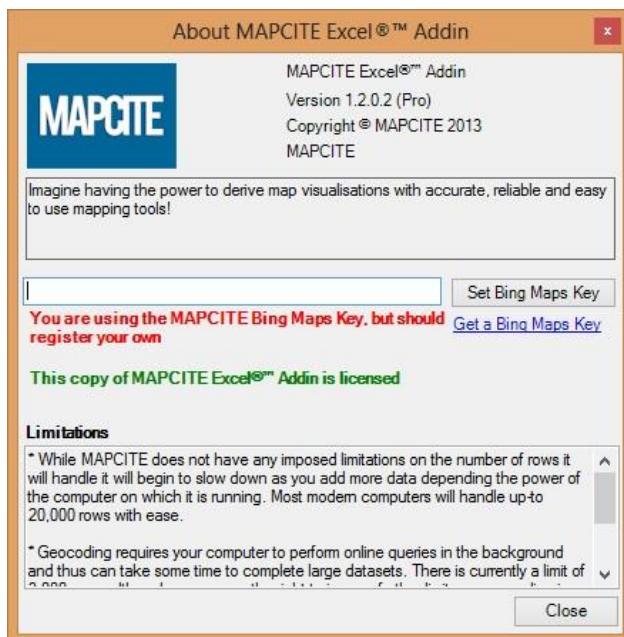
I have just installed the Add-In, what next?

Following successful installation of the Add-In, the Mapcite tab will appear in the ribbon at the top of your Excel workbook. You are now ready to start adding data and visualising it on the map.



Adding your Bing Maps Key

MAPCITE provides its software with a temporary Bing Maps key. The Free and Viewer version can be used with the MAPCITE key during the evaluation period. Unless stated otherwise Lite, Pro and Developer users should add their own Bing Maps key.



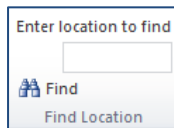
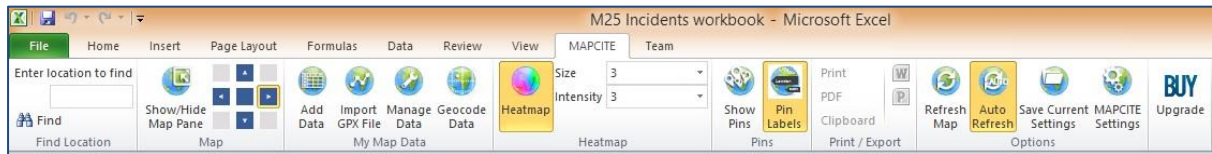
Follow the link to the Bing Site to determine what type of key is required.

Generate the key and paste it into the text box.

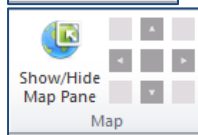
Complete the process by pressing the Set Bing Maps Key.

The MAPCITE Menu

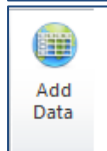
All the MAPCITE controls are held in the MAPCITE menu.



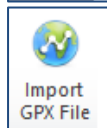
Allows you to navigate to a particular point on the map by entering a place name. If your data is in the UK, you can enter a UK postcode.



Allows you to turn the Map View on and off and control which part of the screen the map occupies (i.e. left, right, top, bottom)



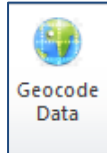
Allows you to add new data to your map.



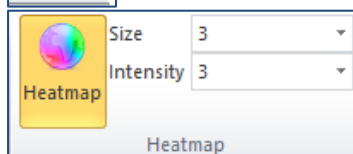
Allows you to import GPX data



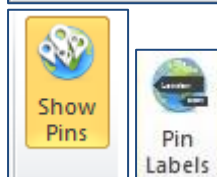
Allows you to turn data sets on or off and assign different markers to each data set.



Allows you to geocode your data, provided it has some address level information.

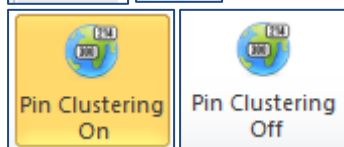


Allows you to create a heat map of your data and change its appearance.

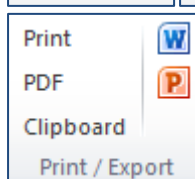


Show Pins allows you to show pins on the map as an alternative to the heatmap.

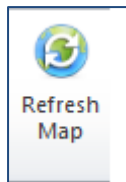
Pin labels show the label against each pin, if you selected a label field when you added the data



Where there are a lot of pins on the map, this function allows you to replace a group of pins with a 'cluster marker'. This is a single marker containing a number, indicating the number of pins it represents.



Allows you to print the map view or export to PDF, Word or Excel. If you have the Free edition, this print or export will have a watermark.



If you have modified your spreadsheet data and wish this to be reflected in the map view, you will need to refresh the map.



Auto-refresh forces the map to refresh every time the data is changed.



Save Current Settings enables you to save your current view and map settings as the starting view when you open the spreadsheet.



This enables you to add your own Bing Maps key and shows the version of the MAPCITE Excel Add-In that is installed.

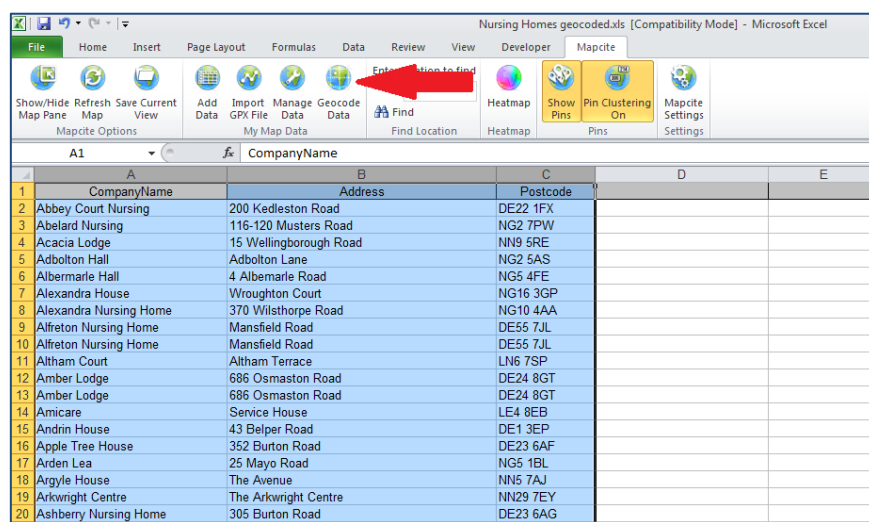
How do I geocode my data?

Open the Excel file that you wish to map – if you want to map multiple sets of data, it is best to combine all of these datasets into one workbook. However, you may wish to separate them on different sheets. You will find it easier if you have headings at the top of the columns.

In order to display data on the map, each row of data will need a latitude and longitude value. If you only have addresses, you will need to Geocode your addresses. This is a simple process and utilises the built-in Bing geocoder.

Step 1 – Highlight the Data

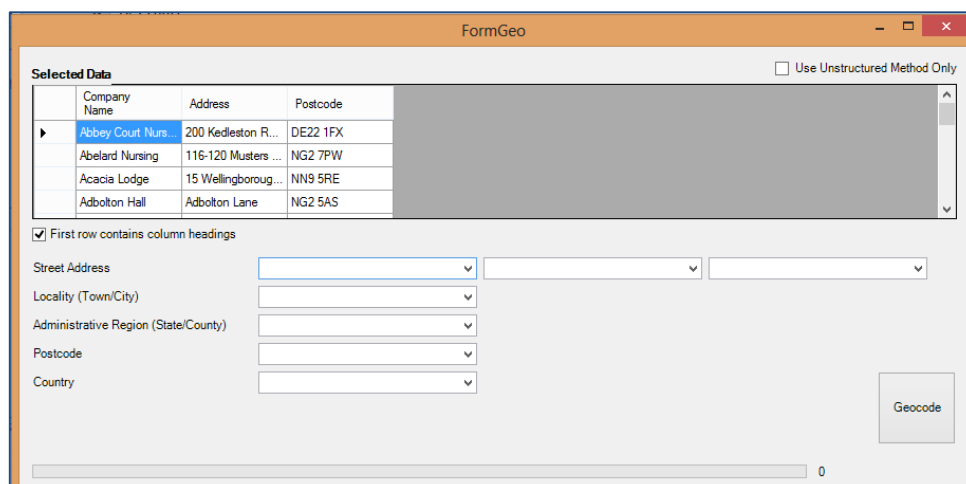
Firstly, highlight the dataset you wish to geocode. Include the headings when you highlight. To highlight, place your cursor on the top left hand corner of the data (usually cell A1). Click and hold the left hand mouse button, move the cursor to the bottom right hand corner and release the mouse key. You will see the area highlighted as shown below.



	A	B	C	D	E
	CompanyName	Address	Postcode		
1					
2	Abbey Court Nursing	200 Kedleston Road	DE22 1FX		
3	Abelard Nursing	116-120 Musters Road	NG2 7PW		
4	Acacia Lodge	15 Wellingborough Road	NN9 5RE		
5	Adbolton Hall	Adbolton Lane	NG2 5AS		
6	Albermarle Hall	4 Albermarle Road	NG5 4FE		
7	Alexandra House	Wroughton Court	NG16 3GP		
8	Alexandra Nursing Home	370 Wilsthorpe Road	NG10 4AA		
9	Alfreton Nursing Home	Mansfield Road	DE55 7JL		
10	Alfreton Nursing Home	Mansfield Road	DE55 7JL		
11	Altham Court	Altham Terrace	LN6 7SP		
12	Amber Lodge	686 Osmaston Road	DE24 8GT		
13	Amber Lodge	686 Osmaston Road	DE24 8GT		
14	Amicare	Service House	LE4 8EB		
15	Andrin House	43 Belper Road	DE1 3EP		
16	Apple Tree House	352 Burton Road	DE23 6AF		
17	Arden Lea	25 Mayo Road	NG5 1BL		
18	Argyle House	The Avenue	NN5 7AJ		
19	Arkwright Centre	The Arkwright Centre	NN29 7EY		
20	Ashberry Nursing Home	305 Burton Road	DE23 6AG		

Step 2 – Complete the Geocode Form

Select the Geocode Data button and the MAPCITE system will present a form for you to complete, helping it understand what each of your columns means. Select the check box if the first row of your data contains headings. Then, try and complete as much of the form as you by selecting the appropriate column for each of the drop downs. To help, MAPCITE shows the first few lines of your data.



FormGeo

☐ Use Unstructured Method Only

Company Name	Address	Postcode
Abbey Court Nurs...	200 Kedleston R...	DE22 1FX
Abelard Nursing	116-120 Musters ...	NG2 7PW
Acacia Lodge	15 Wellingboroug...	NN9 5RE
Adbolton Hall	Adbolton Lane	NG2 5AS

☒ First row contains column headings

Street Address:

Locality (Town/City):

Administrative Region (State/County):

Postcode:

Country:

Geocode

In this example, I have a business name, the first line of an address and a postcode. I also know the data is in the UK, so I know the country.

The screenshot shows the FormGeo application window. At the top, there's a title bar 'FormGeo' and a checkbox 'Use Unstructured Method Only'. Below this is a section 'Selected Data' containing a table with four columns: Company Name, Address, Postcode, and an empty column. The table has four rows of data. Below the table, there's a checkbox 'First row contains column headings' which is checked. To the right of this checkbox are three empty input fields. Below these are five labels with corresponding dropdown menus: 'Street Address' (dropdown 'Address'), 'Locality (Town/City)' (empty dropdown), 'Administrative Region (State/County)' (empty dropdown), 'Postcode' (dropdown 'Postcode'), and 'Country' (dropdown 'UK'). At the bottom right is a 'Geocode' button. A progress bar at the very bottom shows '0'.

Company Name	Address	Postcode	
Abbey Court Nurs...	200 Kedleston R...	DE22 1FX	
Abelard Nursing	116-120 Musters ...	NG2 7PW	
Acacia Lodge	15 Wellingboroug...	NN9 5RE	
Adbolton Hall	Adbolton Lane	NG2 5AS	

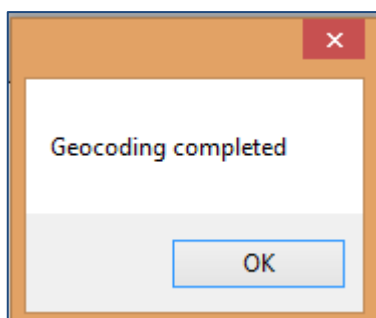
So, the form above shows how I have added that data. I only have one line of the address. The first drop down has selected the column called address. The two drop downs to the right have been left blank. For the best results, try to match at least 3 columns.

In the example data, there is no Town or State, so these are left blank.

The Postcode drop down has selected a column called postcode.

There is no column for country, so I have typed UK into the Country box.

When completed, select the Geocode Box.



The MAPCITE application will then process your data.

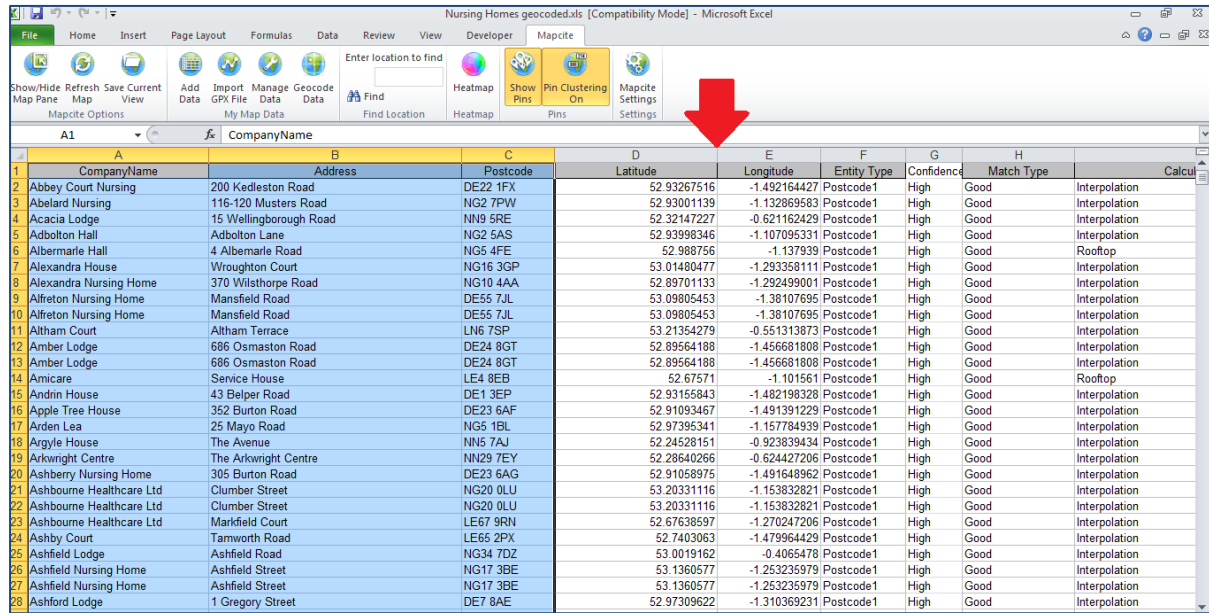
You will see a progress bar indicating the number of rows completed.

When complete the following message is displayed.

Press OK to continue

Step 3 – Review your Geocoded Data

When complete, the MAPCITE application will append the geocoded information to the right of your data, as shown below. The first two columns are the latitude and longitude of each line. However, the additional information provided, gives you some understanding of the level of certainty and should be reviewed.



	A	B	C	D	E	F	G	H	
	CompanyName	Address	Postcode	Latitude	Longitude	Entity Type	Confidence	Match Type	Calcul
1	Abbey Court Nursing	200 Kedleston Road	DE22 1FX	52.93267516	-1.492164427	Postcode1	High	Good	Interpolation
2	Abelard Nursing	116-120 Musters Road	NG2 7PW	52.93001139	-1.132869583	Postcode1	High	Good	Interpolation
3	Acacia Lodge	15 Wellingborough Road	NN9 5RE	52.32147227	-0.621162429	Postcode1	High	Good	Interpolation
4	Adbolton Hall	Adbolton Lane	NG2 5AS	52.93998346	-1.107095331	Postcode1	High	Good	Interpolation
5	Albermarle Hall	4 Albermarle Road	NG5 4FE	52.988756	-1.137939	Postcode1	High	Good	Rooftop
6	Alexandra House	Wroughton Court	NG16 3GP	53.01480477	-1.293358111	Postcode1	High	Good	Interpolation
7	Alexandra Nursing Home	370 Wiltshire Road	NG10 4AA	52.89701133	-1.292499001	Postcode1	High	Good	Interpolation
8	Alfreton Nursing Home	Mansfield Road	DE55 7JL	53.09805453	-1.38107695	Postcode1	High	Good	Interpolation
9	Alfreton Nursing Home	Mansfield Road	DE55 7JL	53.09805453	-1.38107695	Postcode1	High	Good	Interpolation
10	Altham Court	Altham Terrace	LN6 7SP	53.21354279	-0.551313873	Postcode1	High	Good	Interpolation
11	Amber Lodge	686 Osmaston Road	DE24 8GT	52.89564188	-1.456681808	Postcode1	High	Good	Interpolation
12	Amber Lodge	686 Osmaston Road	DE24 8GT	52.89564188	-1.456681808	Postcode1	High	Good	Interpolation
13	Amicare	Service House	LE4 8EB	52.67571	-1.101561	Postcode1	High	Good	Rooftop
14	Andrin House	43 Belper Road	DE1 3EP	52.93155843	-1.482198328	Postcode1	High	Good	Interpolation
15	Apple Tree House	352 Burton Road	DE23 6AF	52.91093467	-1.491391229	Postcode1	High	Good	Interpolation
16	Arden Lea	25 Mayo Road	NG5 1BL	52.97395341	-1.157784939	Postcode1	High	Good	Interpolation
17	Argyle House	The Avenue	NN5 7AJ	52.24528151	-0.923839434	Postcode1	High	Good	Interpolation
18	Arkwright Centre	The Arkwright Centre	NN29 7EY	52.28640266	-0.624427206	Postcode1	High	Good	Interpolation
19	Ashberry Nursing Home	305 Burton Road	DE23 6AG	52.91058975	-1.491648962	Postcode1	High	Good	Interpolation
20	Ashbourne Healthcare Ltd	Clumber Street	NG20 0LU	53.20331116	-1.153832821	Postcode1	High	Good	Interpolation
21	Ashbourne Healthcare Ltd	Clumber Street	NG20 0LU	53.20331116	-1.153832821	Postcode1	High	Good	Interpolation
22	Ashbourne Healthcare Ltd	Markfield Court	LE67 9RN	52.67638597	-1.270247206	Postcode1	High	Good	Interpolation
23	Ashby Court	Tamworth Road	LE65 2PX	52.7403063	-1.479964429	Postcode1	High	Good	Interpolation
24	Ashfield Lodge	Ashfield Road	NG34 7DZ	53.0019162	-0.4065478	Postcode1	High	Good	Interpolation
25	Ashfield Nursing Home	Ashfield Street	NG17 3BE	53.1360577	-1.253235979	Postcode1	High	Good	Interpolation
26	Ashfield Nursing Home	Ashfield Street	NG17 3BE	53.1360577	-1.253235979	Postcode1	High	Good	Interpolation
27	Ashford Lodge	1 Gregory Street	DE7 8AE	52.97309622	-1.310369231	Postcode1	High	Good	Interpolation

In columns G and H in the example above, show the confidence and type of match the geocoder was able to provide. In this instance, the Geocoder was able to accurately match the data provided. However, should the confidence be lower, you can see where the geocoder believed you meant by looking at the data further to the right. If that is incorrect, consider revising the data to help the geocoder find a better match.

Step 4 – Remove the unnecessary data

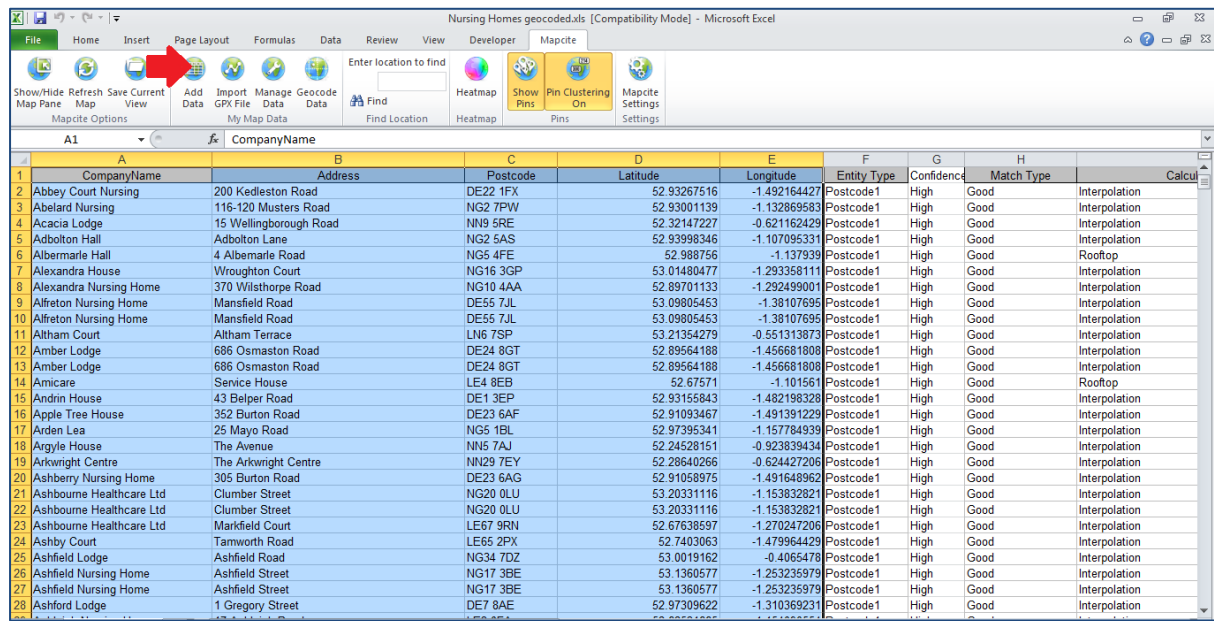
Once you are happy with the geocoded data, you may wish to remove the extraneous geocoding data, just leaving the latitude and longitude columns. It is worth saving your file at this point.

How do put my data on a map?

If you have geocoded your data or you already have latitude and longitude data for each of your rows, you can now add it to the map.

Step 1 – Highlight the data

Highlight all the rows and columns that you want to map (including the header row) and making sure to include the latitude and longitude columns. Click the 'Add Data' icon in the top menu ribbon.



Step 2 – Complete the Form

The MAPCITE application will present a form to be completed.

Add Data

Selected Data Preview (Top 20 rows)

Date	Code	Address Line 1	Address Line 2	Address Line 3	Town/C
31048	A81001	THE "DENSHA...	THE HEALTH C...	LAWSON STRE...	STOCKT
31049	A81002	QUEENS PARK...	QUEENS PARK...	FARRER STREE...	STOCKT
31050	A81003	THE GALLAGHE...	THE HEALTH C...	VICTORIA ROA...	HARTLE

☒ First row contains column headings

General Settings

Worksheet: Long Test

Range: \$A\$1:\$J\$30

Name:

Latitude Column:

Longitude Column:

Data Type:

Numeric Column:

Label Column:

Pin Options

Pin:

☒ Allow Pins to be Moved

When a Pin is Clicked...

☒ Show Information Balloon

[Select Columns to Display](#)

☒ Scroll Data Row into View

☐ Follow Hyperlink

[Select Hyperlink Column](#)

OK Cancel

Type the name of your dataset in the 'Name' box. It is best to use the same name as the worksheet you are mapping, especially if you plan to map multiple sets of data.

Identify the column headings that contain the Latitude and Longitude co-ordinates and select the columns using the drop down selectors.

- Select the Data Type 'Pins (one per record)
- If your data has a numeric field (e.g. Turnover), that you might wish to heat map, select the column using the drop down selector against Numeric Field.
- If you wish to see labels against the pins, then select the column using the drop down selector against the Label Field.
- Select the type of pin you wish to use and select Finish
- If you wish to be able to move the pins, tick the "allow pins to be moved" checkbox
- If you wish the data row to be highlighted in the spreadsheet when you click a pin, tick the "Scroll data row into view" checkbox

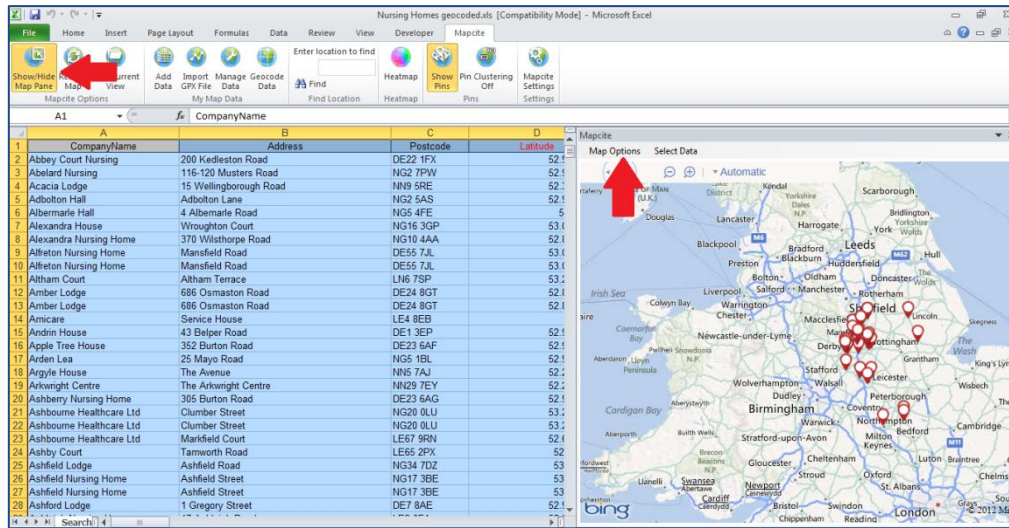
If you wish to see an information balloon when you click a pin, check the "Show Information Balloon" checkbox and click the link "Select Columns to Display"

- The left hand column enables you to specify up to five columns of data (a title plus four additional lines) to display in the Information Box. When you click the dropdown selector, it will show you the columns available
- If you wish to include a hyperlink in any one of the 5 fields, you can do so in two ways:
 - By showing the hyperlink itself. This means selecting the hyperlink using one of the fields in the left hand column
 - Or you wish to display one piece of information but make that a hyperlink. This means selecting the spreadsheet column containing the hyperlink, using the right column in the form, adjacent to the data that you wish to display.

If you wish to make a pin itself act like a hyperlink, select the "Follow Hyperlink" checkbox and click the link "Select Hyperlink Column" underneath. Then select the hyperlink column using the dropdown selector.

Step 3 – Viewing the Map

Click the 'Show/Hide Map Pane' Icon in the top menu ribbon. The map screen will come in from the right side of your worksheet. If you have selected a large dataset to map, there will be a slight delay while the data is processed – a dialogue window will open to explain this.



How can I add more data?

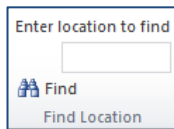
You can add more data by repeating the previous steps, geocoding the data beforehand if required.

It is probably easier to add each new dataset from a different sheet. It also makes sense to use different marker types to enable you to differentiate the data.

How do I move around the Map?

The MAPCITE application provides several ways to move about the map.

Finding a location

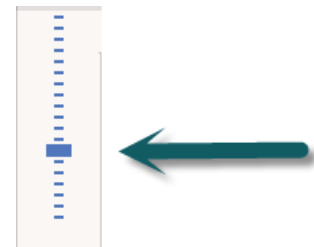
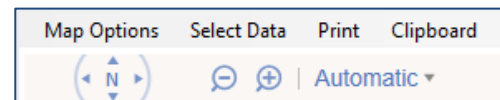


You can enter the place you wish to find but typing the place name or UK postcode in the search box in the MAPCITE menu.

Zooming In and Out

There are 3 ways to zoom in or out of the map.

- You can zoom in and out using the zoom control.
Moving your cursor on to the + or – button will show a ladder like control. Moving the thick blue line up and down will zoom the map in and out.
- Double clicking the map will also zoom you in.
- You can use the wheel on your mouse if you have one. Be careful, this is quite sensitive



Moving the Map

You can move the map in two ways. You can either click the one of the direction arrows on the compass – or -



You can move the map by holding the left click down on your move and dragging the map.

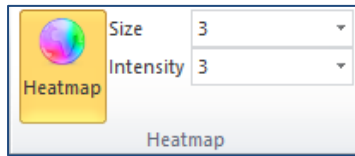
Setting the Default View



When you are happy with the view, you can save all your current settings (i.e. the view and the Map settings, heatmap on/off etc). You do this by selecting the Save Current Settings from the MAPCITE menu.

Adding a Heat Map

You can visualise your data as a heat map by selecting the Heat Map function from the MAPCITE menu.



Select the heat map function and then you can control the size and intensity of the display by changing the numerical values in the drop down control.

Here are two examples.

The one on the left has a large size but low intensity

The one on the right has a small size but high intensity.



Generally – the larger the dataset, the lower the size and intensity number will give best results.

If you zoom the map in to a particular area the heat map will re-calibrate, based on the data within the area selected.

Viewing Pins

If you wish to view your data as pins, click the 'Show Pins' icon in the MAPCITE menu. Initially your data will be shown as clusters – this is particularly useful for very large datasets. Click the 'Pin Clustering' icon to show individual pins.

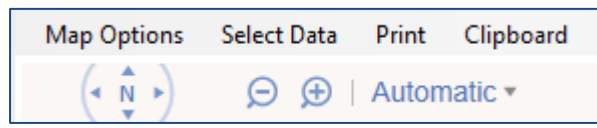
Clicking one of the pins displayed will then highlight the relevant row in the worksheet and show some summary data.

Can I move a Pin?

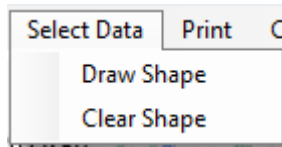
If this function is enabled, you can move a pin by clicking on a pin with your left hand mouse button, holding it down and dragging it to a new location. Moving the pin will amend the latitude and longitude values against that pin. However, whilst the latitude and longitude values have been changed in the spreadsheet, the position of the pin as used internally has not been changed. If you wish to make these changes permanent, you will need to add the data to map again (and remove the old data if required).

How do I extract location specific data?

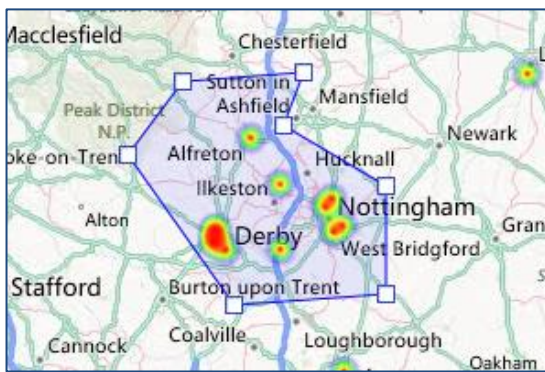
One of the best features of the MAPCITE application is the ability to extract location specific data from the map.



Click 'Select Data' in the top left of the map and then 'Draw Shape'



Simply click on the map and 'draw' a shape around the pins that you wish to extract. This can also be done with a heat map displayed



As you draw you will notice that the data enclosed within the shape is displayed in a new worksheet – named 'Polygon Selection', as you continue expanding the shape, additional data will display in this worksheet.

You can change any of the points you have made in the shape, by simply dragging the small square to a new place on the map.

Again, all additional data gathered will be displayed in the new worksheet.

Once you have finished the shape, you can save the workbook with the new sheet added, and rename the new sheet as required

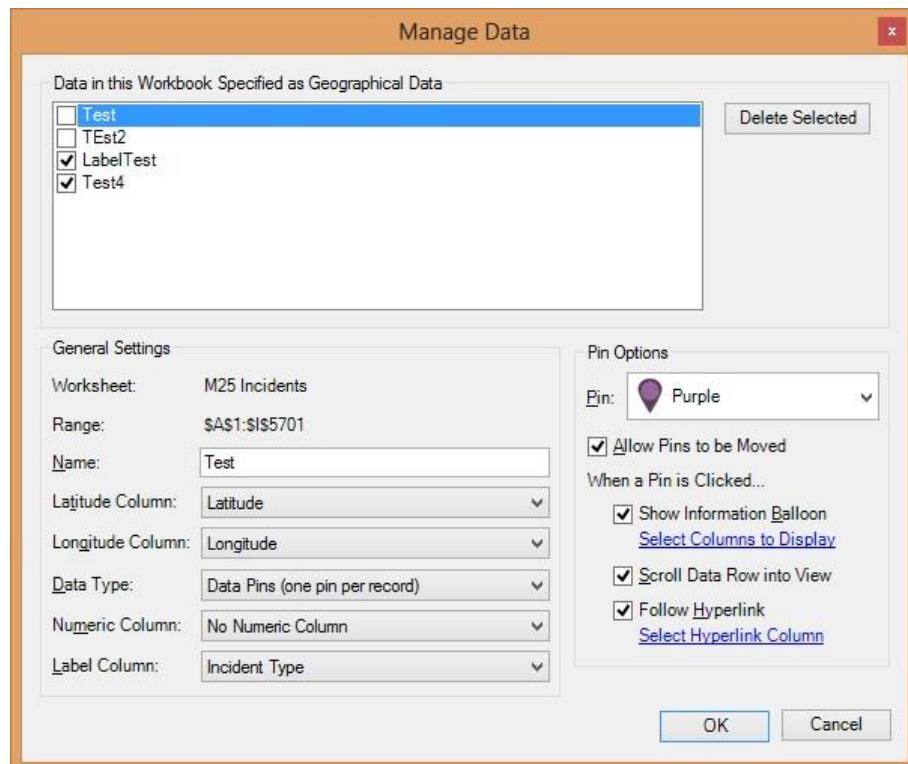
Clicking 'Clear Shape' will remove the shape from the map, but not the data you have extracted.

	A	B	C	D	E
1	Abbey Court Nursing	200 Kedleston Road	DE22 1FX	52.93269	-1.4922
2	Abelard Nursing	116-120 Musters Road	NG2 7PW	52.93006	-1.13287
3	Adbolton Hall	Adbolton Lane	NG2 5AS	52.93996	-1.1071
4	Albemarle Hall	4 Albemarle Road	NG5 4FE	52.98879	-1.13796
5	Alexandra House	Wroughton Court	NG16 3GP	53.01486	-1.29339
6	Alexandra Nursing Home	370 Wilsthorpe Road	NG10 4AA	52.89704	-1.29248
7	Alfreton Nursing Home	Mansfield Road	DE55 7JL	53.09807	-1.38108
8	Amber Lodge	686 Osmaston Road	DE24 8GT	52.89565	-1.45667
9	Andrin House	43 Belper Road	DE1 3EP	52.9316	-1.48224
10	Apple Tree House	352 Burton Road	DE23 6AF	52.91096	-1.49144
11	Arden Lea	25 Mayo Road	NG5 1BL	52.97391	-1.15777
12	Ashberry Nursing Home	305 Burton Road	DE23 6AG	52.91059	-1.49164
13					
14					
15					
16					
17					
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Managing Datasets

If you have data in multiple worksheets (tabs) within the same Excel workbook, it is possible to add these to your map. Simply go to the new worksheet (tab) and repeat the geocoding and adding data steps – remembering to select a different pin icon for each new dataset.

Once you have added new data, it is possible to manage what is displayed by clicking the ‘Manage Data’ icon in the top menu ribbon. Within this window, it is possible to choose which datasets are displayed on the map (by ticking the checkbox), delete datasets (this does not delete them from your workbook, only the map tool) and change the settings associated with a dataset.



To delete or change the settings of a dataset, ensure you have highlighted the dataset you wish to amend.

When you have added / activated / de-activated or deleted a dataset, click the ‘Close’ button.

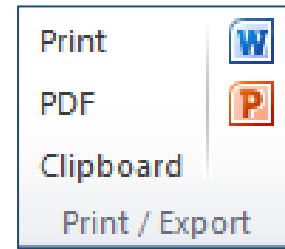
To display the data, click the ‘Refresh Map’ icon in the top menu ribbon.

When you have multiple datasets added to the map and use the data extraction tool, all of the data within the shape that you have drawn will be extracted into the new worksheet, even if it is not displayed on the map.

How can I print the map or export the map to Word or PowerPoint?

You can print the map by selecting print from the MAPCITE menu. This opens your standard print routine.

You can export to Word or PowerPoint by selecting the appropriate icon. This opens the application and places a copy of the map in the document, ready for use.



If you wish to create a PDF version, that is accomplished by selecting the PDF icon. You will be asked to add a title before the PDF will be opened in your PDF viewing software.

If you are using the Free version, the map view will be watermarked.

If you wish to copy to the clipboard for use in another application, select the copy to clipboard, open your new application and paste it into the new file.

MAPCITE

TEL: +44(0)8456800004

EMAIL: SALES@MAPCITE.COM