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How to Test Your Geolocation Application by Chris

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E-commerce has now become an acceptable way to shop for things that one may need. Therefore, the implementation of Geolocation applications has become increasingly important. Precise location data is more important than ever, especially for international businesses that depends on local customers.

IP Geolocation tools help web masters to determine the geographical location and provide further details of their visitors such as country, region, city, latitude, longitude, ZIP code, time zone, connection speed, ISP and domain name, IDD country code, area code, weather station code and name, mobile carrier information.

Geolocation applications are very attractive to online marketers and being used widely by business owners too because it allows them to deliver appropriate and local contents to their visitors easily, based on location, such as country, region, state, city, zip code and so on. In such a way they are able to target and expand their reach to the ideal audiences, thus drawing in new customers. Besides that, geo targeting is an extremely effective and powerful tool for the advertising industry to focus on which markets to target and to have ads appear only to potential customers or users who are located in selected locations or particular cities. Some other common geo-targeted applications that we may come across include dynamic landing pages and location based special promotion or offers.

In conjunction with the growth of Geolocation tools, the testing phase of the project becomes increasingly important to ensure the quality of the project. The testing phase of Geolocation feature is complicated when the web developers and support analysts need to replicate the scenario of visiting the web site from a particular country or city. They will need to find and gain access to a slew of IP addresses from various countries in order to ensure that the site is working as it supposed to, and to ensure that their content are reaching their intended markets.

With the use of proxy servers located in various locations around the world, the developers and analysts are now able to build and test their applications accurately and effectively. This will enable them to see what customers around the world will be seeing. It saves time and reduces costs for debugging when errors are reported at a particular location as web developers can access the localized content as seen by the visitor. It is also ideal for internet marketers, SEO consultants when they need to gain access in order to view the local version of websites from different locations to ensure that the ads, the messages are delivered correctly.

In short, developers need a seamless and speedy infrastructure in order to develop and test their Geolocation applications as if they are located in the geo-targeted country. IP proxy servers will be the quick and easy solution for all.

This article is prepared by LocaProxy, specialize in proxy solution and provides multi-location HTTP proxies to help businesses test geolocation applications.

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