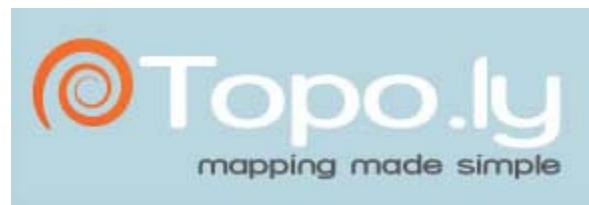


# Location Analysis - The Missing Perspective That Helps Businesses Make a Difference



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August 15, 2013, 10:40 am -- /[EPR NETWORK](#)/ -- Topo.ly is an online mapping tool that promotes location analysis. The team behind Topo.ly firmly believes that understanding location data will help companies drive the proliferation of the values that can be extracted from it. As users create a map, they not only see a bunch of markers all plotted together by sets, Topo.ly's enhanced mapping capabilities maximize the use of mapping technology allow them to view a different kind of data visualization that initially helps them identify connections, patterns and stories that can make up their decisions for better business management.

Topo.ly's features for location mapping are easy to use. In fact, says Fred Kunze, head of the Minnesota Alliance for Geographic Education, "This is just great! I am presenting a session to a group of new Geography teachers, and I'm sure they will be able to use Topo.ly to get kids more involved in map making. It works as advertised, is fast and easy to operate!"

## Online Location Mapping Features

Topo.ly is in the unique position to help companies from different fields use location analysis as an integral step to establish effective business marketing. Below are some of the most useful features of the online mapping website:

### **Create a map**

Topo.ly's easy mapping tool allows the users to create a map in less than 3 minutes. It uses simple copy-and-paste method to reduce the time spent on map building and devote more time in location analysis. This feature has been one of the reasons why more and more companies rely to Topo.ly as their online mapping tool.

### **Add multiple locations data sets**

The integration of different data sets on a map allows the users to clearly identify sets of patterns and connections integral to decision-making. When users view the connections between data sets, they are able to conceptualize practical and more-targeted marketing strategies to win customers and promote their business.

### **Heatmap**

Companies will find more meaning with location analysis when they heatmap using Topo.ly's easy heatmap features. The online mapping tool is packed with territories to use so that Plus users can take full advantage of creating heatmaps by boundaries based on their address locations data. As easy as creating a map, heatmap takes only minutes using Topo.ly.

The integration of location analysis into business decisions for marketing and management will increase the potentials of understanding their market and be more focused on what's necessary. Using Topo.ly's online mapping features allow companies to experience life-long success.

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