Esri International User Conference | San Diego, CA
Technical Workshops | 2011

Authoring and Using Great Web Maps
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What is a web map?

The foundation for your maps and applications

Intelligent Maps

Supporting
• Visualization
• Editing
• Popups
• Analysis
• Time

Services And Data
Parts of a web map

- Presentations
- Popups and gadgets
- Graphics and features
- Operational layers
- Basemap layer
What makes a great web map?

- Keeping it simple and focused
- Paying attention to your audience
- Limiting operational data
- Presenting information in a user friendly way
- Using the web map pattern
Where do I create a web map?

http://www.arcgis.com

ArcGIS.com Viewer

ArcGIS Explorer Online

Arcgis.com Viewer
How do I get started?

- A web map in the galleries
- A web map in a group
- Start with a new web map
- Search on a topic
Building a great web map – adding content

1. Search for an area of interest
   - San Diego, CA

2. Add a basemap

3. Add operational layers and graphics

**Layers types include**

- ArcGIS services
- Editable layers (feature services)
- WMS services and KML
- Data from tables
- Shapefiles (Explorer only)
- Map notes
Building a great web map – enhancing the user experience

1. Popups
2. ArcGIS Explorer Online dashboard and gadgets
3. Symbolize layers
4. Presentations
5. Allow users to interact with your map
6. Save your map
One web map can be used anywhere

Any Device

One Map

ArcGIS Online

One web map – many uses
Share your web map

- Link to another web site or blog
- Facebook or Twitter

One web map – many uses
Demo
With Bern
QUESTIONS

Please take a few moments to evaluate this session – *Thanks!*

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