Esri Southwest
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ArcGIS Online: Best Practices for Publishing & Sharing

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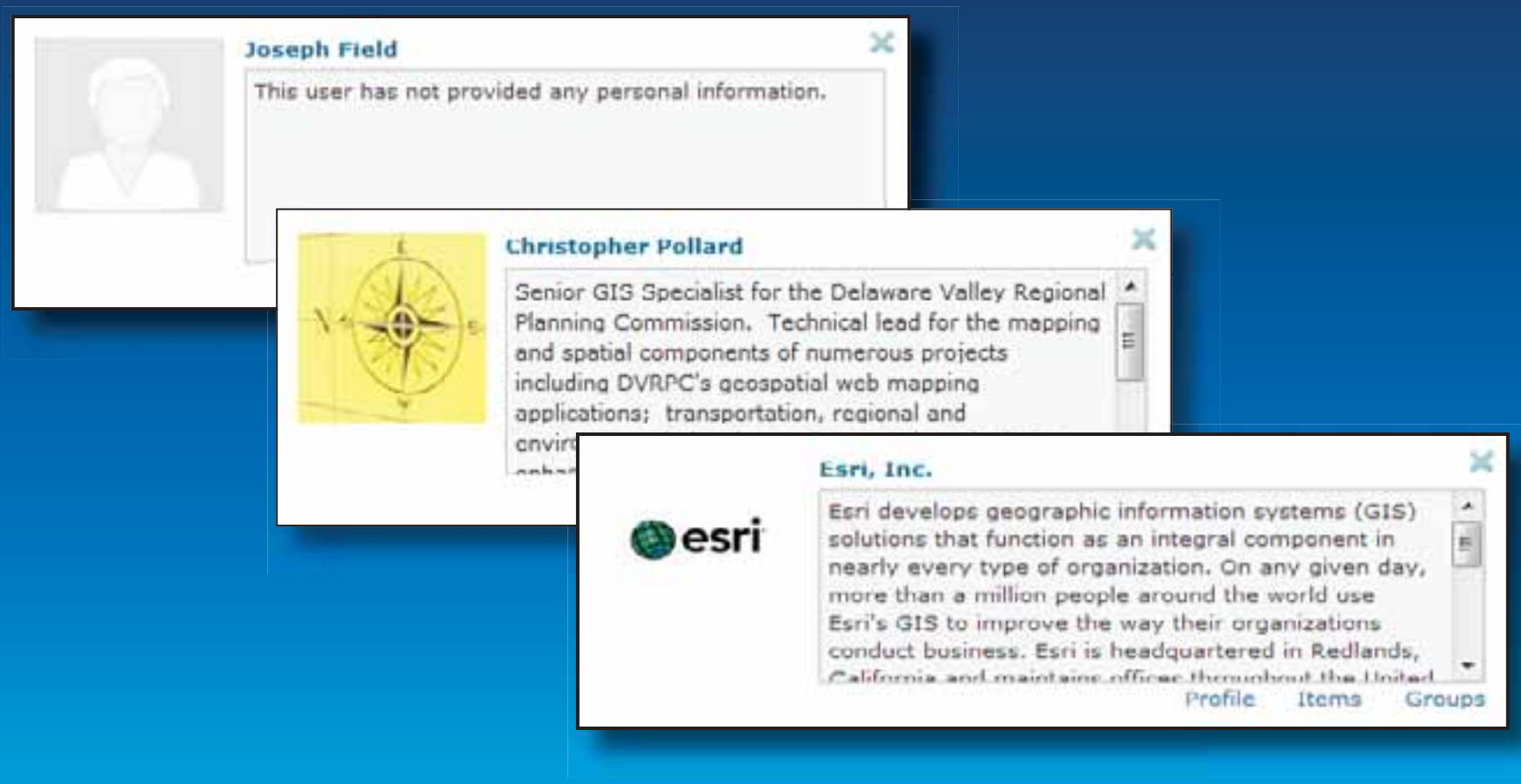
Agenda

- 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

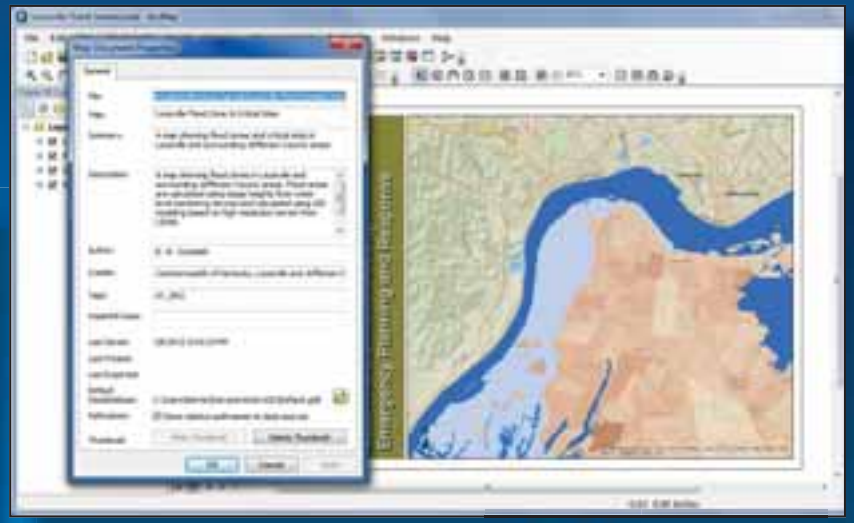
- **Establish organization persona for authoritative shared content**



Publishing Services

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

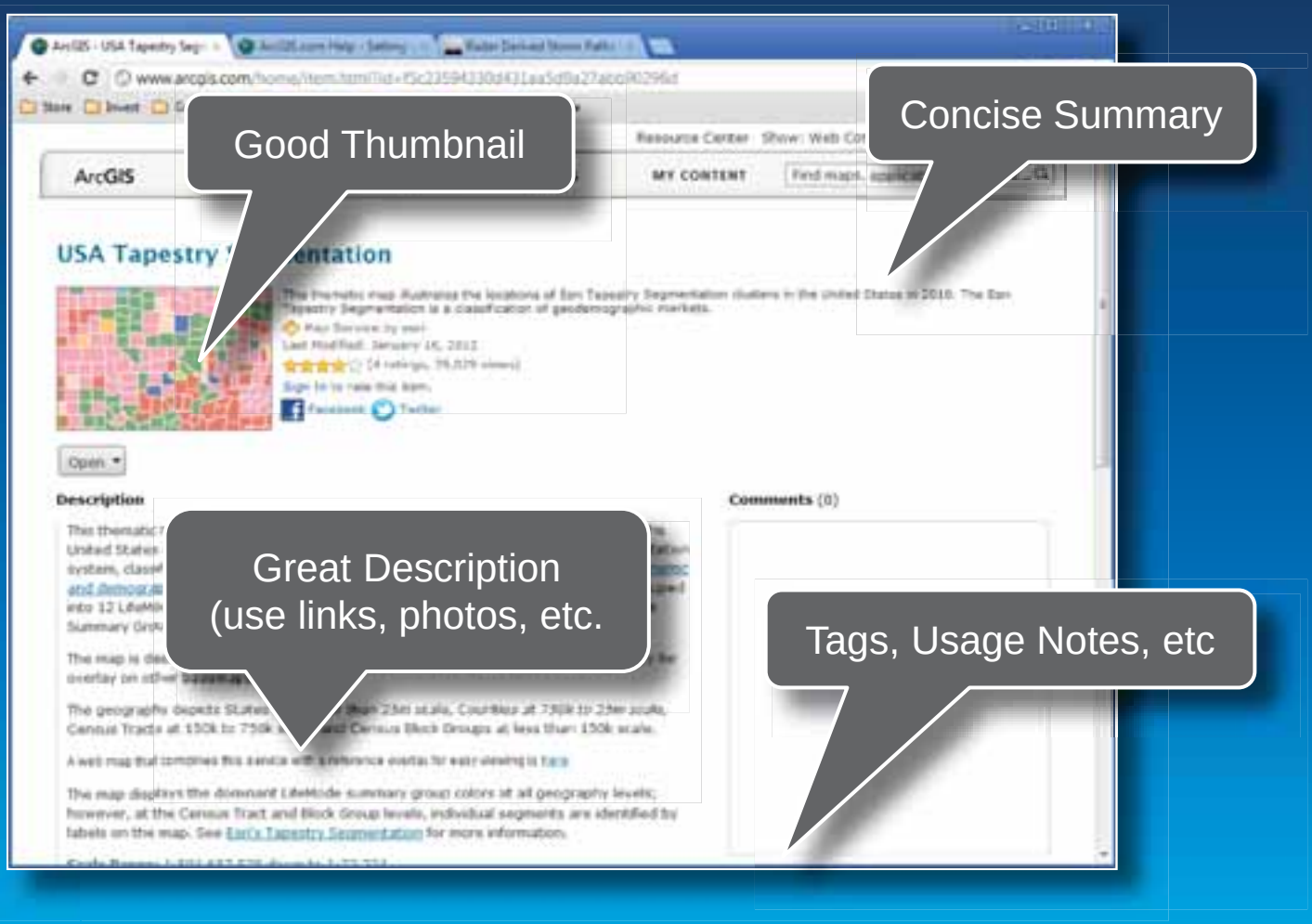
ArcGIS Server



Publish from ArcGIS Desktop (subscription)

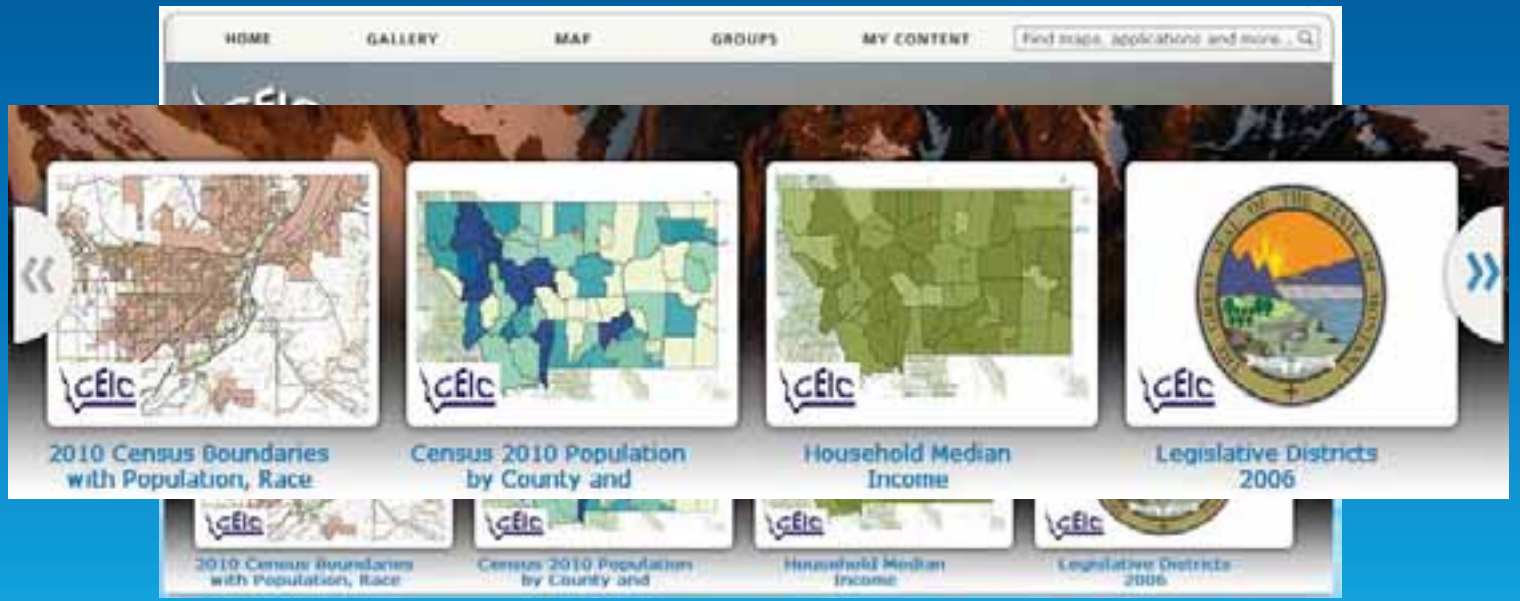
Item Description

- **After you save, and before you share**



Thumbnail Graphics

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



Thumbnails

Location Hints

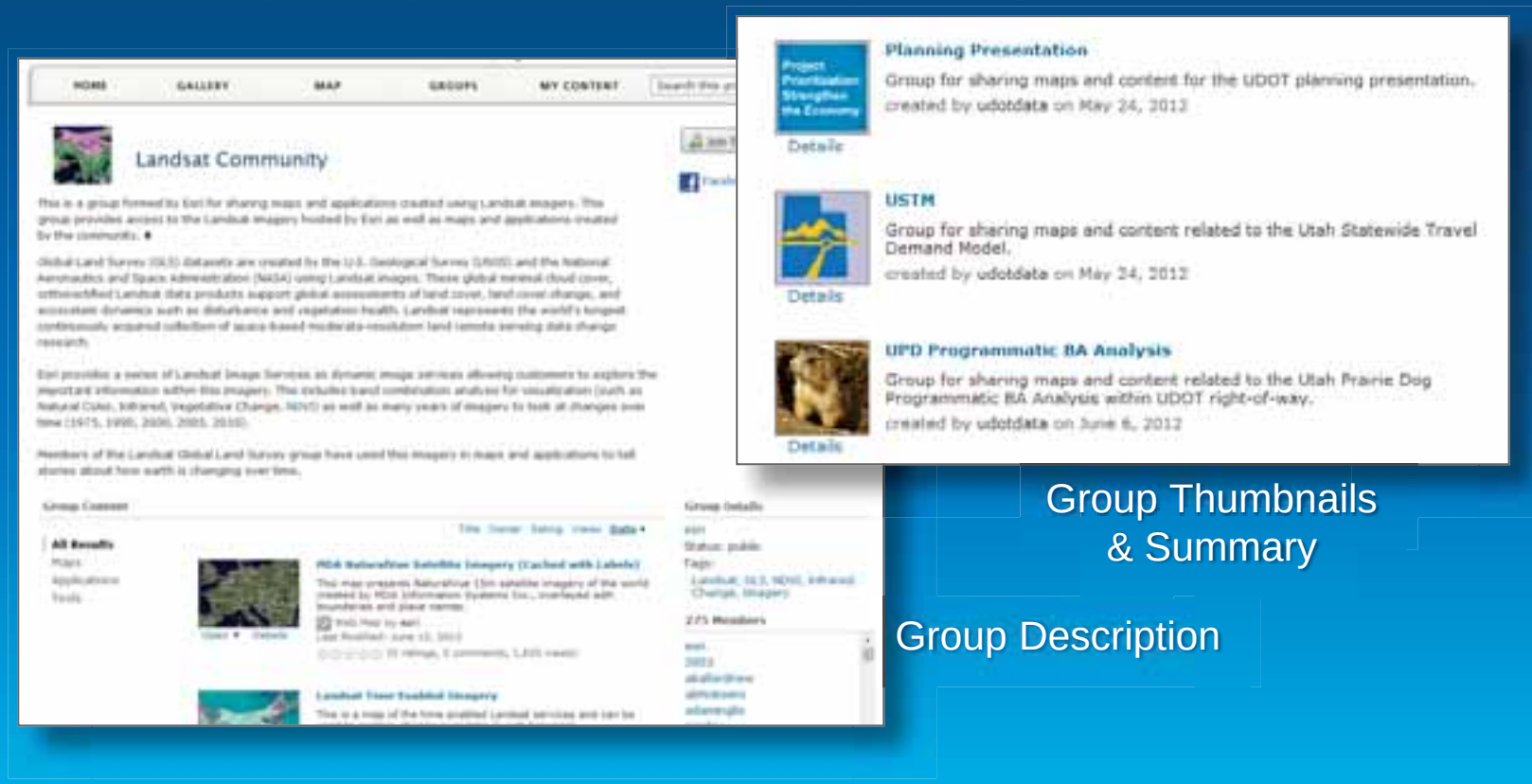
Graphic Hints

Organization Branding

Content Hints

Groups

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



Group 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?

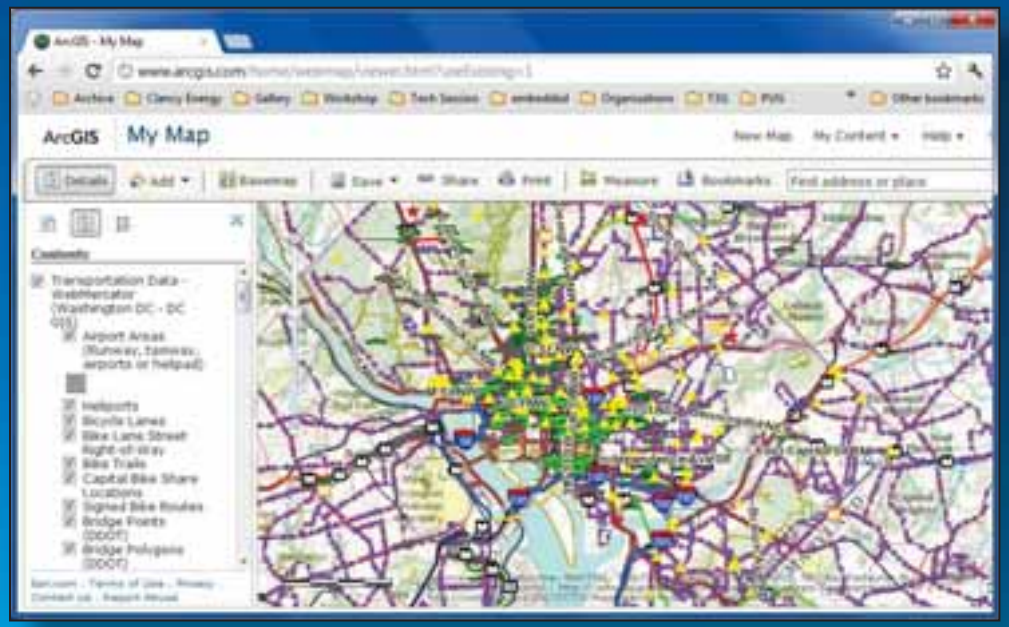
Have copyrighted sources been correctly attributed?

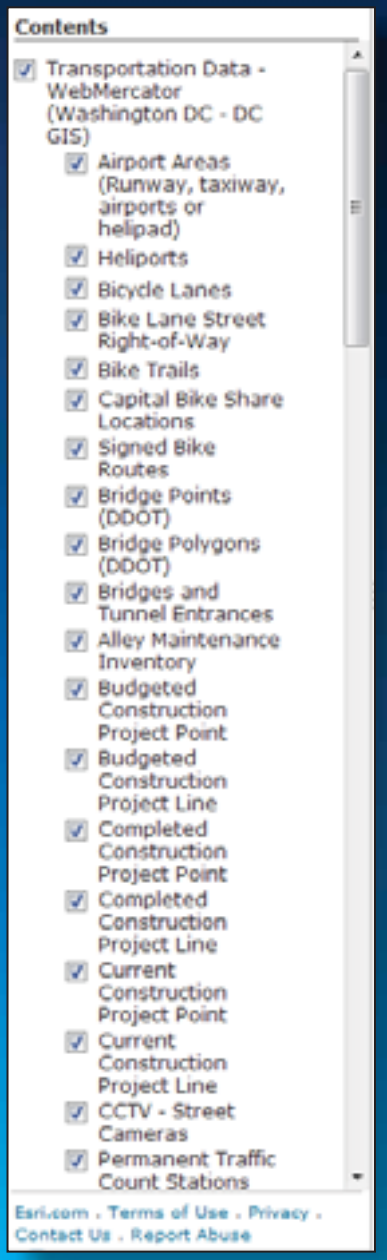
Has the map's assertion to copyright been included?

Have attribution and/or revision details been included?

Service Authoring Considerations

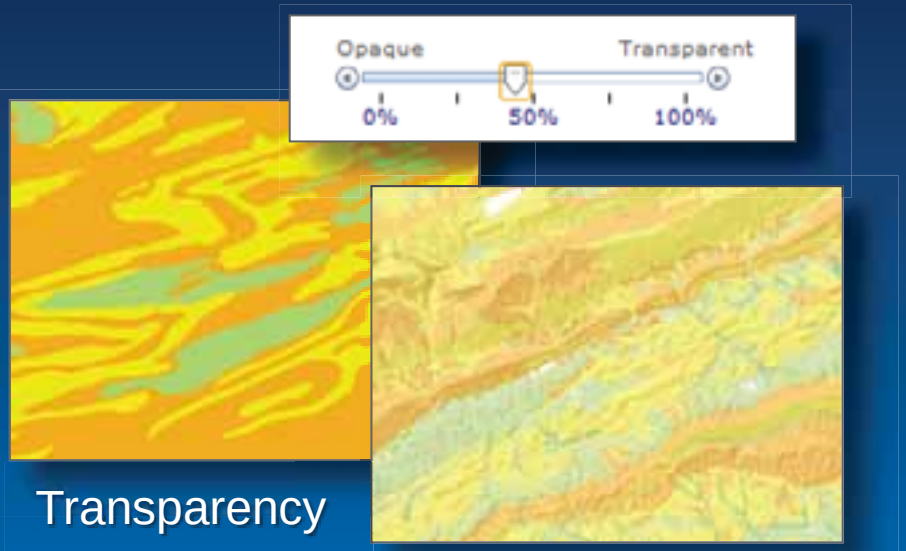
- For optimal mashup ease and usability
  - Limit number of layers, sublayers
  - Layers as map building blocks



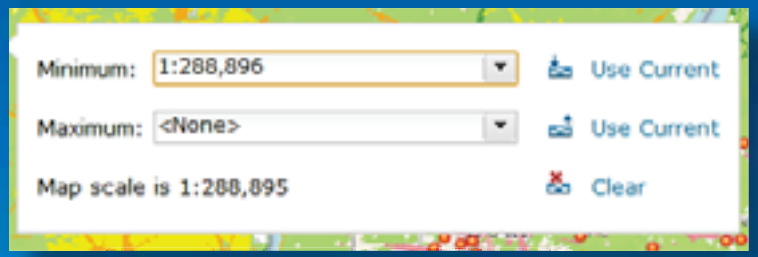


Configuring your map

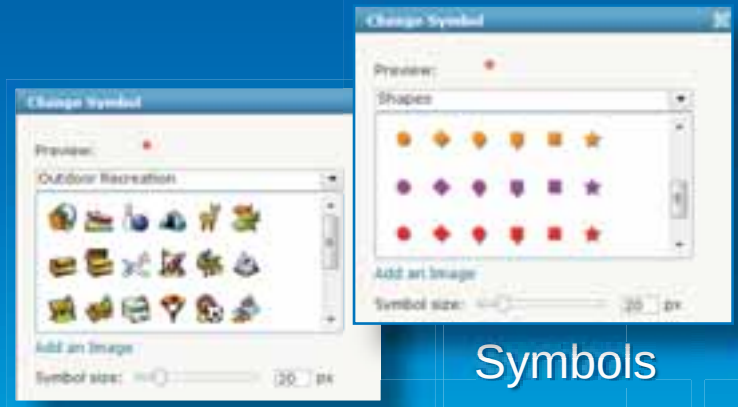
Layer Pop-ups



Transparency



Display Scale Range



Symbols

Pop-ups

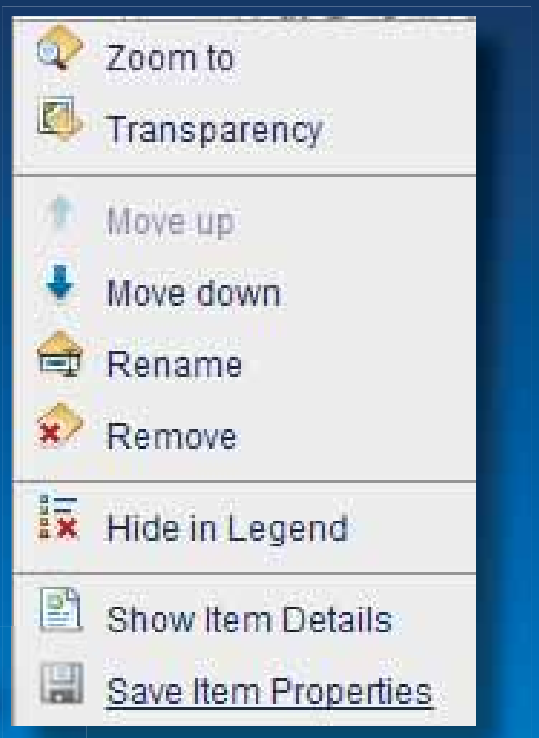
- **Use aliases, hide fields, don't SHOUT**
- **Explore formatting options**
- **Deliver information well**
- **Optimize photos**

200px by 150px
Small size for rapid display

Configuring Layer

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

Pop-up



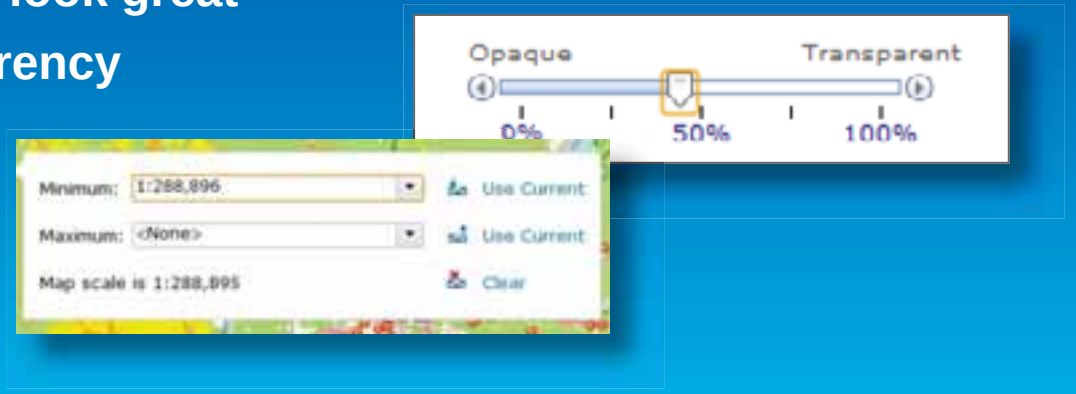
Save item properties to save configuration

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
  - Basmap 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 ApplicationTemplates

Understanding our world.