# Transform your Organization with ArcGIS Online

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# Agenda

- What is ArcGIS Online?
- ArcGIS Online resources
- What’s new in ArcGIS Online?
- Guidelines for effectively using ArcGIS Online

**from their browser of choice**

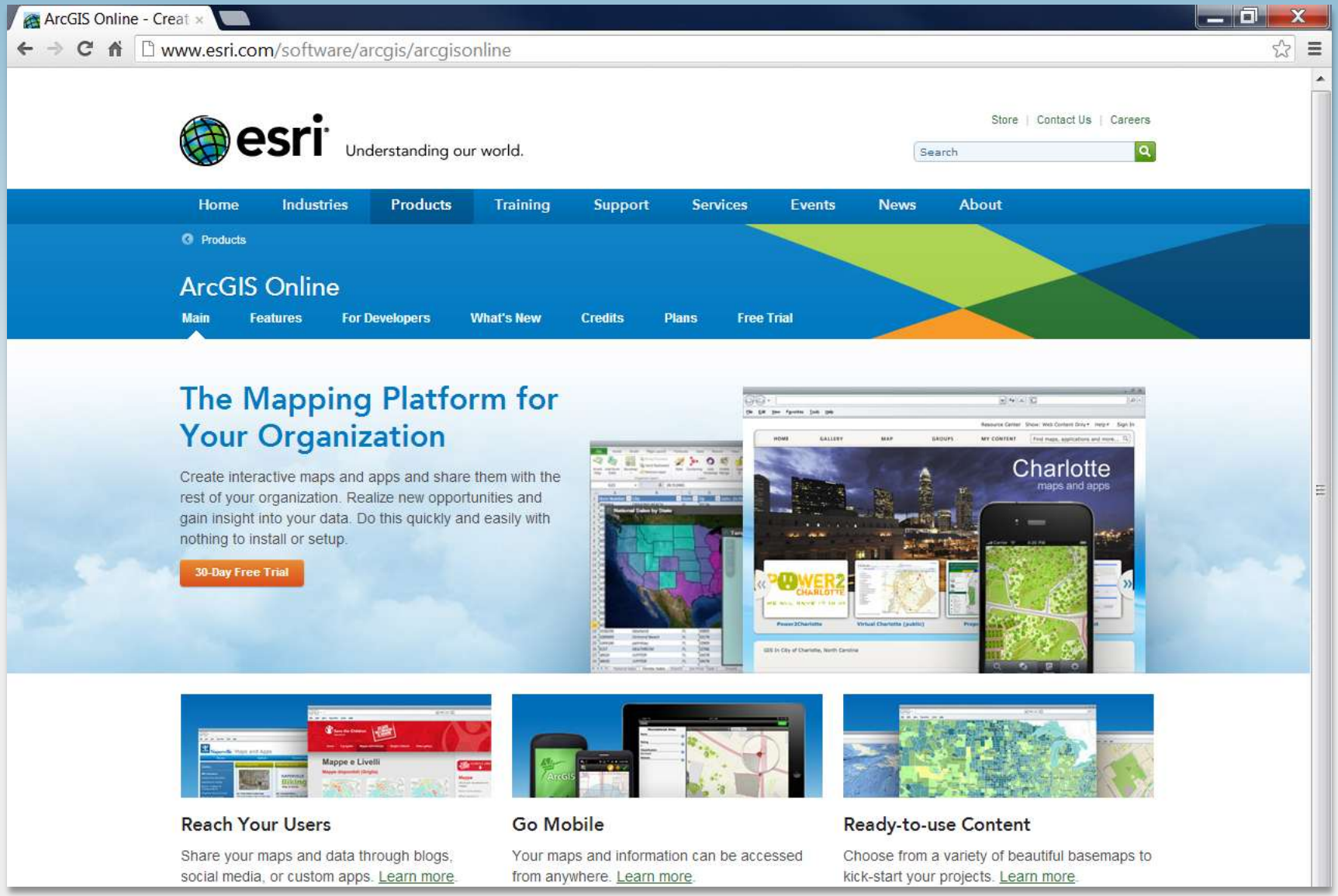
**from Microsoft Office**

**from their mobile devices**

mapping platform | enabling anyone to discover, use, and make maps

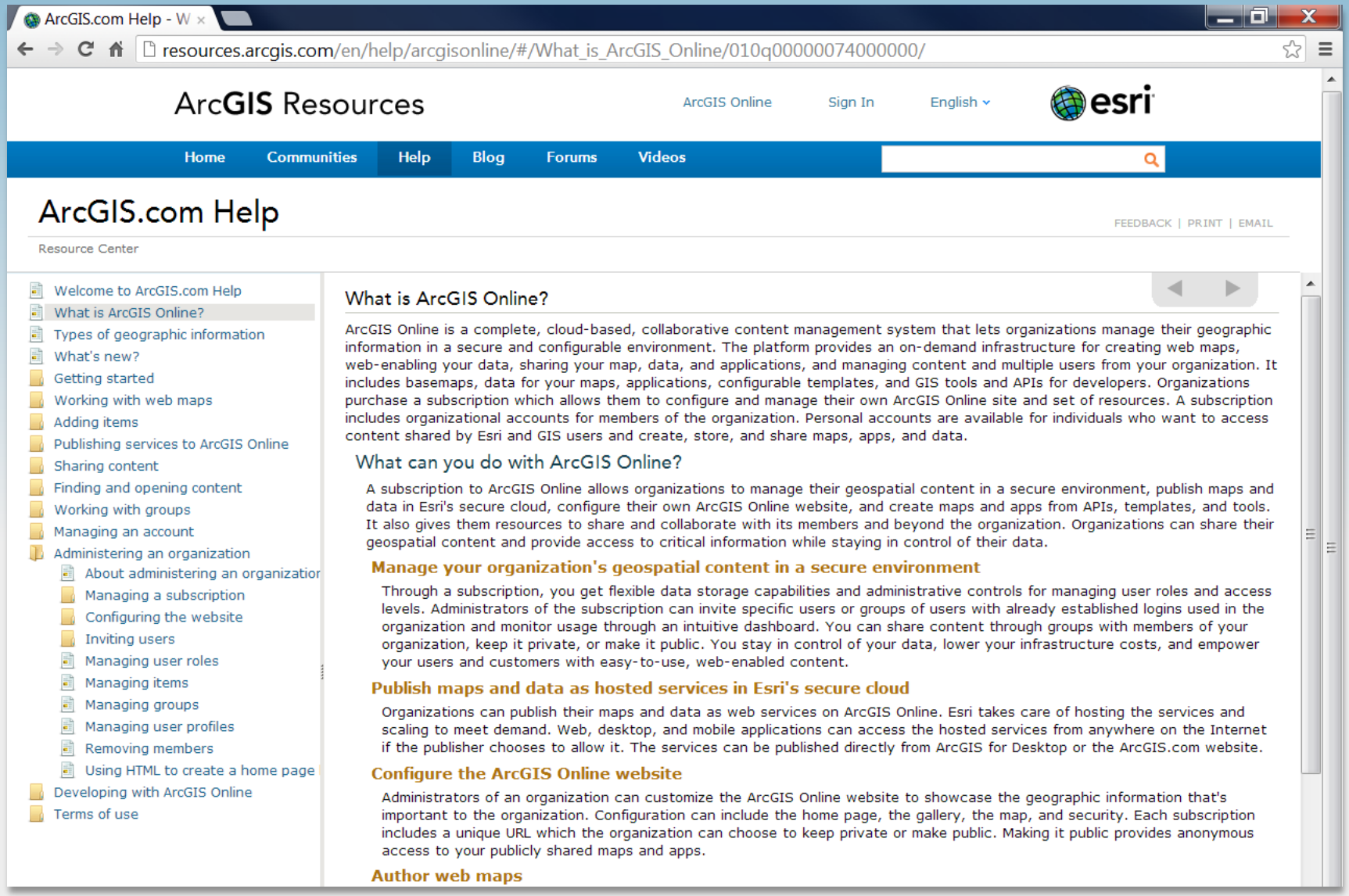
# What is ArcGIS Online?

- A new tool to enable you to expand your GIS in new ways
- Transformational
  - Enables you to make your maps and data available and accessible so that anyone can access them, anywhere
  - Enable non-GIS users to create their own useful maps
  - Empower GIS users to share maps in new ways
  - Collaborate between internal and/or external users



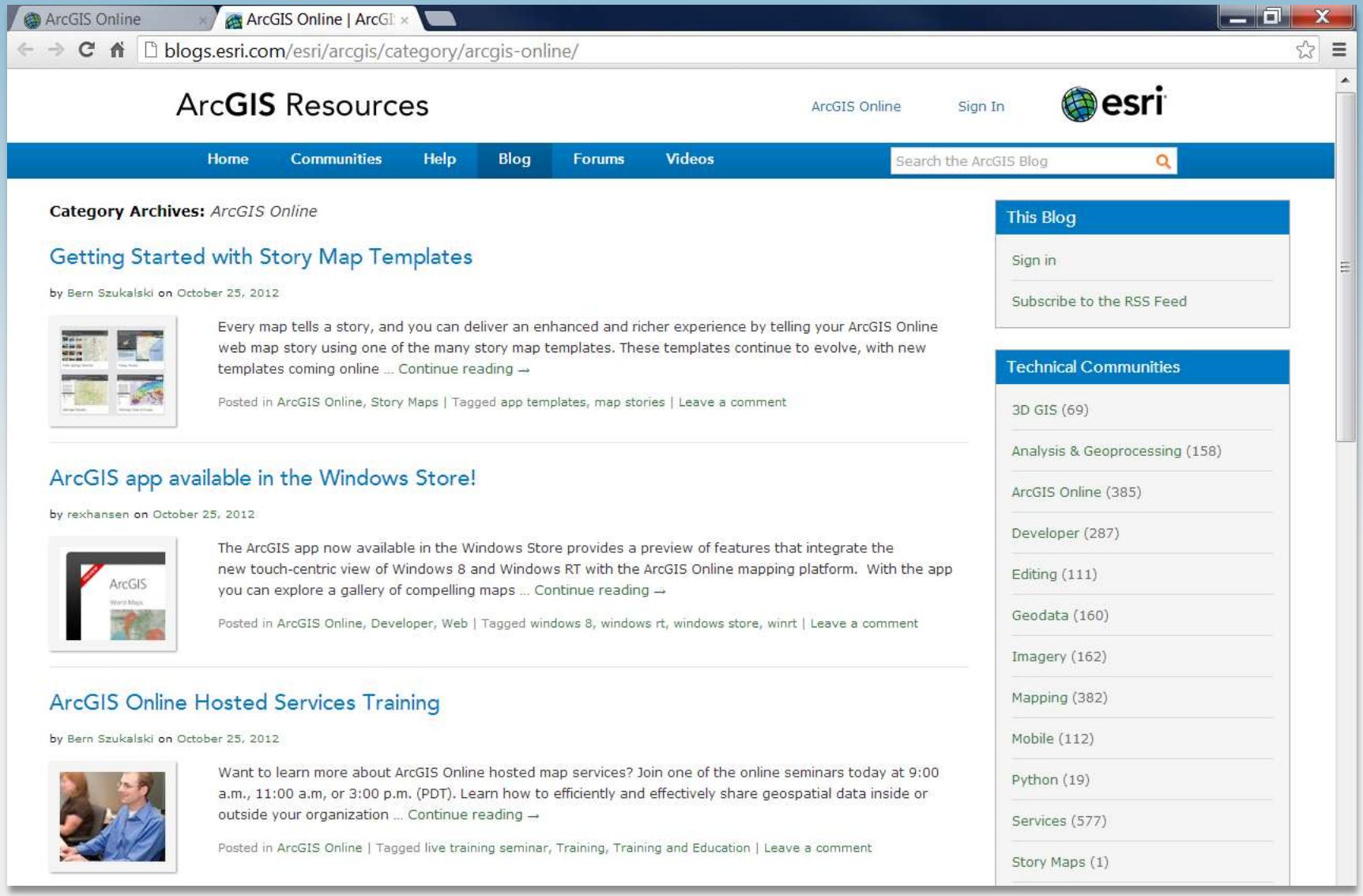

# ArcGIS Online Resources

Product Page




# ArcGIS Online Resources

Online Help



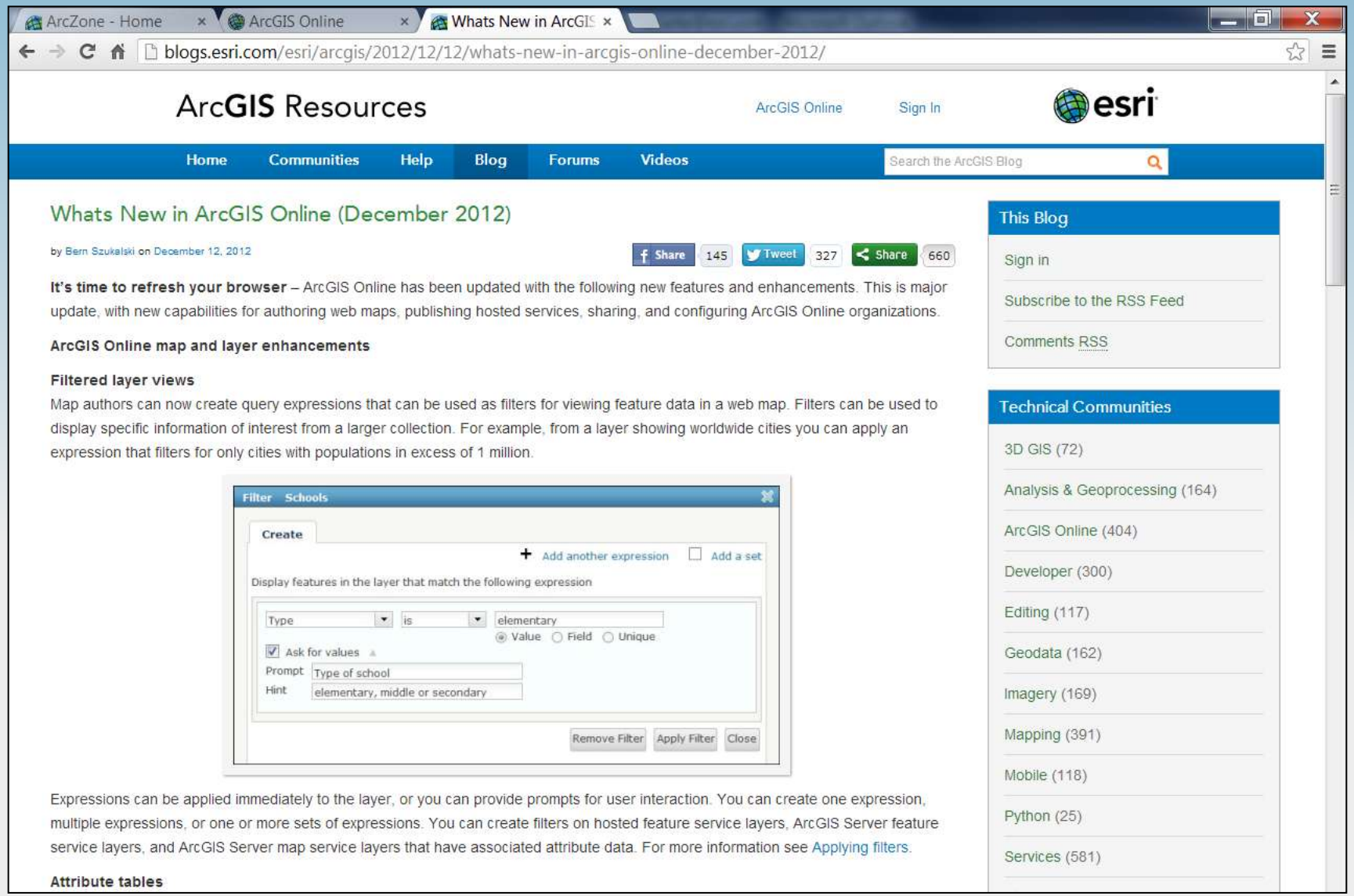

# ArcGIS Online Resources | Blog

# ArcGIS Online Blog Posts

- Create a great home page for your organization
- Improving your organization's home page graphics
- Getting Started with Story Map Templates
- An intelligent web map checklist
- Designing web map pop-ups
- Adding color to your pop-ups
- Using URL parameters in pop-ups
- Tips for displaying photos in pop-ups
- Adding Flickr photos to ArcGIS Online web maps

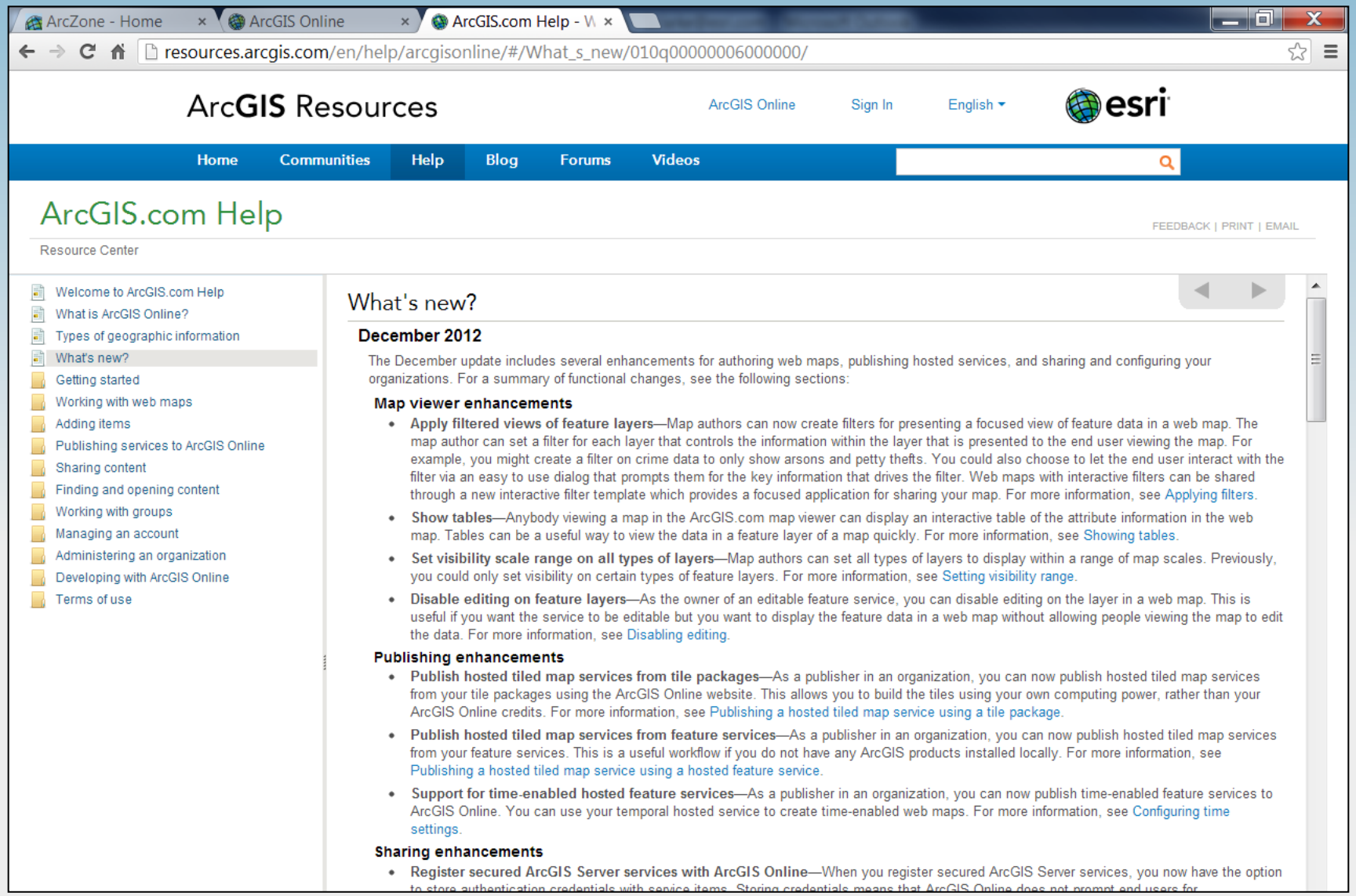
# ArcGIS Online Resources

Storytelling with Maps



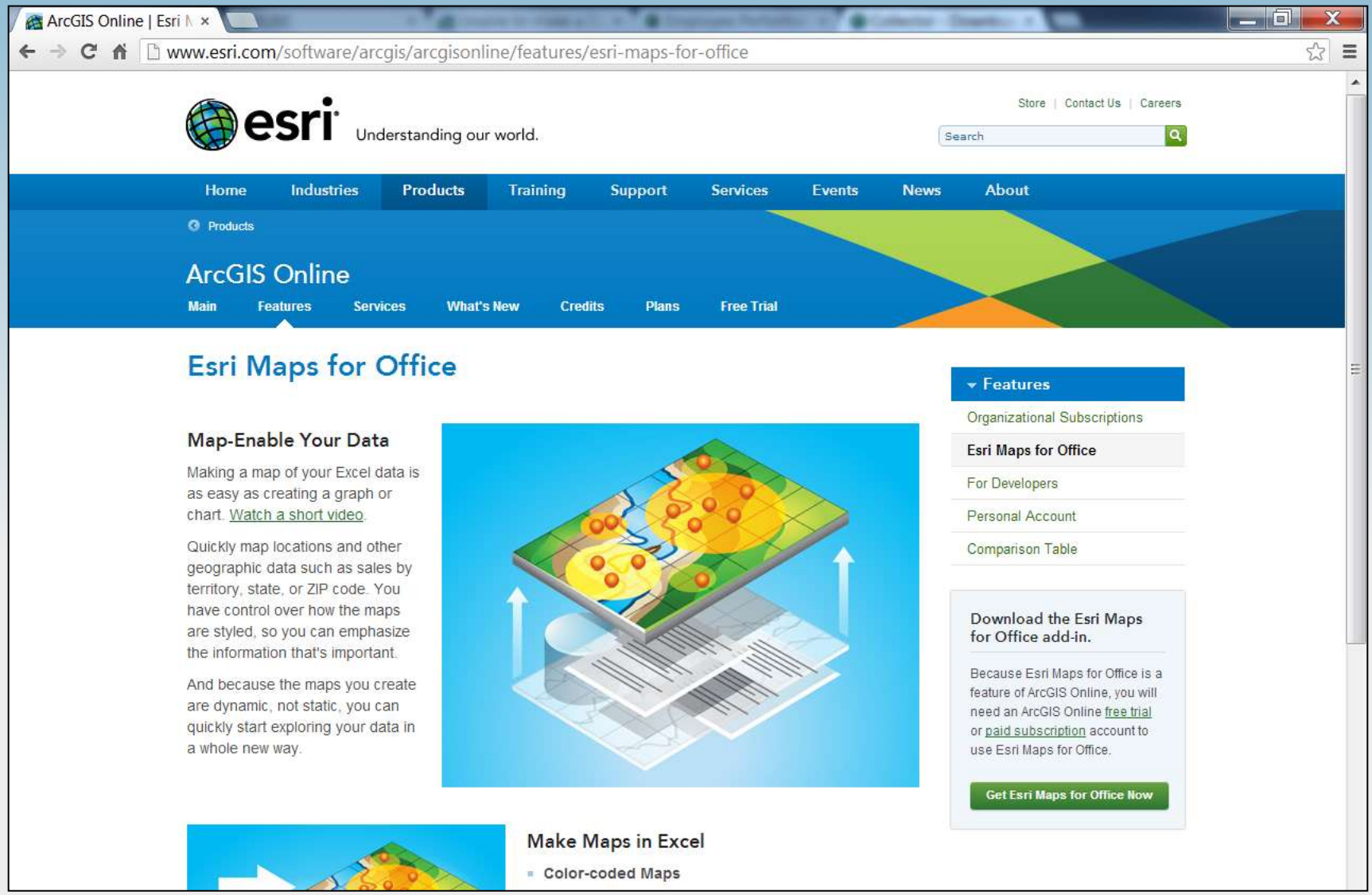

# What's new in ArcGIS Online

ArcGIS Online Blog




# What's new in ArcGIS Online

ArcGIS Online Help




# What's new in ArcGIS Online

Esri Maps for Office

# Guidelines for effectively using ArcGIS Online

**Phase 1 – Build the Foundation**

- 1. Understand what ArcGIS Online is
- 2. Configure your ArcGIS Online organization
- 3. Build your GIS data catalog

**Phase 2 – Transform your organization**

- 4. Enable and encourage self-service mapping
- 5. Expose GIS data by multiple methods

# Phase 1 – Build the Foundation

## 1. Understand what ArcGIS Online is.

- A new tool to enable you to expand your GIS in new ways
- Transformational
  - Enables you to make your maps and data available and accessible so that anyone can access it, anywhere
  - Enable non-GIS users to create their own useful maps
  - Share maps in new ways
  - Collaborate between internal and/or external users

# Phase 1 – Build the Foundation

## 2. Configure your ArcGIS Online organization

- Edit Settings
  - General
  - Home Page
  - Gallery Page
  - Map
  - Groups
  - Security
- Define Basemaps for your organization
- Create Groups that align with your organization’s structure and the way it works
- Customize application templates

# Phase 1 – Build the Foundation

## 3. Build your GIS data catalog
**(make GIS data available and accessible)**

- Register services (for multiple purposes)
- Create hosted services where needed
- Participate in the Esri Community topographic basemap program

# Phase 2 – Transform your Organization

## 4. Enable and encourage self-service mapping

- Add non-GIS users into your organization
- Provide access to Esri Maps for Office
- Hold regular “training” sessions for non-GIS users to bring their data in order to create useful maps and apps

# Phase 2 – Transform your Organization

## 5. Expose GIS data by multiple methods

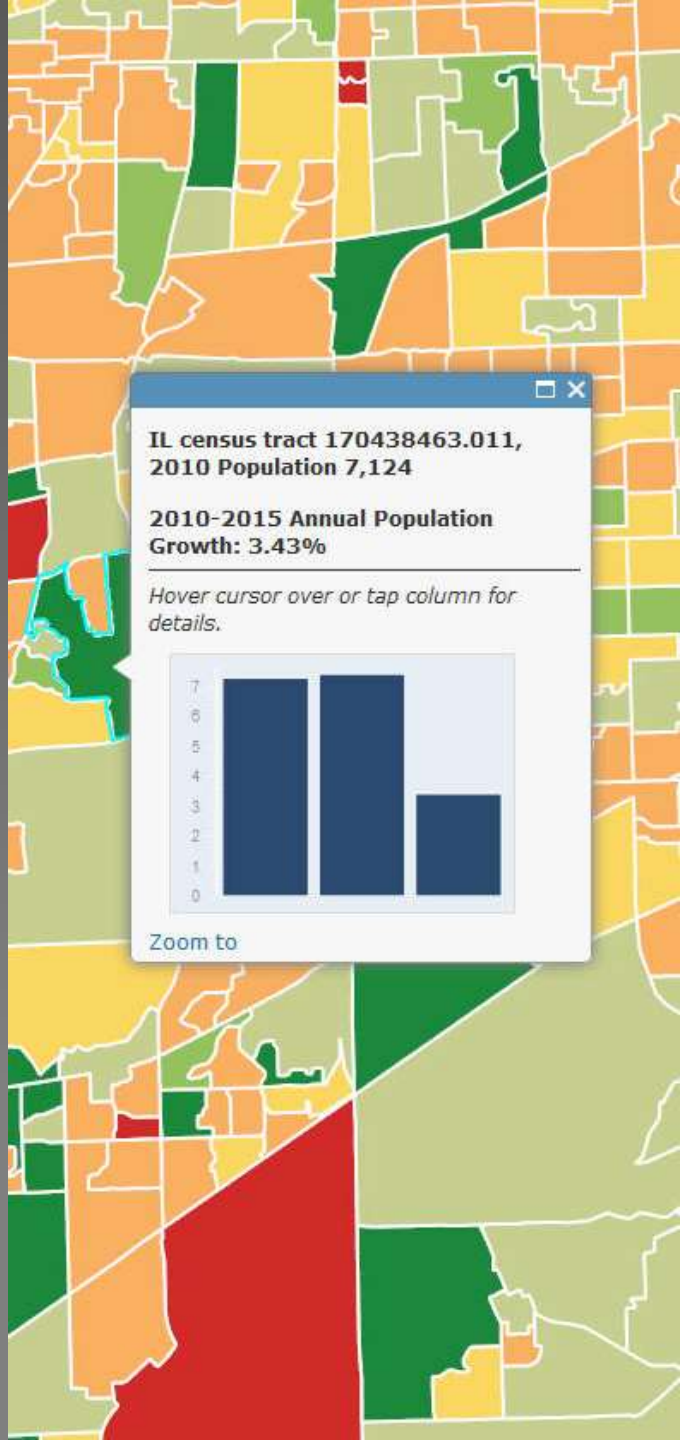
- Define and create useful information products (focused web maps and apps)
- Embedded web maps on appropriate web pages (inventory your existing internal/external websites)
- Share via social media (Facebook, Twitter)
- Storymaps
- Map Gallery
- Mobile devices (smartphone, tablet, PCs, Mac)

# How the Public actually uses web maps

1. Single-topic maps get three times more traffic.
2. 60% of map traffic comes from search engines.
3. Auto-complete drives clean user queries.
4. Map usage is spiky.
5. Users look up info on maps then leave.
6. Users actually interact with pop-up content.
7. Users rarely change default map settings.

mapbrief.com/2012/08/01/how-the-public-actually-uses-local-government-web-maps-metrics-from-denver

# Demonstration



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