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Target Map

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TargetMap Main Screen




Login in to create Map

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Strengths

- Free as long as you share your data and maps with the community.
- Uses Excel format files.
- Small library of maps to learn and draw from.
- Has option to not share and to expand capability, but for a price.
- Responsive email support.

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Weaknesses

- Not as robust as other products.
- Does not granulate below the state/province level, so thematic mapping is limited.
- Must register with the organization in order to save maps.
- Has a small social media presence.
- Data source and accuracy may be suspect.
- No censorship, controls, and standards of taste.
- Except to the Introduction to TargetMap help video, all other videos lack sound.

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Software Limits And Requirements


- Data must be in the first sheet of the spreadsheet.
- The first row must be the headers.
- One row must contain recognizable Geo location data. (State, Country, Province, etc.)
- You must register, no unregistered access.
- You must validate the password via an email process

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Connect and Register


- Go to www.targetmap.com
- Click on “Login/Register”
- Click on “Join to Share”
 - (Other options cost)
- Enter Login Information
 - E-mail
 - Password & Confirm Password
 - Alias
 - Organization (optional)
 - Web/Blog (optional)
 - Key in CAPTCHA Text
- Accept “TargetMap Terms of Service” and click “Join”




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About their “Home Page”

- Different Categories Of Maps
- Can search by key word (Ebola)
- Note “TargeMap Starting Steps” video


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Main Screen Elements




Gallery and Categories


Introduction Video

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Create A Map


- Make sure you are logged on, if not do so.
- Select “Create your own Map”.
- Select Continent and Country
 - Check “North America”.
 - Then check “United States”.
- Click “Next”.



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Create A Map (2)

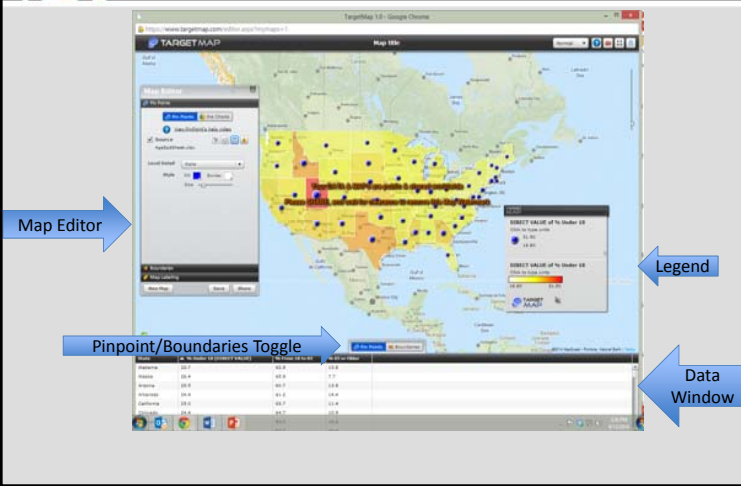
- On the “Choose your way” menu select “Map My Excel”.
- Click “Next”.
- On the “My Data Depot” menu click “Upload new Excel”.
- Select your data file and click the “Open” button.
- Click “Next”.


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Basics About The Map

- Map is in the upper part, Spreadsheet data in the lower part.
- Legend to the right.
- Map Editor to the Left
- The Watermark – Exists until you publish
- Pinpoints and Boundaries


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The Legend

- Top is the range of the selected category.
- Bottom is the groupings.
- Pinpoints defines the range of the selected column
- Boundaries defines the different color range.
- Customize Legend by clicking on “Map Editor

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Map Editor

- Pin Points
 - Show and Hid by checking/unchecking “Source”.
 - Change Fill color, border, and pin point size
 - Change level of detail.
- Boundaries
 - Set “Continuous” or “Range”.
 - Select column to view.


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Map Labels

- Click on Boundaries, then state to insert label.
- Click “Name” checkbox to show name.
- Click “Value” checkbox to show percent.



Name	Value	Value
Alabama	10.1	10.1
Alaska	10.1	10.1
Arizona	10.1	10.1
Arkansas	10.1	10.1
California	10.1	10.1
Colorado	10.1	10.1
Connecticut	10.1	10.1
Delaware	10.1	10.1
District of Columbia	10.1	10.1
Florida	10.1	10.1
Georgia	10.1	10.1
Hawaii	10.1	10.1
Idaho	10.1	10.1
Illinois	10.1	10.1
Indiana	10.1	10.1
Iowa	10.1	10.1
Kansas	10.1	10.1
Kentucky	10.1	10.1
Louisiana	10.1	10.1
Maine	10.1	10.1
Maryland	10.1	10.1
Massachusetts	10.1	10.1
Michigan	10.1	10.1
Minnesota	10.1	10.1
Mississippi	10.1	10.1
Missouri	10.1	10.1
Montana	10.1	10.1
Nebraska	10.1	10.1
Nevada	10.1	10.1
New Hampshire	10.1	10.1
New Jersey	10.1	10.1
New Mexico	10.1	10.1
New York	10.1	10.1
North Carolina	10.1	10.1
North Dakota	10.1	10.1
Ohio	10.1	10.1
Oklahoma	10.1	10.1
Oregon	10.1	10.1
Pennsylvania	10.1	10.1
Rhode Island	10.1	10.1
South Carolina	10.1	10.1
South Dakota	10.1	10.1
Tennessee	10.1	10.1
Texas	10.1	10.1
Utah	10.1	10.1
Vermont	10.1	10.1
Virginia	10.1	10.1
Washington	10.1	10.1
West Virginia	10.1	10.1
Wisconsin	10.1	10.1
Wyoming	10.1	10.1

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Saving

- Save your map.
- Then Share the map.
- Be sure to enter a category and some tag words.
- First time there is a watermark and the map is reviewed.
- Once reviewed, a link is sent to you, and then you can access, print, and embed.