



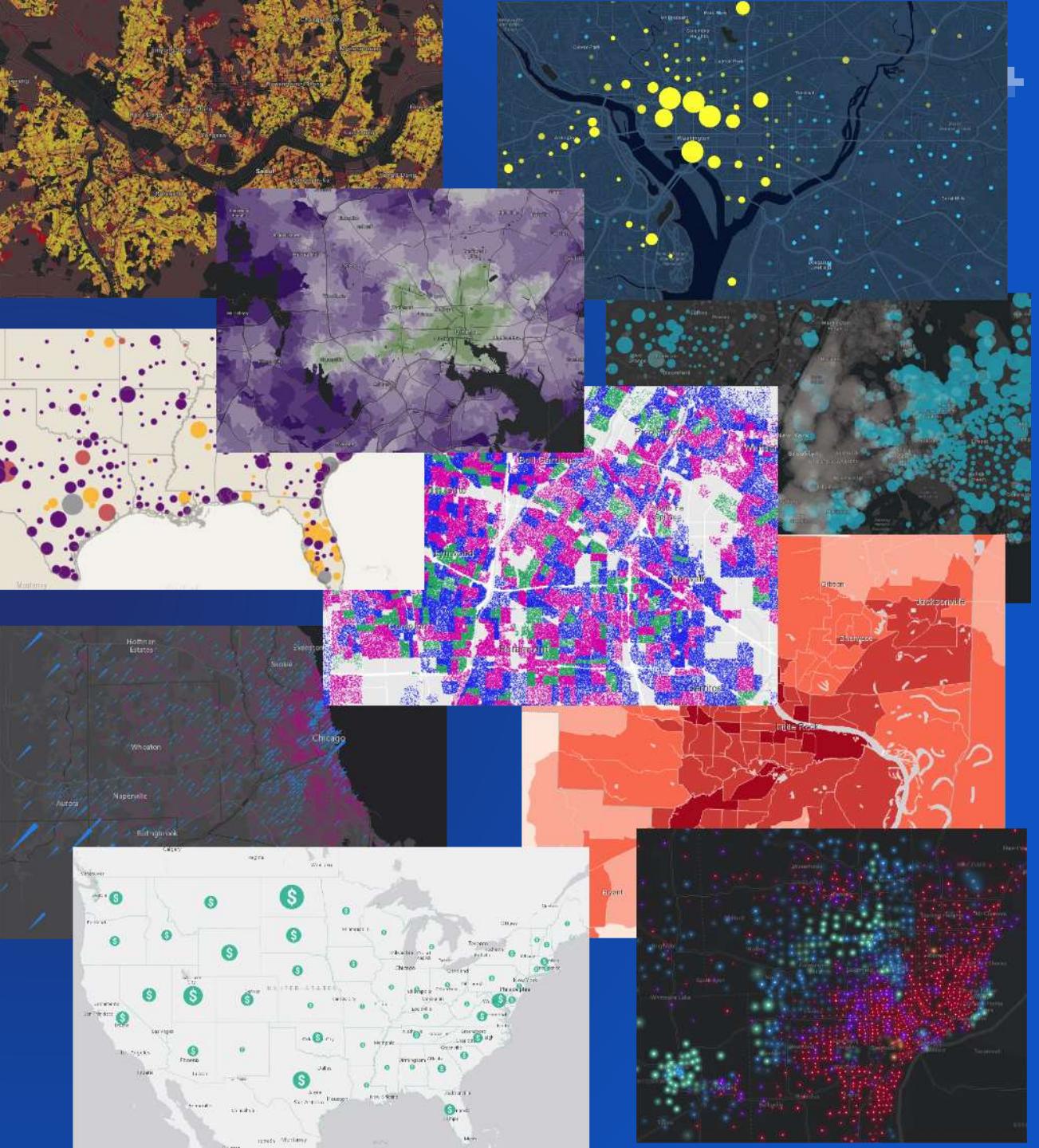
Optimize Your Items for Search and Living Atlas

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?



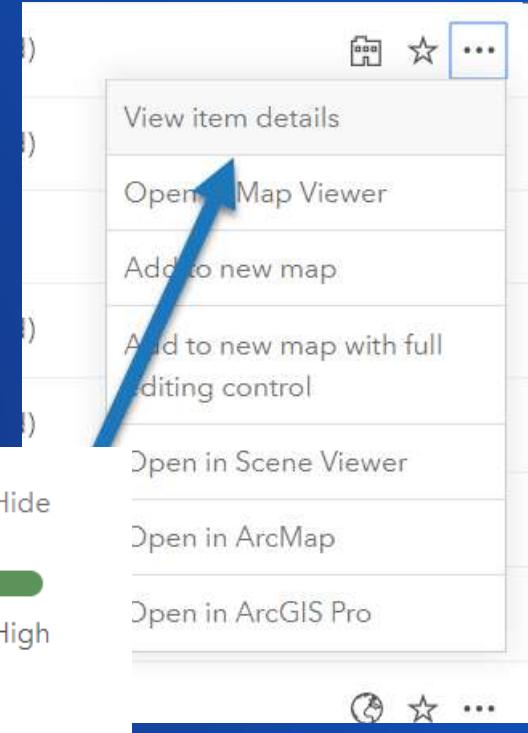
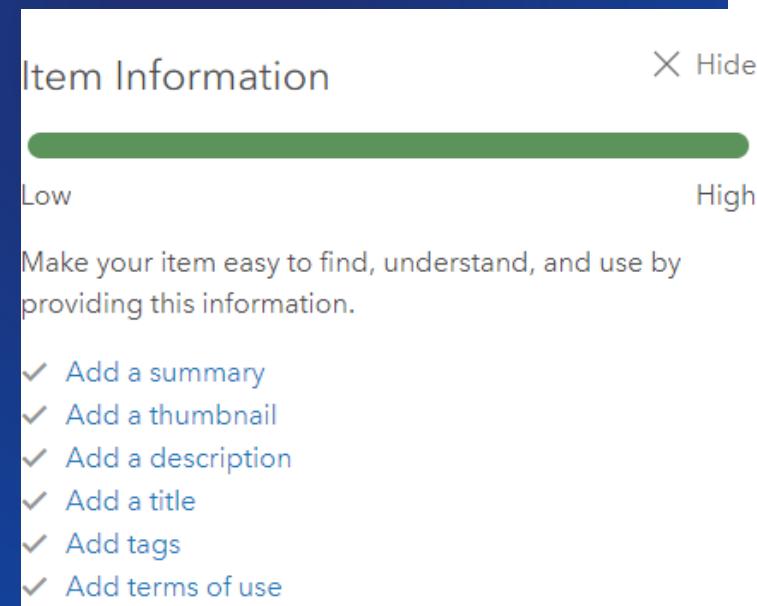
Overview of Item Details Page

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?

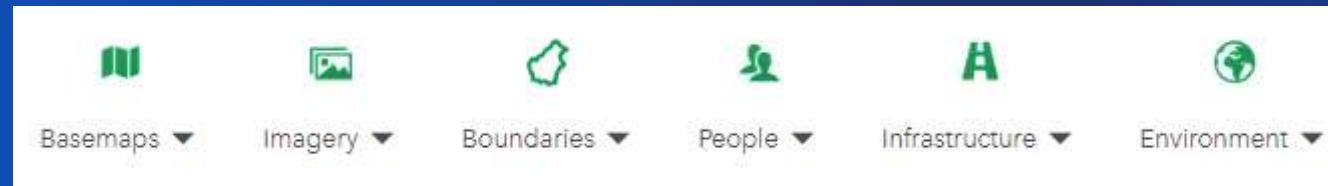


What is the Living Atlas?

ArcGIS Living Atlas of the World



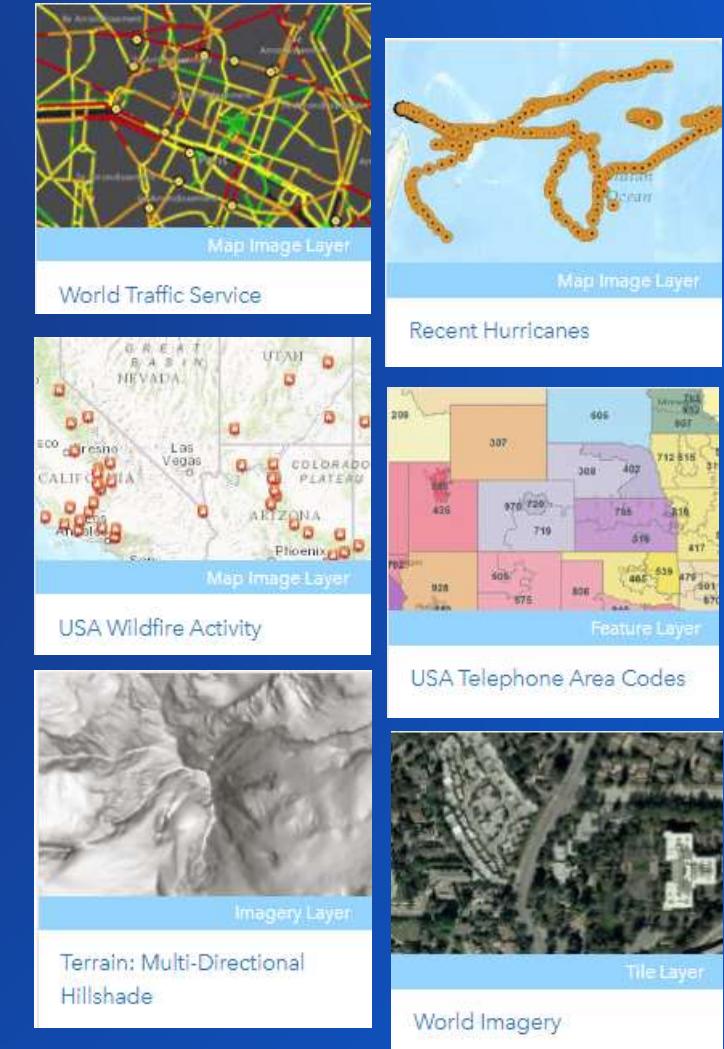
Ready-to-use data layers, maps, apps, and more
Categorized for easy search and browse



Curated data sources

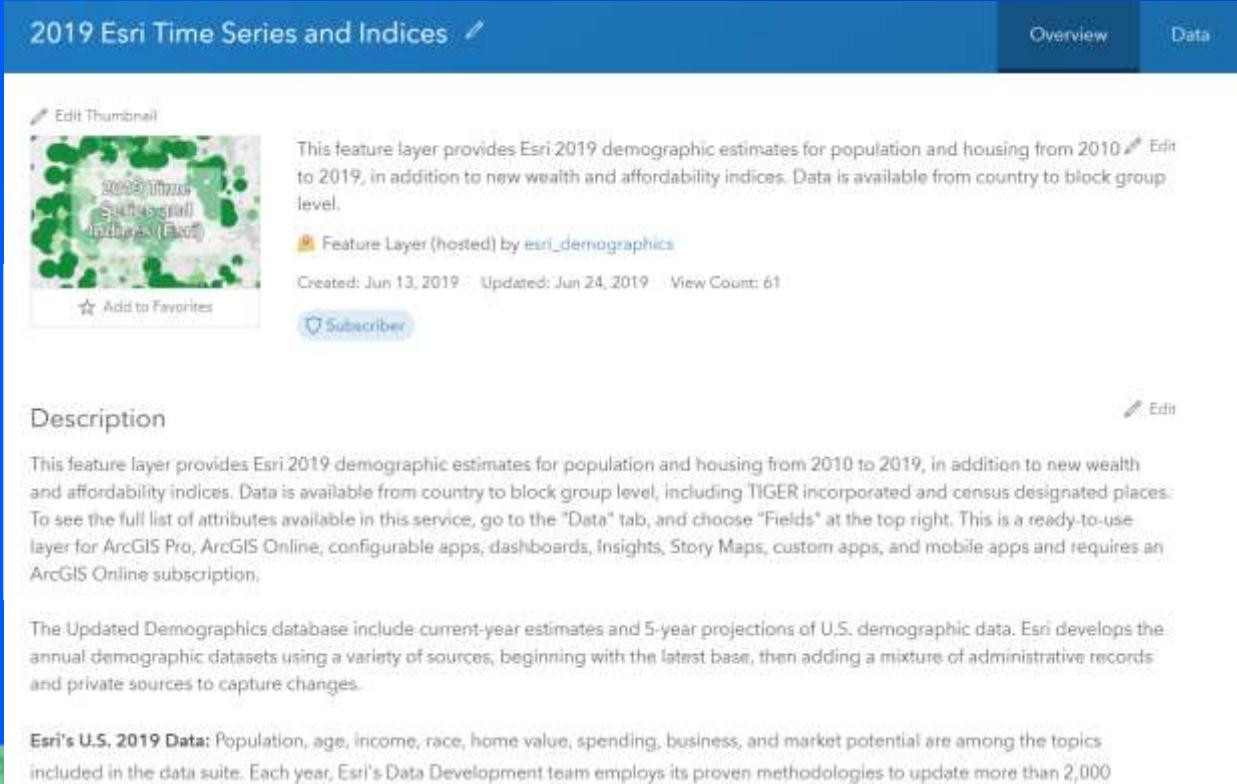
Use directly within new or existing maps

Nominate your items today!



A tour of the Item Detail Page

Presenter(s)



2019 Esri Time Series and Indices

Overview Data

[Edit Thumbnail](#)



[Add to Favorites](#)

This feature layer provides Esri 2019 demographic estimates for population and housing from 2010 to 2019, in addition to new wealth and affordability indices. Data is available from country to block group level.

Feature Layer (hosted) by [esri_demographics](#)

Created: Jun 13, 2019 · Updated: Jun 24, 2019 · View Count: 61

[Edit](#)

[Subscriber](#)

Description

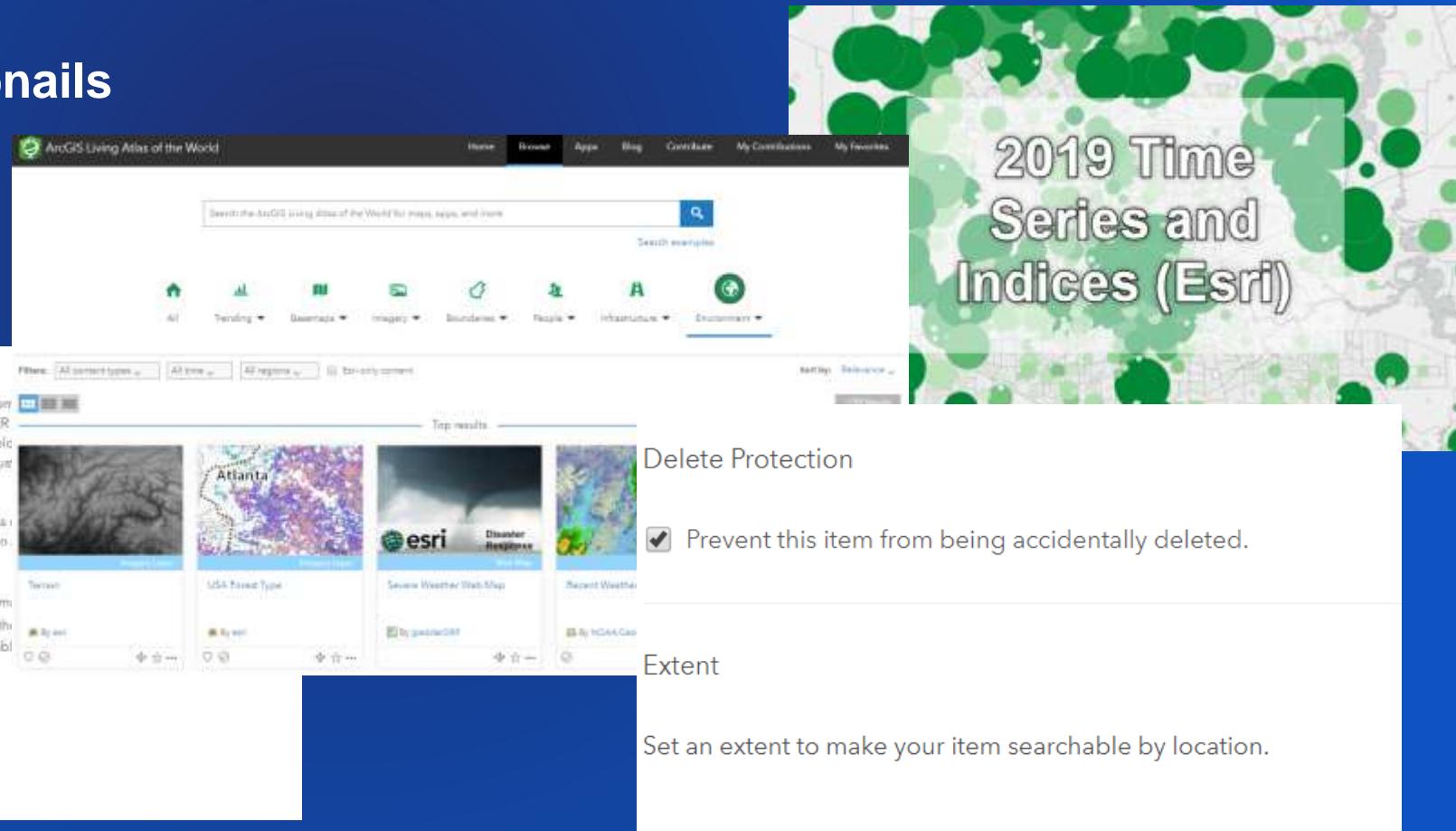
This feature layer provides Esri 2019 demographic estimates for population and housing from 2010 to 2019, in addition to new wealth and affordability indices. Data is available from country to block group level, including TIGER incorporated and census designated places. To see the full list of attributes available in this service, go to the "Data" tab, and choose "Fields" at the top right. This is a ready-to-use layer for ArcGIS Pro, ArcGIS Online, configurable apps, dashboards, Insights, Story Maps, custom apps, and mobile apps and requires an ArcGIS Online subscription.

The Updated Demographics database include current-year estimates and 5-year projections of U.S. demographic data. Esri develops the annual demographic datasets using a variety of sources, beginning with the latest base, then adding a mixture of administrative records and private sources to capture changes.

Esri's U.S. 2019 Data: Population, age, income, race, home value, spending, business, and market potential are among the topics included in the data suite. Each year, Esri's Data Development team employs its proven methodologies to update more than 2,000

Recap – Optimize Your Items

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



The screenshot shows the ArcGIS Living Atlas of the World item details page for the '2019 Time Series and Indices (Esri)' item. The page includes a search bar, a toolbar with various filters (Trending, Basemaps, Imagery, Boundaries, People, Infrastructure, Environment), and a 'Description' section. The 'Description' section provides a detailed overview of the Esri 2019 Updated Demographics database, mentioning current-year estimates and 5-year projections, and how it uses a variety of sources to capture changes. It also highlights Esri's U.S. 2019 Data, which includes population, age, income, race, home value, spending, business, and more. The page features a large thumbnail image of a map with green bubbles representing data points, and a 'Delete Protection' section with a checked checkbox for 'Prevent this item from being accidentally deleted'. A 'Extent' section is also present, with a note to 'Set an extent to make your item searchable by location.'

2019 Time Series and Indices (Esri)

Description

This feature layer provides Esri 2019 demographic estimates for population and housing from and affordability indices. Data is available from country to block group level, including TIGER. To see the full list of attributes available in this service, go to the "Data" tab, and choose "Field layer" for ArcGIS Pro, ArcGIS Online, configurable apps, dashboards, Insights, Story Maps, and ArcGIS Online subscription.

The Updated Demographics database include current-year estimates and 5-year projections, annual demographic datasets using a variety of sources, beginning with the latest base, then and private sources to capture changes.

Esri's U.S. 2019 Data: Population, age, income, race, home value, spending, business, and more included in the data suite. Each year, Esri's Data Development team employs its proven methodology to create demographic variables for a variety of U.S. geographies. To browse all data variables available in the Data Browser.

Delete Protection

Prevent this item from being accidentally deleted.

Extent

Set an extent to make your item searchable by location.

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
Geography	Geography

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 Barry

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.

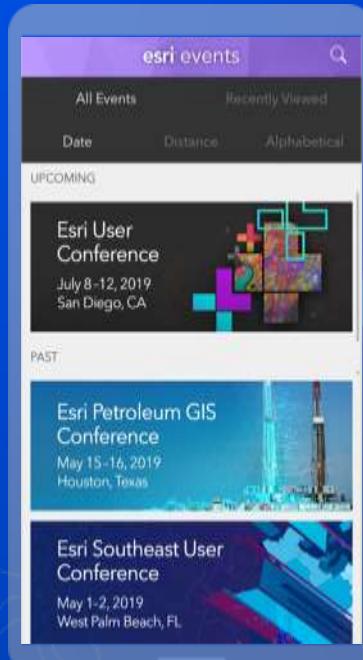
To nominate your content into the Living Atlas, it first needs to exist as an ArcGIS Online item. This can be many different item types:

Questions?

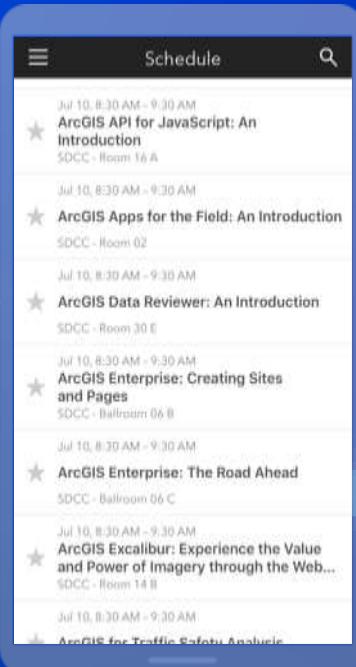


Please Share Your Feedback in the App

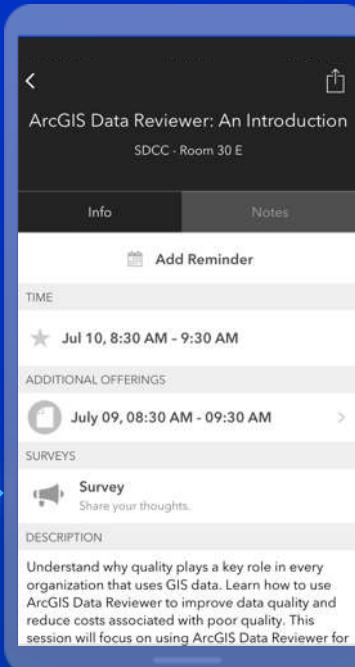
Download the Esri Events app and find your event



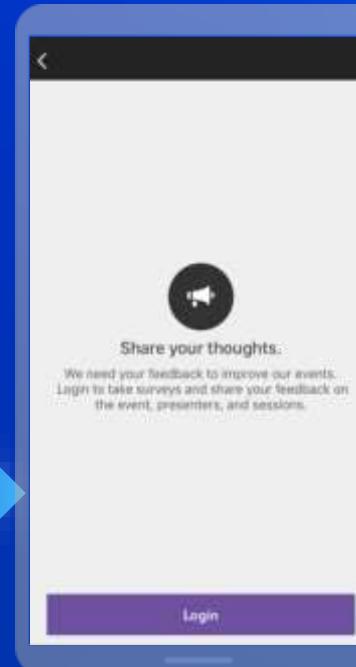
Select the session you attended



Scroll down to "Survey"



Log in to access the survey



Complete the survey and select "Submit"

