

General Instructions:

All rows of the [CSV file](#) must be filled out to match the exact instructions given below, and all columns are required. Please do not rename or move columns.

For the below referenced columns of data (Amenities, Living Options, Healthcare Services & Room Types), multiple selections are pipe-delimited without a space surrounding the pipe character.

- For example, Assisted Living|Memory Care for Living Options would denote that the community has both Assisted Living and Memory Care.

To view all available options for the below data columns, please reference the respective tabs in [Community Taxonomies.xls](#). Only options that appear in the Excel workbook will be added, so please contact ASHA (info@wherelyoulivematters.org) if you need to add something that isn't already available.

1. Amenities
2. Living Options
3. Healthcare Services
4. Room Types

The WYLM.org website will use community location as a prioritization and display criteria for consumers searching on the website. For latitude and longitude, both must be entered in decimal degrees (DD). For instructions on how to obtain the coordinates, [click here](#).

Column-Specific Instructions

1. Community Name: Enter the full community name (e.g. ACME Estates Glenside)
2. Address: Enter the community's street address (e.g. 123 Pleasant St)
3. City: Enter the community's city (e.g. Arlington)
4. State: Enter the community's two-letter state abbreviation (e.g. VA)
5. ZIP: Enter the community's 5-digit ZIP code (e.g. 22180)
6. Latitude: Latitude in decimal degrees (DD) format (e.g. 38.8976633)
7. Longitude: Longitude in decimal degrees (DD) format (e.g. -77.0365739)
8. Phone Number: This field must be 10 numbers with no dashes, spaces or special characters (e.g. 2025551234)
9. Marketing Email: Please be sure to use the email address you want leads directed to. Without this email address, we will not be able to forward you the leads that come from the completed community contact forms.
10. Website URL: This must be a full, valid URL (e.g. <https://www.community.com>)
11. Amenities: This is a pipe-delimited list (e.g. Activities Onsite|Arts and Crafts Center|Fitness Center)
12. Living Options: This is a pipe-delimited list (e.g. Active Adult|Assisted Living)
13. Healthcare Services: This is a pipe-delimited list (e.g. Diabetic Care|Memory Care)
14. Room Types: This is a pipe-delimited list (e.g. 1-Bedroom Apartments|2-Bedroom Apartments|Memory Care: Studios)
15. Overview: This is a plain text overview describing the community.