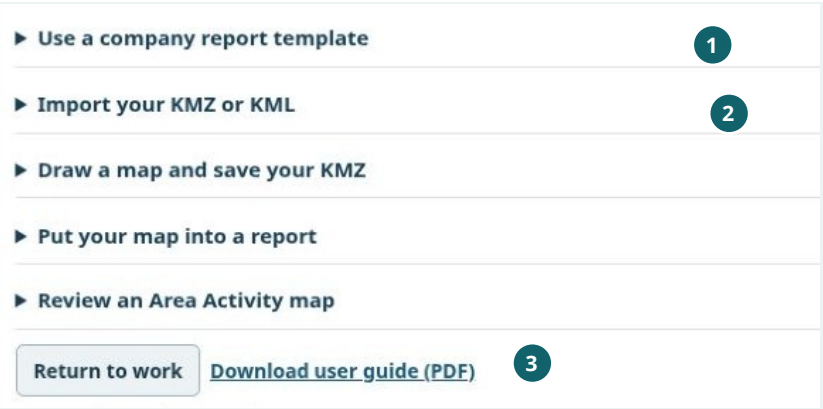
# Create reports quickly with automatic maps.

## Illustrated user guide

SERA Business Risk Map Creator / 2026.11.28




### Pick a starting task

1 Open the company-template task when you already have letterhead.

2 Import an existing KMZ or draw a new one.

3 Download a copy of this guide.

## Find a task


| | |
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| 02 | Produce a 5 W incident brief |
| 03 | Review Area Activity |
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| 05 | Bring in your own KMZ or KML |
| 06 | Build a map from blank |
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5 W

# Produce a 5 W incident brief

From a reported position to a plotted pin and an editable Word brief.




### Check the plotted pin

1. The pin sits at the entered position.
2. The map label shows which incident the pin represents.

## 1 Set up the brief

Choose 5 W. Leave Report map set to Automatic map. Enter Who, What, When and Why. For an unconfirmed person or cause, select Not yet known beside the relevant field.

## 2 Plot a practice incident

Under Where, set Incident location to Grid or coordinates. Select Latitude / longitude and enter 51.5074, -0.1278. Give it a name such as Road closure. For a grid, select MGRS grid and enter the complete reference, including the zone and letters.

## 3 Add an optional distance reference

Under Distance from, choose Grid or coordinates. Enter 51.5034, -0.1276 in latitude/longitude format and enter Practice office under Reference name. Add incident adds another event to this brief.

## 4 Review and export

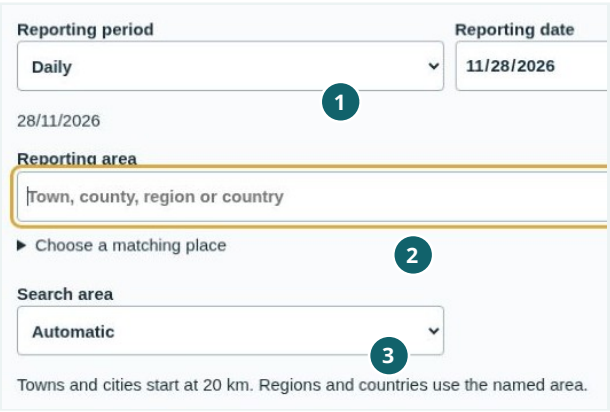
Select Produce report. Locate the incident pin and reference on the automatic map, then check the reported time and distance. Use Back to form to correct a field or Save Word report to download the .docx. Open the document and check the map. If the Save file dialog opens, choose Download file.

**To share the whole page as a picture, use Copy full-page image. If copying is unavailable, use the PNG download offered by the app.**

Area Activity

# Review Area Activity

Keep location precision visible through to the issued report.




### Set the search scope

1. Choose the period and date for your evidence.
2. Confirm the matching place before running the search.
3. Choose a named area or a radius.

## 1 Choose a place and period

Open Area Activity. Choose Daily, Weekly or Monthly, set Reporting date, and enter the Reporting area. Confirm the matching place. Use Named area only or Within a radius to define the search.

## 2 Create the draft

Choose Generate with AI, select subjects, then Search and create report. Review source dates, publication links and translated excerpts. An unavailable translation is identified in the result. For your own text select Write my own, Add heading and Preview my report. Open Search options and source review for source selection or to import a cited report.

## 3 Work through three location cases

Exact: the notice gives 51.5074, -0.1278. Under Item location enter those coordinates and select Update item on map. Approximate: a second notice gives only a town. Enter the town, update and check its approximate label. Unlocated: a third notice gives no place. Choose Mark unlocated and retain the narrative without an incident pin.

## 4 Issue the reviewed brief

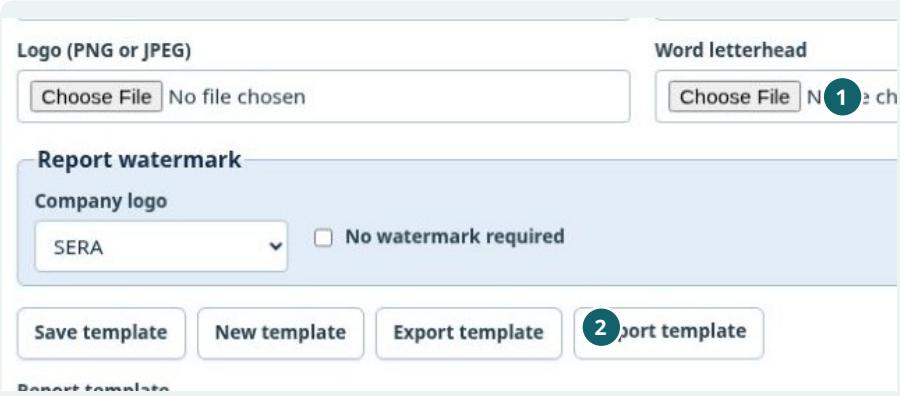
Untick unrelated entries and revise included paragraphs. Check the map and source list, then use Save as... to export. A coverage marker describes the search area. It cannot confirm where an incident happened. Save Word report downloads a Word document.

**Check the original article when an English translation is unavailable. If the search finds nothing, review the list of sources searched and their availability before changing the dates or area.**

Map report / Client templates

# Apply a company report template

Bring an approved Word letterhead into a map report or import a colleague's template settings.




### Choose the right file

1 Word letterhead takes the prepared .docx.

2 Import template reads creator settings exported as JSON.

## 1 Prepare the letterhead

In a copy of the approved .docx document put [[MAP_REPORT]] alone in a paragraph in the document body. Place it where the generated report should begin. Keep the existing header and footer.

## 2 Create the template

Open Map report, then Client templates and New template. Enter a Template name. Use Word letterhead to select the prepared .docx. Set the Accent colour, Distribution marking and Footer text as needed. Logo accepts PNG or JPEG. Choose Save template.

## 3 Apply it to a report

Under Report template choose the saved name. Return to Current map, enter a report title and some text, and choose Preview report, then Save Word. Open the downloaded file in Word to check the letterhead, map and page breaks.

## 4 Move the template between devices

In Client templates select the template and choose Export template. On the destination device choose Import template and select the exported .json. Then choose its name under Report template.

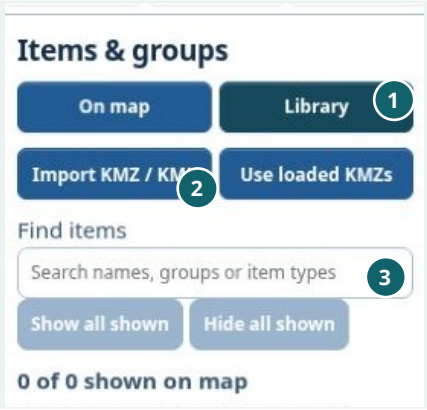
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The Word letterhead field accepts .docx. Import template expects a settings file previously exported by the creator.

Items / Library

# Bring in your own KMZ or KML

Choose exactly which features from a company file appear on the working map.




### Select what appears

1 Library lists available file contents.

2 Import opens the file picker.

3 Find items narrows the displayed list.

## 1 Load a file

Choose Items, then Import KMZ / KML. Select your own .kmz or .kml. If the tools panel is folded, open Tools first.

## 2 Choose the map contents

In Library, expand the folder or search for a feature by name. Tick a point, line or area to display it; tick a group to show its members. Choose Fit to bring the features into view.

## 3 Organise the selection

Open On map and Manage items. Use Select for the entries you want to edit or group. A visibility tick determines whether the item is drawn; the editing selection determines which objects an edit affects.

## 4 Return to a loaded file

Choose Use loaded KMZs to browse files already loaded in this browser. For transfer to another device, keep the source file and save the working project.

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**If no feature appears, clear Find items, expand the imported folder, tick a known entry and choose Fit. A successful import alone does not guarantee a feature is visible.**

Drawing tools / Export

# Build a map from blank

Create three features: a meeting point, an access route and a work area.




### Choose drawing tools

1 Pin places a marker.

2 Route joins your turns.

3 Area closes the boundary.

## 1 Begin with an empty workspace

On a new map choose Pin and click or tap the meeting point. Use Select to open the pin and set its name. For a precise position, use Places and Add grid point or Add coordinate point. Before clearing an existing map, use Save project as... to retain it.

## 2 Draw the access route

Choose Route. Enter a route name and select Start route. Click or tap at least two turns in sequence, then select Finish. Alternatively, open Routes to set the line colour and thickness.

## 3 Outline the work area

Choose Area, click or tap at least three corners around the boundary, then choose Finish. For a straight Line, hold the left mouse button or press a finger on the map, drag to the endpoint and release. Shapes contains presets you can drag to size.

## 4 Export your own KMZ

Choose Save project as... for an editable copy. In Export choose Save Google Earth KMZ as.... Open the result in the receiving map viewer and check the pin, route and area. For a report, open Map report and choose Current map.

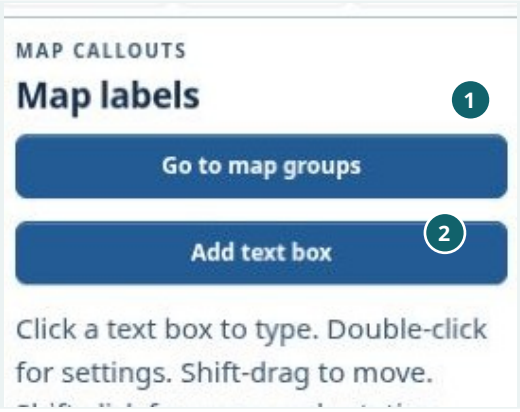
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Use Select before repositioning the map after drawing. Fit helps you see all visible features together.

Labels / Export

# Label features and prepare the map key

Make symbols, labels and photos readable at the size the reader will see.




### Create a label

1 Labels opens the annotation panel.

2 Add text box creates freestanding text.

## 1 Attach a label to a marker

Choose Labels, select the point and choose Add / edit box. Set the heading and narrative. Use the editor to select an icon or attach a photo. The callout remains linked to its marker.

## 2 Position text and symbols

Choose Text box and place it on the map. Click an existing text box to type; double-click opens settings. Shift-click an unlocked callout to show its handles. Drag the corner to resize it. In Labels, use Stack left, Stack right or Arrange both sides to organise callouts.

## 3 Edit a legend

In Export enable Include map legend and open Edit legend. Use map legend takes the current entries; Clean legend starts an empty one. Tick entries, edit labels or Add legend item, choose With notes or Without notes and Apply legend.

## 4 Preview the image

Choose Preview image, check the key, scale, compass and labels. Use Crop map, set the frame, then Apply crop. Use Save PNG as... or Copy this image. Save legend PNG as... creates a separate image of the key.

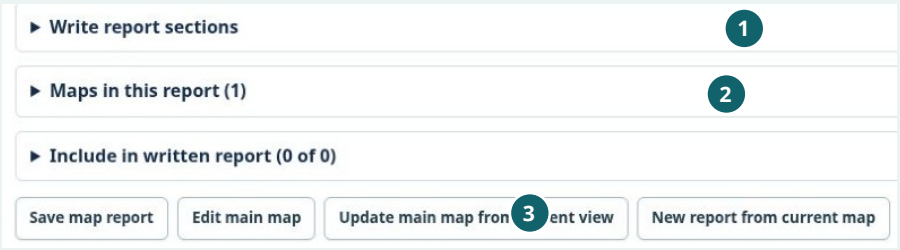
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**Save legend and Load legend reuse editable settings. A legend PNG preserves the visual result for a document or slide.**

Map report / Current map

# Write a map report

Use your working map as the main figure and place detail maps between sections.




### Maintain the main map

1. Expand Write report sections to enter the narrative.
2. Maps in this report lists each captured view.
3. Update main map from current view replaces the image.

## 1 Capture the current map

Frame the view, open Map report and choose Current map. Enter Report title, Report date, Client and Prepared by. Expand Write report sections. Empty sections are omitted from the report.

## 2 Update or add a view

Select Minimise to map. Make the map edit. Use Update main map to replace the overview or Add current map for a second figure. Select Return to report. Check Maps in this report for the placement, caption and key.

## 3 Review and issue

Choose which entries to include in the written report. Choose Preview report, check the figures and text, then Save Word or Print / PDF. Use Save Excel for the workbook output. Save map report retains the report for later use.

## 4 Combine saved reports

In Linked reports choose the client and select the saved reports you want. Set the grouping and a briefing title. Preview the result before exporting.

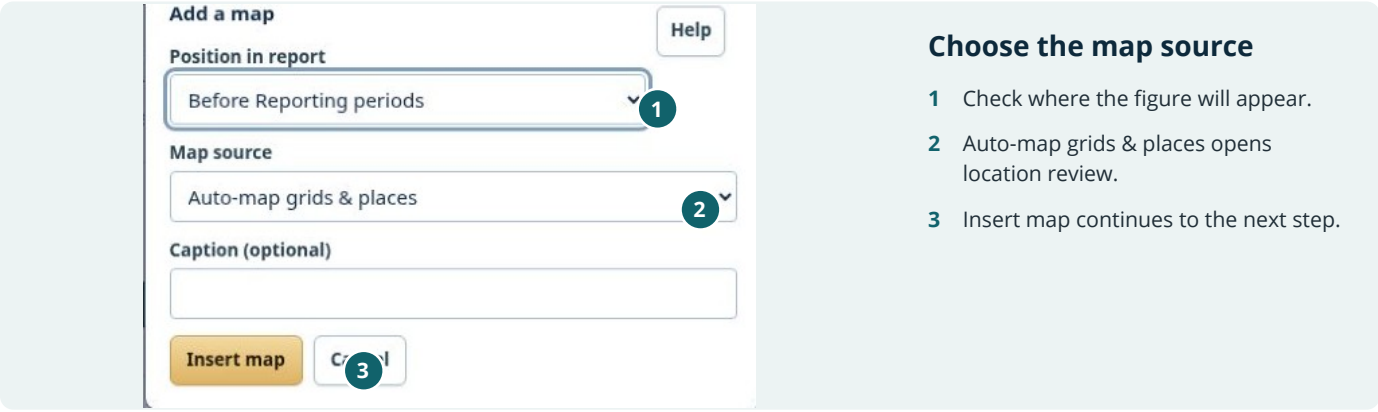
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**An unticked written entry is omitted from the text. To remove its feature from the map, change visibility in Items, then update that report map.**

Report preview / Add map here

# Plot grids found in a written report

Insert a figure below a particular report section using locations in its text.




## 1 Prepare the text

In Current map, expand Write report sections and enter complete MGRS references or identifiable place names. Choose Preview report.

## 2 Select the insertion point

At the required position choose Add map here. Verify Position in report and select Auto-map grids & places as Map source. Choose Insert map to open the location review. The other map sources accept a PNG/JPEG or capture the current map view.

## 3 Resolve each location

Review detected references and remove unrelated matches. For a missing grid use Add MGRS grids and Add grids. For a place use Find places or Search worldwide online. Choose the correct administrative area.

## 4 Insert the checked figure

Choose Preview map. Check that each point represents the precision supplied. Select Insert map, verify the caption and position in the preview, then export the report.

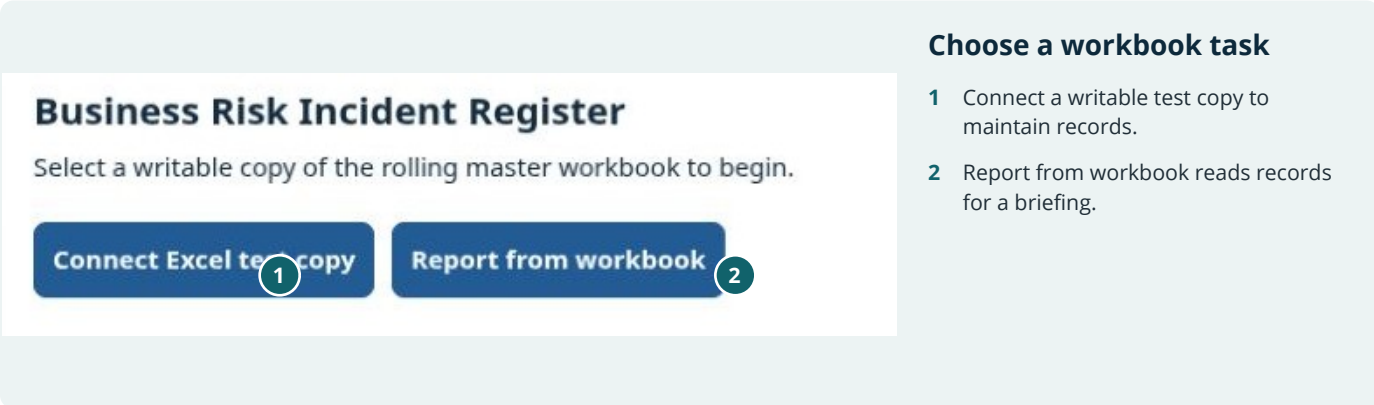
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A town centre is an approximate point. Say so in the caption when the narrative does not pinpoint a site.

Import incident Excel / Incident Register

# Work with incident spreadsheets

Map a worksheet, use a writable register or generate a report from a workbook.




## 1 Map an existing worksheet

Choose Import incident Excel and select your workbook. Choose the worksheet, header row and row range. Review mappings for name, narrative, date, source and position.

## 2 Review and add incidents

Check the preview, especially blank or conflicting coordinates. Choose Add incidents to map, inspect the positions and save your project. Keep the source worksheet.

## 3 Maintain a working register

Open Incident Register and choose Connect Excel test copy. Select a writable copy of the supported register. Choose Add incident by coordinates or Plot new incident, fill in the required fields and choose Save incident to Excel.

## 4 Build the briefing

Apply the register filters. Choose Show selected incidents on map or Preview report. Interactive heatmap summarises the selected records. Report from workbook lets you review a worksheet and preview a report without editing its source.

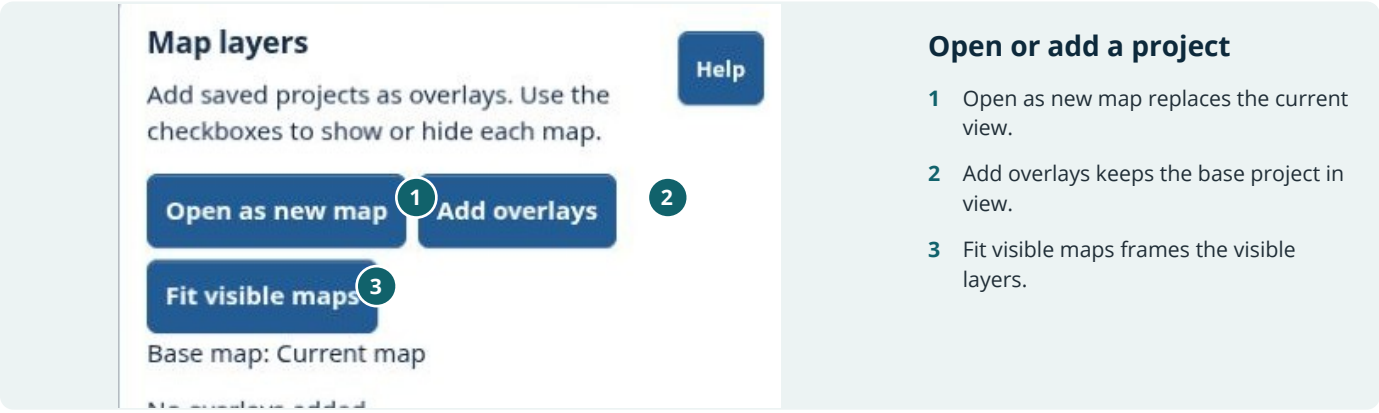
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If write-back is unavailable in your browser, use Import incident Excel or Report from workbook for a read-only workflow.

Save project as... / Layers

# Save, recover and hand over

Choose an editable project, an exchange file or a finished picture according to what the recipient needs.




## 1 Keep an editable working copy

Use Save project as... to download the project JSON. Include a date or revision in its filename. It preserves layout details such as labels and photos.

## 2 Reopen or compare maps

Open Layers. Choose Open as new map to work on the saved project, or Add overlays to compare compatible projects. Fit visible maps frames the displayed layers.

## 3 Recover an interrupted session

If a recovery copy is offered, choose More actions and Restore draft. Check its contents, then save a dated project file. Keep downloaded copies for device changes or browser-data resets.

## 4 Hand over a brief

Send the editable project for revisions, KMZ for map geometry, PNG for a finished map, or Word/PDF for a written briefing. Include the exported template when the recipient needs to regenerate the report.

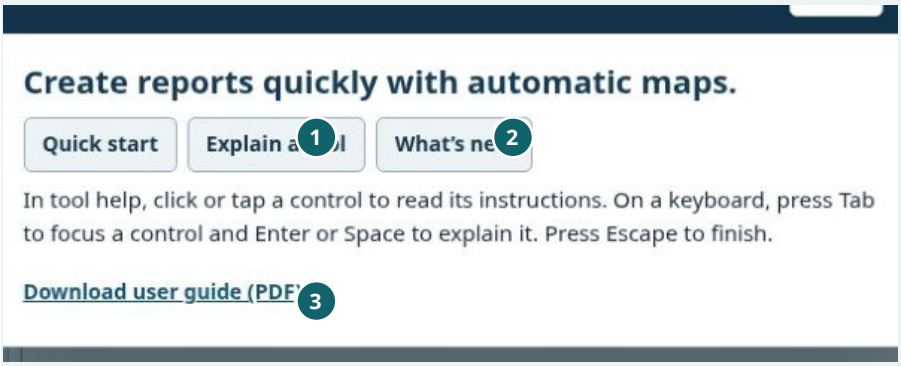
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5 W Log holds produced briefs in this browser. Export Excel master keeps a portable log. Combine Excel master... imports missing report IDs. Open a recorded brief to review its issue history.

Map controls

# Use the controls and recover from problems

Quick reference for selecting, drawing, positioning and correcting mistakes.




### Inspect a tool

1 Explain a tool starts inspection mode.

2 What's new reopens release notes.

3 Download the current PDF here.

## 1 Pan, zoom and select

Drag empty map space to pan. Use + and − for zoom. On Windows use Ctrl + scroll to zoom; on Mac use trackpad scroll to pan and pinch or Command + scroll to zoom. Choose Select and click or tap an existing feature to edit it.

## 2 Move a feature deliberately

With Select active, hold Shift and drag an unlocked object to move it. Shift-click reveals available handles. Drag a handle for its indicated adjustment. Use Edit points on map to move individual shape vertices, then Done editing points.

## 3 Use keyboard or touch

Tab and Shift + Tab move focus between controls. Enter or Space activates a focused button. Enter coordinates in Places when positioning a pin without a pointer. On touch, tap vertices and use Finish. Use +/− instead of a wheel. For inline text use Ctrl + Enter or Command + Enter to finish.

## 4 Recover from a mistake

Outside a text field, Ctrl/Command + Z undoes a map edit. For a stale figure, Minimise to map, update the main map or selected additional map and return to the report. For a missing letterhead, verify the .docx and standalone [[MAP_REPORT]] paragraph.

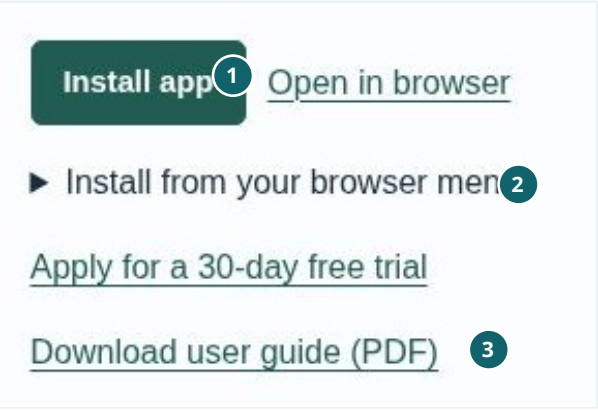
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**Choose Help and Explain a tool. Click, tap or focus a control and press Enter or Space to read its instructions. Choose Exit tool help or press Escape when finished. More actions contains Hover tips.**

Website / Install app

# Install, reopen and get help

Use the same website edition in a browser or from the installed app icon.




### Choose how to open the app

1. Install app uses the browser's installation prompt when available.
2. Expand the browser-specific instructions if needed.
3. Download the guide directly from the install page.

## 1 Start an approved trial

At seracreator.co.uk choose Apply for a free trial. Submit the application. After approval, follow the setup link. A new website trial lasts 30 days from first successful sign-in. The account expiry applies across devices. Access ends without automatic billing or deletion of saved work.

## 2 Install on a device

Choose Install app on the website. In Chrome or Edge use the install option when offered. In Safari on iPhone or iPad use Share, then Add to Home Screen; on Mac use File, then Add to Dock. Open in browser opens the web version.

## 3 Reopen and check an update

Open the installed SERA icon online. Sign in if requested and wait for Ready for offline use before disconnecting. An authorised device can reopen offline while its session is valid. Reconnect if the app requests it. Save a project copy before updating.

## 4 Keep a copy of the guide

Quick start opens on first use, and What's new opens once on a later relevant release. Reopen either from Help. Select Download user guide (PDF) and save it for offline reference. Chat to SERA, source searches and new map tiles need a connection.

**If the app asks you to sign in again, reconnect and use your approved website account. A second device uses the same account expiry; transfer editable map files and template settings separately.**