ArcGIS Online Best Practices for Publishing & Sharing

Kelly Hutchins, Andrew Stauffer, Bern Szukalski
Topics for this session

- Your online persona
- Service source
- Configuring the user experience
- Documenting your item
- Organization home
Your Profile
Put your best profile forward

- Personal vs. professional persona
- Photo or logo
- Contact information
Publishing Services

- Document service at source
- Carried along with item
- Links included in maps
Service Authoring Considerations
For optimal mashup ease and usability

- Limit number of layers, sublayers
- Layers as map building blocks
Make sure the SOAP end point is accessible

- No longer an issue with 10.1
- At 10.0 make sure to have Fully Qualified Domain Name.
Editing Feature Services from ArcGIS Server 10.0

- **Cross-Origin Resource Sharing**
  - enable-cors.org
- Needs to be enabled on your web server
- Not supported in IE

```xml
<?xml version="1.0" encoding="utf-8"?>
<configuration>
  <system.webServer>
    <httpProtocol>
      <customHeaders>
        <add name="Access-Control-Allow-Origin" value="*" />
      </customHeaders>
    </httpProtocol>
  </system.webServer>
</configuration>
```
Share only what you intend

- Only make the services you want to share Public
Using custom Base maps

- Add Cached Map Service to a Web map
- Leverage Custom Scales
- Use any layer
Working with Editor Tracking

• New feature in 10.1 and hosted services!
• Requires a login to track who
Configuring Layer

- Define user experience
- Save to item properties (if owner)

Pop-up

Save item properties to save configuration
Configuring your map

Layer Pop-ups

Transparency

Display Scale Range

Symbols

New - hide from legend
Pop-ups

- Use aliases, hide fields, don’t SHOUT
- Explore formatting options
- Deliver information well
- Optimize photo experience

200px by 150px
Small size for rapid display
Item Description
After you save, and before you share

Good Thumbnail
Concise Summary
Great Description (use links, photos, etc.)
Tags, Usage Notes, etc.
Groups

- Group thumbnail
- Description (can include links, photos)

Group Thumbnails & Summary

Group Description
Group galleries

Configurable group gallery template

Embedded gallery in public website
Groups are building blocks for public galleries

Groups also have IDs that can be found using owner and name.
Consider your audience

- Map Viewer vs. applications (authors vs. consumers)

Easy!

Embedded maps open map viewer by default – change!
Organization Home

**Basic**

**Stylin!**

**Not for public access!**

Add links to public site on organization home.