Authoring Great Web Maps

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Overview
What will we be covering?

- What is a Web Map?
- Choose a Basemap
- Adding Data
- Design Your Map
- Add Metadata
- Share Your Map with the World!
What is a Web Map?

Container for your map settings and data (like an MXD)
Saves your map configuration in order to share it with the world as a URL
Can be absorbed by different applications like story maps
Choose a Basemap

The basemap is the foundation of your map. It provides reference to your data.

Start your map by selecting a basemap that makes sense with your topic/data.

Questions to ask yourself:
Do I just need the basemap as reference?
Do I need to see roads? Imagery? Natural features?
Adding Data

Every good map starts with good data.
Design Your Map
Don’t forget that your map is interactive

What is smart mapping?
Making smart choices (color, transparency)
Different smart mapping options
Preview your changes before accepting
Design Your Map
Don’t forget that your map is interactive

Configure Popups
Allow people to click on the map and get additional information
This map shows a comparison of multiple variables related to the counts of population age 25+ based on education level. The color of each point represents the predominant education level for each census tract:

- Less than 9th Grade
- High School Graduate
- Bachelor’s Degree
- Graduate Degree

The transparency showcases the strength of the predominance. If the gap from the predominant attribute to the second largest attribute is significant, the features are shown with less transparency. If the gap is relatively small, the feature is shown with greater transparency.

The data comes from Esri’s ArcGIS Online data enrichment using the Living Atlas Census Tract Analysis layer. The vintage of the Esri Demographics data is 2011.
Share Your Map With the World! (or not)

Choose who can view this map.
Your map is currently shared with these people.

- Everyone [public]
- Esri ArcGIS Content Team
- Members of these groups:
  - [List of groups]

Link to this map
https://arcgis/b9vwydp

Embed this map
- Embed in website
- Create a web app

Create a New Web App

- Configurable Apps
- Web AppBuilder

What do you want to do?

- Build a Story Map
- Collect/Edit Data
- Compare Maps/Layers
- Explore/Summarize Data
- Map Social Media
- Provide Local Information
- Route/Get Directions
- Showcase a Map

- Basic Viewer
- Compare Analysis
- Crowdsource Polling

- Directions
- Edit
- Elevation Profile
Demo: Julia

Publishing Data, Adding Layers, Geoenrichment
Demo: Lisa
Using Living Atlas, Smart Mapping, Popups, Metadata, Sharing
Summary
What did we just go over?

• What is a Web Map?
• Choosing Your Basemap
• Adding Data
• Designing Your Map
• Recording Your Metadata
• Sharing Your Map
Related Presentations

Want to learn more?

Six Easy Ways to Improve Your Maps
Living Atlas Demo Theater 4
Wednesday July 12, 9:30 - 10:15 am

Data Exploration with Smart Mapping
Room 10
Wednesday 1:30 – 2:45 pm