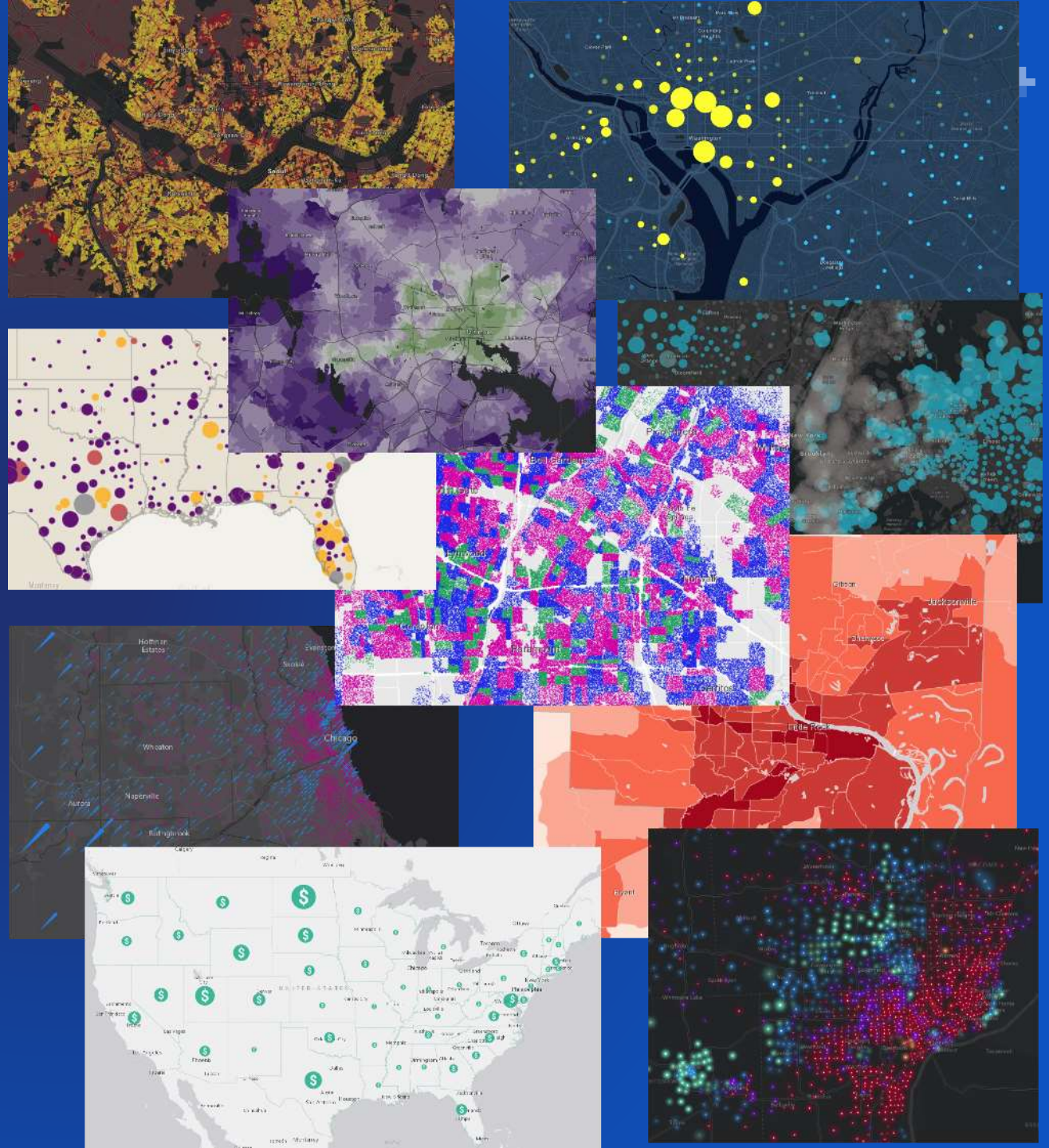
Optimize Your Items for Search and Living Atlas

Julia Holtzclaw

SEE WHAT OTHERS CAN'T

Finishing Touches

- You've made an awesome layer, map, or application.. Now what?
- Share your item with your team or the public! But can they find it?



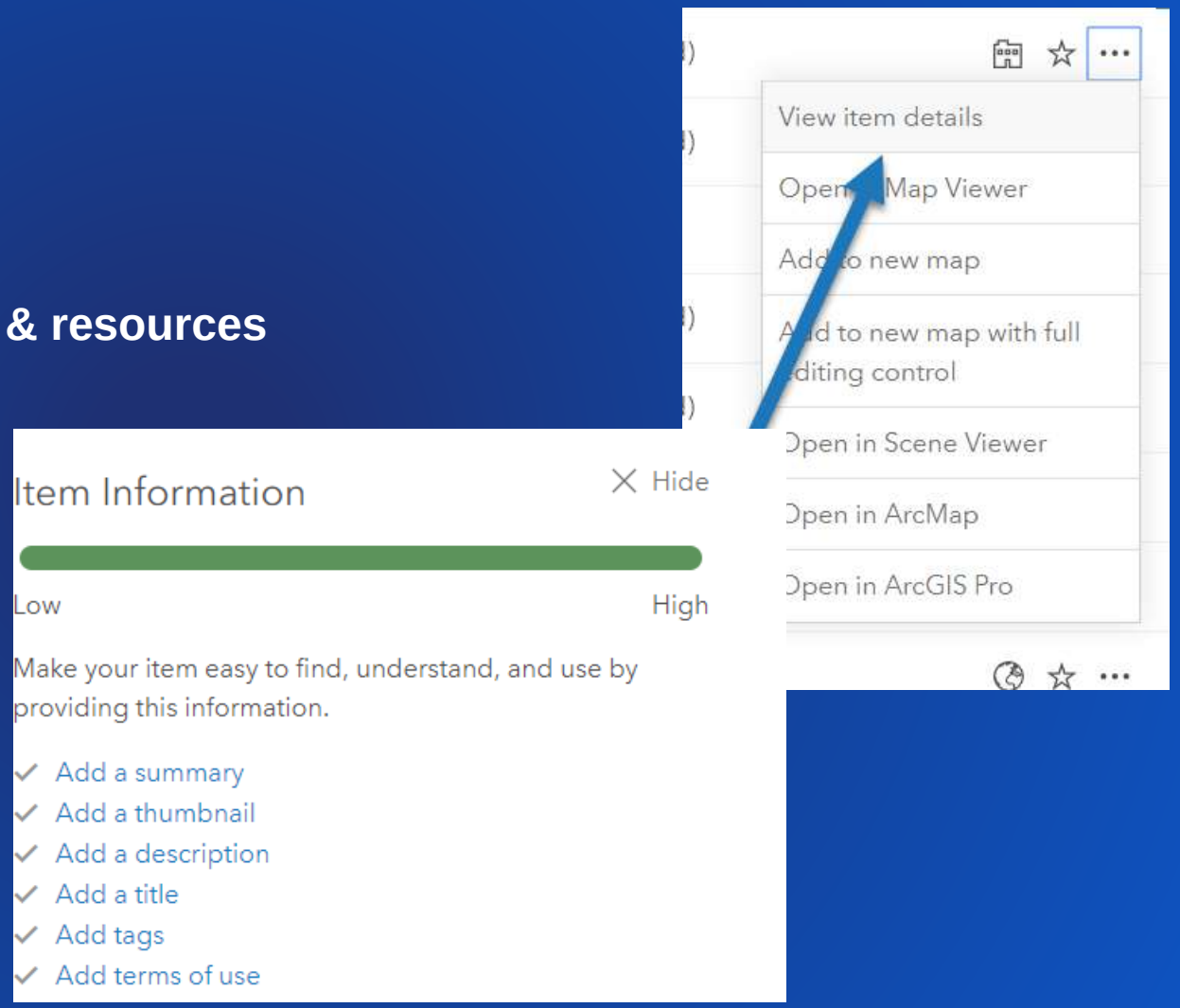
Overview of Item Details Page

Section Subhead

ArcGIS Item Details

- **Final Checklist:**
  - **Informative title and summary**
  - **Detailed description with data info & resources**
  - **Smart tags for searching**
  - **Credits & Terms of use**
  - **Delete protection**

What's your score?

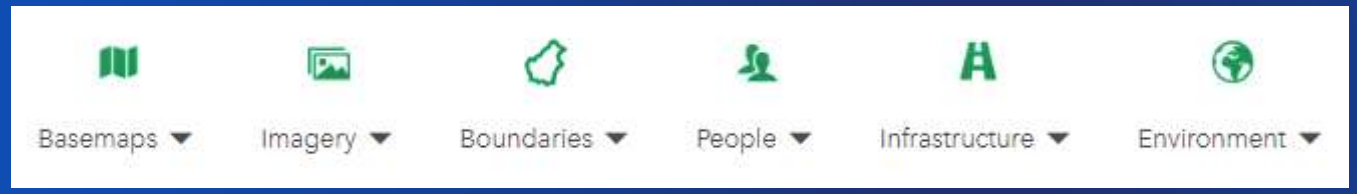


What is the Living Atlas?

ArcGIS Living Atlas of the World

Ready-to-use data layers, maps, apps, and more

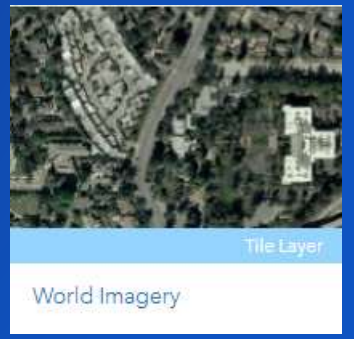
Categorized for easy search and browse

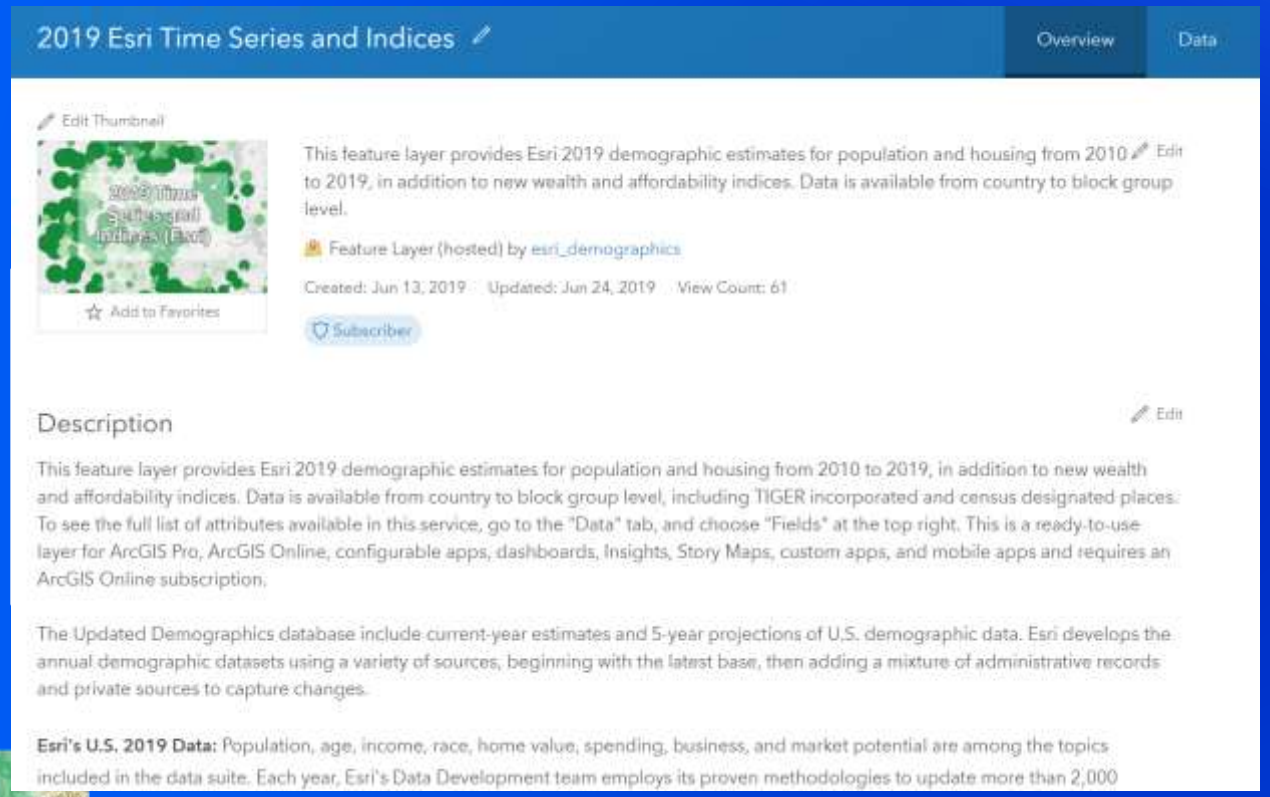


Curated data sources

Use directly within new or existing maps

Nominate your items today!



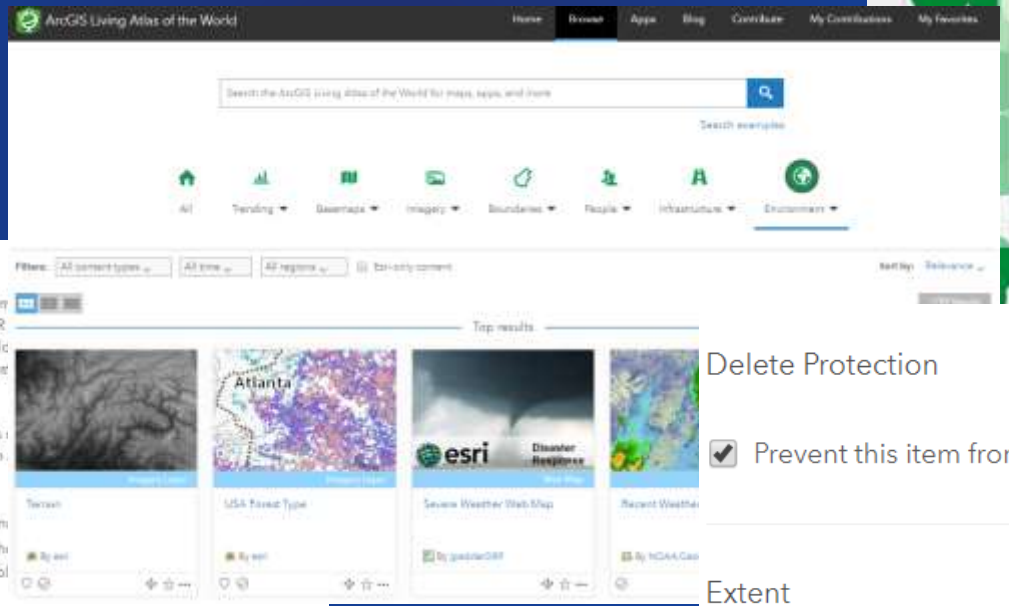


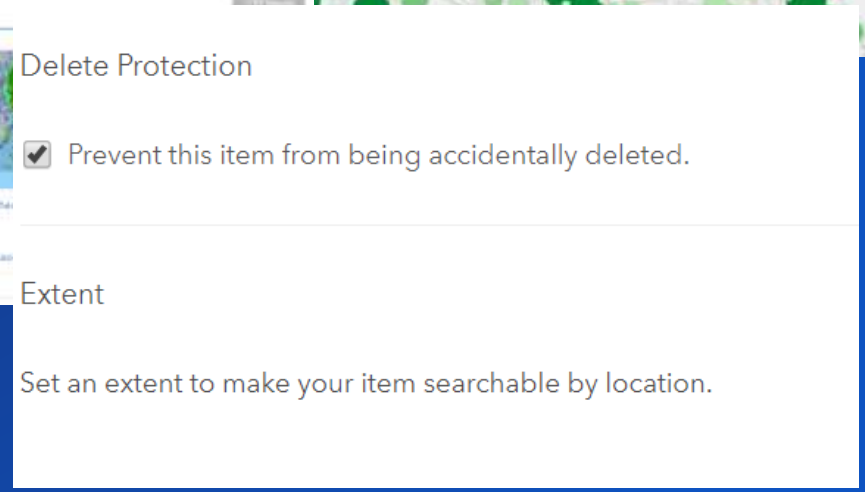
A tour of the Item Detail Page

Presenter(s)

Recap – Optimize Your Items

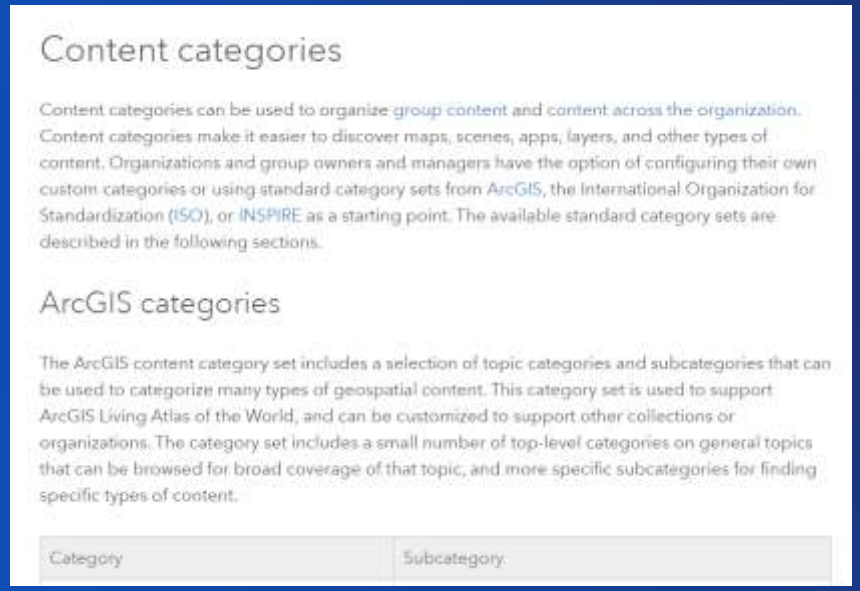
- A complete item details page is easy and greatly improves searchability!
- Use smart tags and thumbnails
- Protect your content
- Nominate!





Resources

Use Content Categories



Content categories

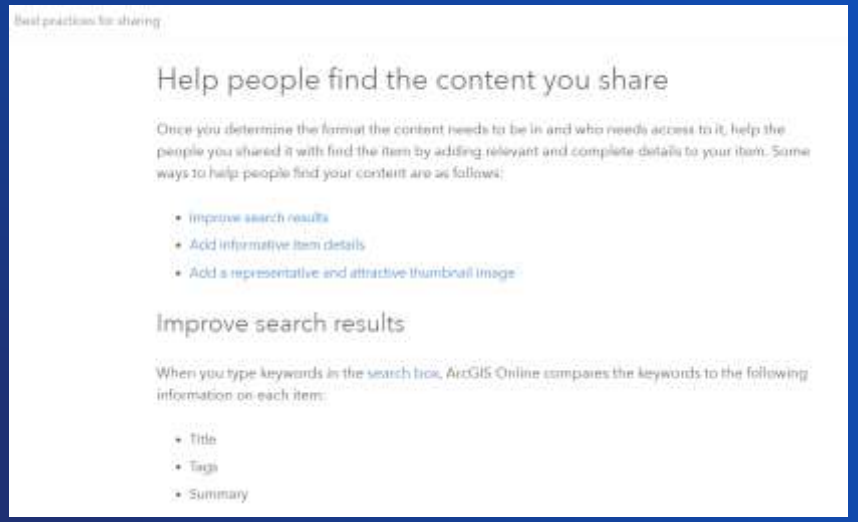
Content categories can be used to organize group content and content across the organization. Content categories make it easier to discover maps, scenes, apps, layers, and other types of content. Organizations and group owners and managers have the option of configuring their own custom categories or using standard category sets from ArcGIS, the International Organization for Standardization (ISO), or INSPIRE as a starting point. The available standard category sets are described in the following sections.

ArcGIS categories

The ArcGIS content category set includes a selection of topic categories and subcategories that can be used to categorize many types of geospatial content. This category set is used to support ArcGIS Living Atlas of the World, and can be customized to support other collections or organizations. The category set includes a small number of top-level categories on general topics that can be browsed for broad coverage of that topic, and more specific subcategories for finding specific types of content.

Category	Subcategory

Best Practices



Best practices for sharing

Help people find the content you share

Once you determine the format the content needs to be in and who needs access to it, help the people you shared it with find the item by adding relevant and complete details to your item. Some ways to help people find your content are as follows:

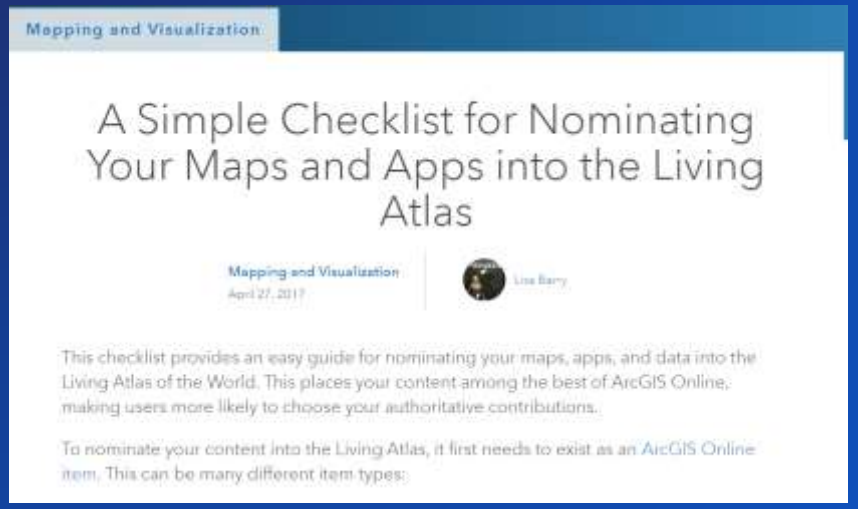
- Improve search results
- Add informative item details
- Add a representative and attractive thumbnail image

Improve search results

When you type keywords in the search box, ArcGIS Online compares the keywords to the following information on each item:

- Title
- Tags
- Summary

Living Atlas Checklist



Mapping and Visualization

A Simple Checklist for Nominating Your Maps and Apps into the Living Atlas

Mapping and Visualization

April 27, 2017

Lisa Berry

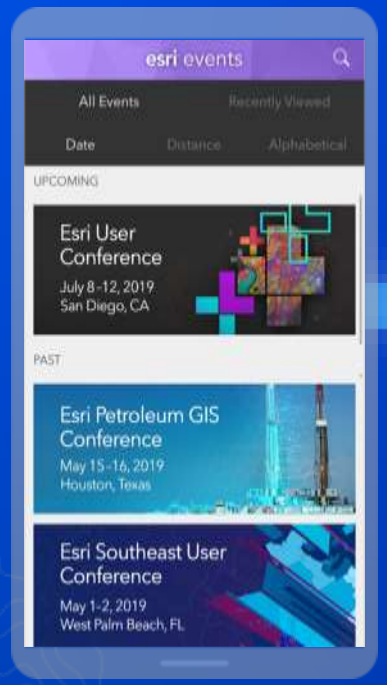
This checklist provides an easy guide for nominating your maps, apps, and data into the Living Atlas of the World. This places your content among the best of ArcGIS Online, making users more likely to choose your authoritative contributions.

To nominate your content into the Living Atlas, it first needs to exist as an ArcGIS Online item. This can be many different item types:

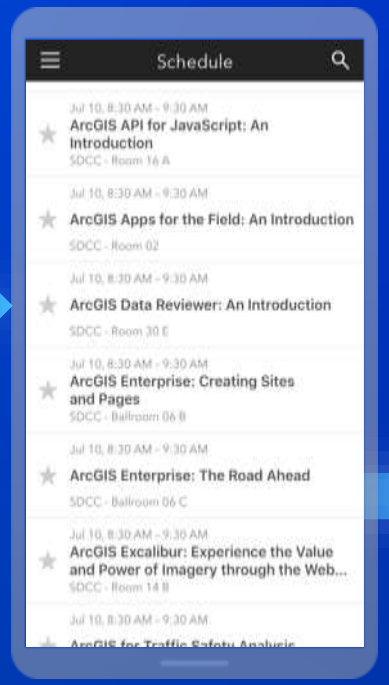
Questions?

Please Share Your Feedback in the App

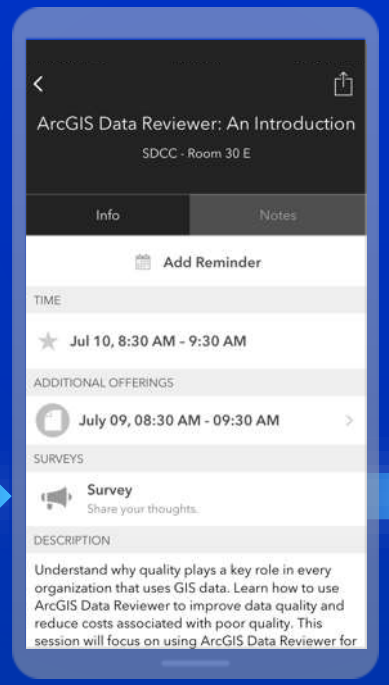
Download the Esri Events app and find your event



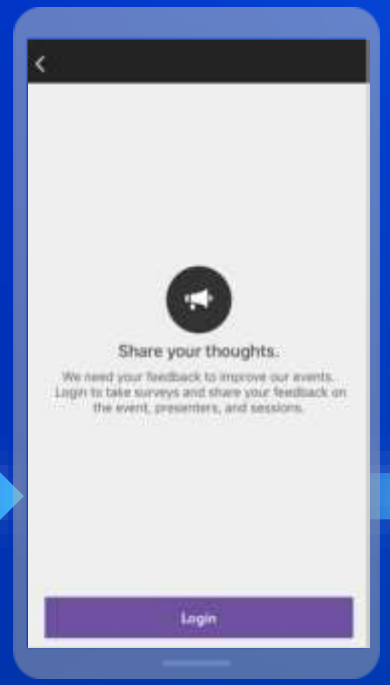
Select the session you attended



Scroll down to "Survey"



Log in to access the survey



Complete the survey and select "Submit"