

Esri Southwest User Conference

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ArcGIS Online: Best Practices for Publishing & Sharing

David Vaillancourt



Agenda

- **Documenting and organizing your work**
 - Your online persona
 - Thumbnails and descriptions
 - Galleries and groups
- **Making better maps**
 - Cartography and popups, publishing services
- **Sharing with web application templates**

Documenting your work



Organization Persona

- Establish organization persona for authoritative shared content



Joseph Field

This user has not provided any personal information.

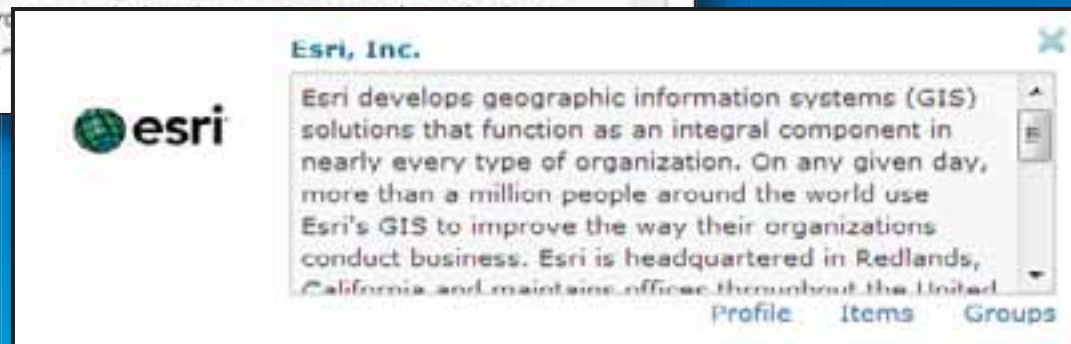
This is a user profile card for Joseph Field. It features a placeholder image on the left and a text box on the right stating that no personal information has been provided. A close button (X) is in the top right corner.



Christopher Pollard

Senior GIS Specialist for the Delaware Valley Regional Planning Commission. Technical lead for the mapping and spatial components of numerous projects including DVRPC's geospatial web mapping applications; transportation, regional and environmental planning.

This is a user profile card for Christopher Pollard. It features a yellow square image of a compass rose on the left. The text on the right describes his role as a Senior GIS Specialist for the Delaware Valley Regional Planning Commission. A close button (X) is in the top right corner.



Esri, Inc.

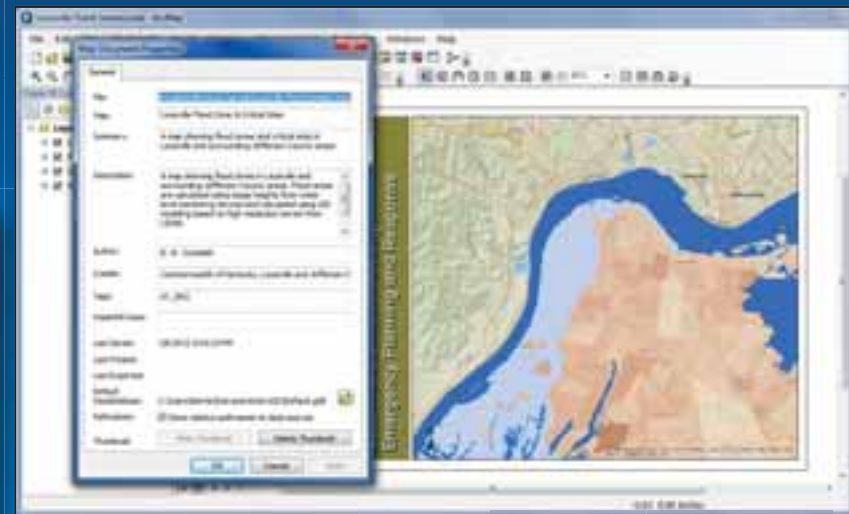
Esri develops geographic information systems (GIS) solutions that function as an integral component in nearly every type of organization. On any given day, more than a million people around the world use Esri's GIS to improve the way their organizations conduct business. Esri is headquartered in Redlands, California and maintains offices throughout the United States.

[Profile](#) [Items](#) [Groups](#)

This is an organization profile card for Esri, Inc. It features the Esri logo on the left. The text on the right describes the company's focus on GIS solutions. At the bottom right, there are links for Profile, Items, and Groups. A close button (X) is in the top right corner.

Publishing Services

- Document service at source
- Carried along with item
- Links included in maps



ArcGIS
Server

Publish from
ArcGIS Desktop
(subscription)

Item Description

- After you save, and before you share

The image shows a screenshot of an ArcGIS item page for a map titled "USA Tapestry Segmentation". The page is annotated with four callout boxes:

- Good Thumbnail:** Points to the map thumbnail and its associated metadata, including the title "USA Tapestry Segmentation", a brief description, a star rating of 4 stars, and social media sharing options for Facebook and Twitter.
- Concise Summary:** Points to the "Description" section, which provides a detailed overview of the map's purpose and data source.
- Great Description (use links, photos, etc.):** Points to the main body of the description text, which includes a link to the "USA Tapestry Segmentation" resource.
- Tags, Usage Notes, etc:** Points to the "Comments (0)" section, which is currently empty.

The page also features an "ArcGIS" logo, a "Resource Center" link, and a "MY CONTENT" section with a "Find maps" button. The browser address bar shows the URL: www.arcgis.com/home/item.html?id=f5c23594330d431ea5d9a27abc90296d.

Thumbnail Graphics

- Offer visual clues
- Brand what your organization publishes
- Identify items and sources of information



Thumbnails



Location Hints



Graphic Hints



Organization Branding



Content Hints

Groups

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



Group Thumbnails
& Summary

Group Description

Group galleries



Configurable group gallery template

Embedded gallery in public website



Organization Home





Demonstration

Your online persona
Documenting your maps



Making better maps



Back to basics - Use a map checklist

Map Evaluation Guidelines

Name of author _____

Date of evaluation _____

Title of map _____

Map sheet (if in a series) _____

Cartographic Requirement

What is the rationale for the map? _____

What is the purpose of the map (ie, the substantive objective)? _____

What is the "look and feel" of the map (ie, the affective objective)? _____

Who is the audience for the map? _____

What is the expected educational level of the audience for the map? _____

What are the expected conditions of use for the map (medium, distance, light, etc)? _____

Cartographic Compilation and Design

Have all required themes and features been included? _____

Does the map have appropriate figure-ground organization? _____

Is there appropriate visual hierarchy among all themes and within each theme? _____

Is there appropriate visual emphasis on the important theme(s)? _____

Is the symbology for qualitative and quantitative data effectively applied? _____

Map Elements and Page Layout

Does the page look balanced? _____

Do all the map elements support the substantive and affective objectives? _____

Are the map elements placed logically on the page? _____

Are the map and map elements aligned to the page and to each other? _____

Does the map have appropriate borders? _____

Orientation Indicator

Is the grid or graticule the appropriately aligned? _____

Does the grid or graticule have appropriate labeling? _____

Does the map require a north arrow? _____

Scale Indicator

Is the scale appropriate to map? _____

Is the scale bar appropriately designed, positioned and sized? _____

Are the scale units logical? _____

Legend

Have all the necessary symbols and details been included in the legend? _____

Do the symbols in the legend appear exactly as they do on the map (size, color, etc)? _____

Is there a logical structure related to the function of the legend? _____

Are the patches, symbols, labels, and descriptions appropriately sized and positioned? _____

Are the labels logical? _____

Titles and Subtitles

Are the titles and/or subtitles relevant? _____

Are the titles and/or subtitles suitably descriptive (area mapped, subject, date, etc)? _____

Are the titles and/or subtitles suitably positioned and sized? _____

Production Notes

Are production notes included? _____

Are the production notes dated correctly? _____

Are the production notes placed appropriately? _____

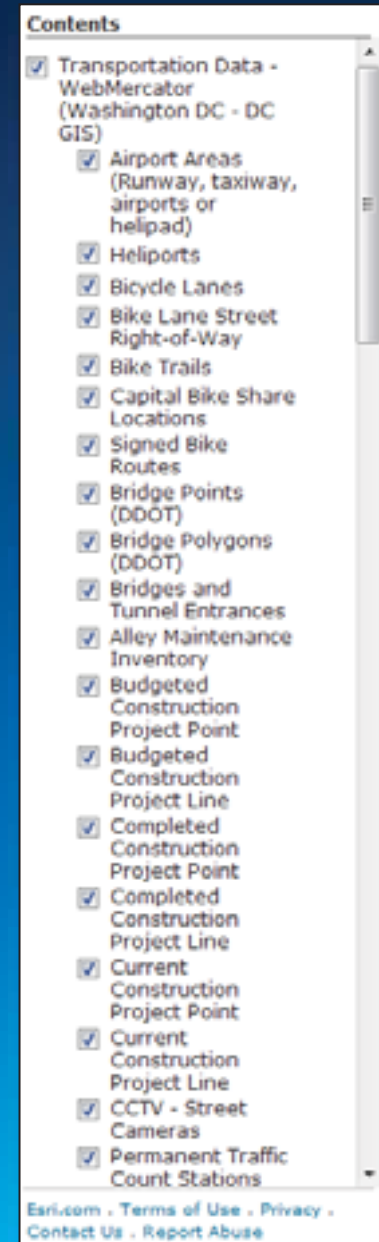
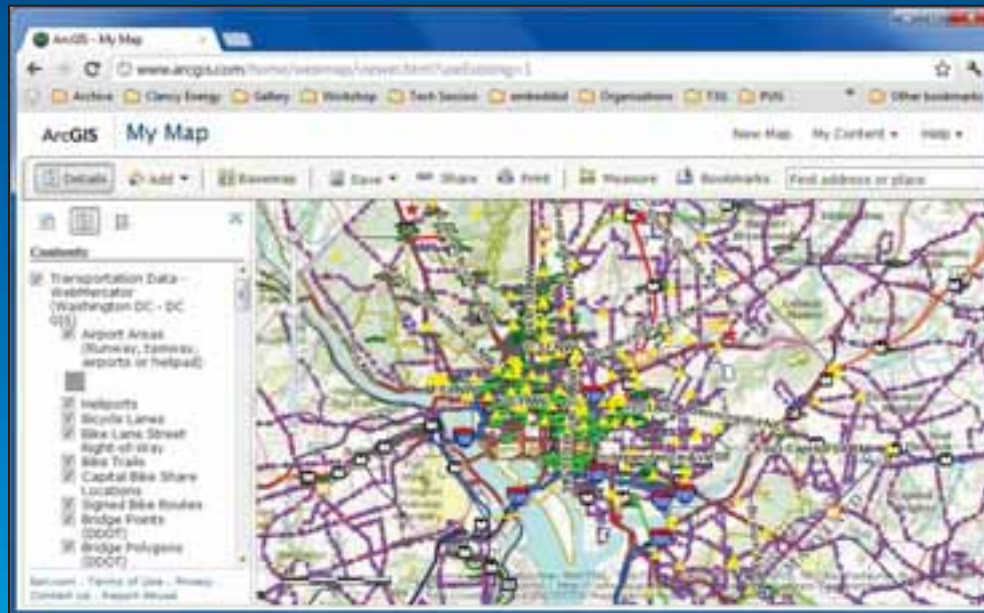
Have copyrighted sources been correctly attributed? _____

Has the map's assertion to copyright been included? _____

Have attribution and/or revision details been included? _____

Service Authoring Considerations

- For optimal mashup ease and usability
 - Limit number of layers, sublayers
 - Layers as map building blocks



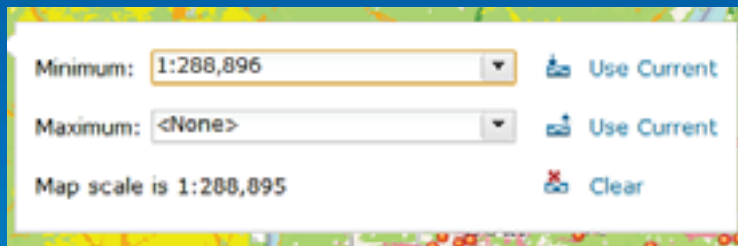
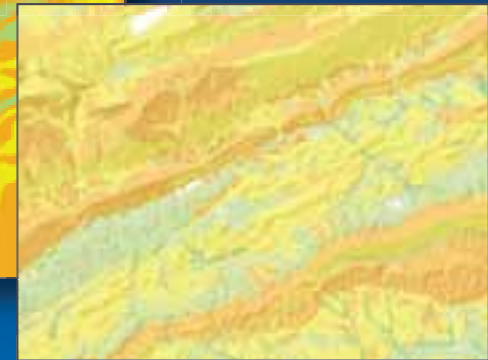
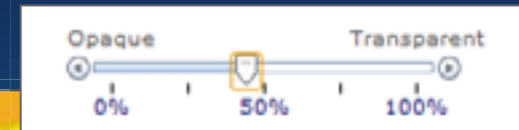
Configuring your map



Layer Pop-ups



Transparency



Display Scale Range



Symbols

Pop-ups

- Use aliases, hide fields, don't SHOUT
- Explore formatting options
- Deliver information well
- Optimize photos



200px by 150px
Small size for rapid display

Configuring Layer

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



Pop-up

Save item properties
to save configuration



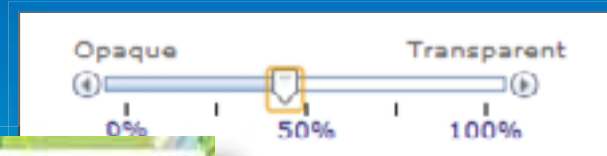
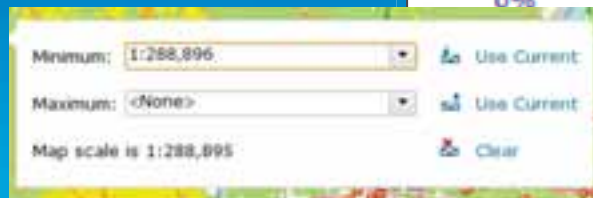
Using custom Base maps

- Add Cached Map Service to a Web map
- Leverage Custom Scales
- Use any layer



Symbology

- **Symbol palette in ArcGIS Online**
 - Symbolize by attribute
- **Symbol palette using ArcGIS Desktop**
 - Full access to all symbols
- **Visible range**
 - Very important for usability and performance
- **Transparency**
 - Make your maps look great
 - Basemap transparency



Choosing a Service Type

Hosted Services

- **Feature service**
 - Relatively few features displayed at once
 - Popups
 - Editing
- **Tiled service**
 - Drawing more than a few thousand features at once
 - High-performance
 - Raster data or imagery
- **Use both**
 - Drawing several thousands features with popups and annotation



Demonstration

Making better maps



Web Application Templates



Consider your audience

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



Easy!



Embedded maps open map viewer by default – change!

Web Application Templates

- **Solutions center (resource center) page**
 - Downloadable, configurable, editable, run on premises
- **ArcGIS Online **Hosted** application templates**
 - Run on esri's cloud infrastructure
 - Reliable performance

Share



Make a Web Application

Click a template's thumbnail to preview it or click its links to download it to your computer or publish it to the web.

Legend



Publish ▼

Search maps

Map Tour



Publish ▼

Side by Side Viewer

One Pane



Publish ▼

Simple Map Viewer

Parcel Viewer



Publish ▼

Social Media



Publish ▼



Publish ▼



Publish ▼



Publish ▼

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Demonstration

Web Application Templates





Understanding our world.