What Makes a good content item GREAT?

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Tuesday - 4:30 PM - 5:15 PM
SDCC - Demo Theater 04 - Living Atlas
Content items in ArcGIS Online
   Difficult to find what you are looking for sometime
   Good content items stand out

Living Atlas of the World Nomination App
   Scores content items based on key criteria
   Walk through process of scoring an item using the Nomination App.

http://esriurl.com/ContributeLAW
Feature Service Publishing Overview

- Planning for Publishing
  - What is it?
  - Who is going to use it?
  - How is it going to be used?

- GIS Workflow
  - Create a new map
  - Determine proper coordinate system
  - Fields
  - Symbology
  - Metadata (including thumbnail)

- Managing Web Layer
  - Content Item
  - Default behavior
  - Extent
  - Test
Today we are going to be working with Unexploded Ordnances!

**USA Unexploded Ordnance**

**Description**

Unexploded ordnances (or UXOs/UXBs, sometimes identified as UO) are explosive weapons (bombs, bullets, shells, grenades, land mines, naval mines, etc.) that did not explode when they were employed and still pose a risk of detonation, potentially many decades after they were used or discarded. Casualties have been incurred from accidental and naive contact with live munitions, and could possibly be avoided.

While "UXO" is widely and informally used, according to the U.S. Environmental Protection Agency (EPA), munitions and explosives of concern (MEC) is the current preferred terminology within the remediation community. This is NOT a complete collection of unexploded ordnances on the seafloor, nor are the locations to be considered exact. The marine environment is of ambulatory nature, so locations may change on a tide by tide basis.

The presence and locations of the unexploded ordnance have been derived from graphical representations recorded on NOAA Raster Navigation Charts.

Cleanup and Clearance efforts are ongoing, but are slow in progress. Efforts such as underwater replenishment (UNREP), must be conducted in a marine area that is suitably located with sea heights that are adequate to keep vessels from danger of existing UXOs, without loss of more munitions. Location of an existing UXO concern area may indicate previously unsuitable conditions that should be avoided.

The data for this layer were obtained from NOAA’s Coastal Services Center ftp site (ftp://ftp.csc.noaa.gov/pub/MSF/).
Planning for Publishing

Why is this layer being published?
Who is the audience?
What is it going to be used for?

Take on the persona of the users that are going to be accessing this layer.

All of this is valuable information to use when populating your metadata in your content item, capture it somewhere.
How is the data going to be used?

Who is going to use it?

What is the intended experience?
Planning for Publishing

Template for item success

**Title:**
Simple meaningful and short

**Tags:**
Keywords users can use to search for this data; ideally each layer will have between 5 and 10 tags that help users locate a layer.

**Summary:**
Everything that you wanted to put into the title; describe the dataset in one sentence.

**Description:**
Include hyperlinks, indicate where the data was downloaded from and when. This is a great opportunity to address users and let them know what they can do with this layer and what it was intended for when it was constructed.

**Credits:**
Where did the data come from? Give credit to the source where you obtained the data.

**Access Use and Constraints:**
Are there any restrictions for using this data?
GIS Workflow

Download data from source.

Extract.

Import into your ArcGIS Pro Project.
GIS Workflow

What is it?
Who’s going to use it?
What’s is the intended use?
What is the intended experience for using this data?

What is it?
- An armless legless stick figure
- A decapitated head on a post
- A bald sunflower

Intended Use?
- Analysis
- Feature Class
- Display
- Tile Layer

Who?
- Just Me
- People in Group
- People in Org
- Public (Everyone)

Intended Experience?
- Desktop Use
- Web Maps
- Web Apps
Populate the template for item success with the information you gathered.
GIS Workflow

**Create a New Map**
Insert - Map

**Coordinate System**
Project the data into Web Mercator
Output GP results to the ArcGIS Pro Project GDB.
Name Layer Accordingly
GIS Workflow

**Fields**

Field Names and Alias - do they make sense? Are they configured properly for analysis or for use in Pop-ups?

**Symbology**

Symbolize the data with web optimization in mind. Does it make sense? Is it distracting?
GIS Workflow

*Map Metadata*
Map properties - edit the Metadata.

*Create Thumbnail*
GIS Workflow

Sharing your data
GIS Workflow

Share as a Web Layer
GIS Workflow

**Analyze**

Check for errors

Most common errors are not having a feature template set and having layers in your map that have not been removed prior to publishing.

**Publish**

Ignore these errors and click “Publish”.
Managing Web Layer

Content Item

USA Unexploded Ordnance locations in known areas.

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Managing Web Layer

Default behavior
Managing Web Layer

Extent

USA Unexploded Ordnance

General Settings

Delete Protection
✓ Prevent this item from being accidentally deleted.

Extent

Top: 38.33
Right: 177.69
Left: 177.2
Bottom: 20.99

Feature Layer (hosted) Settings
Managing Web Layer

Launch in Web Map Viewer and Test
Recap

• Planning
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Scroll down to find the survey

Complete Answers and Select "Submit"
Header for Demo Slide
Supporting Text