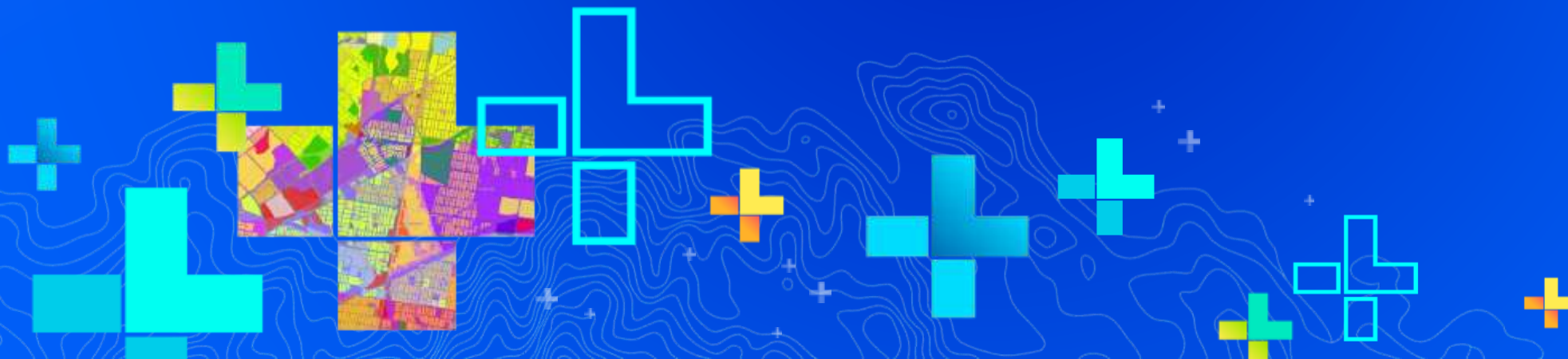




# Optimize Your Items for Search and Living Atlas

Julia Holtzclaw

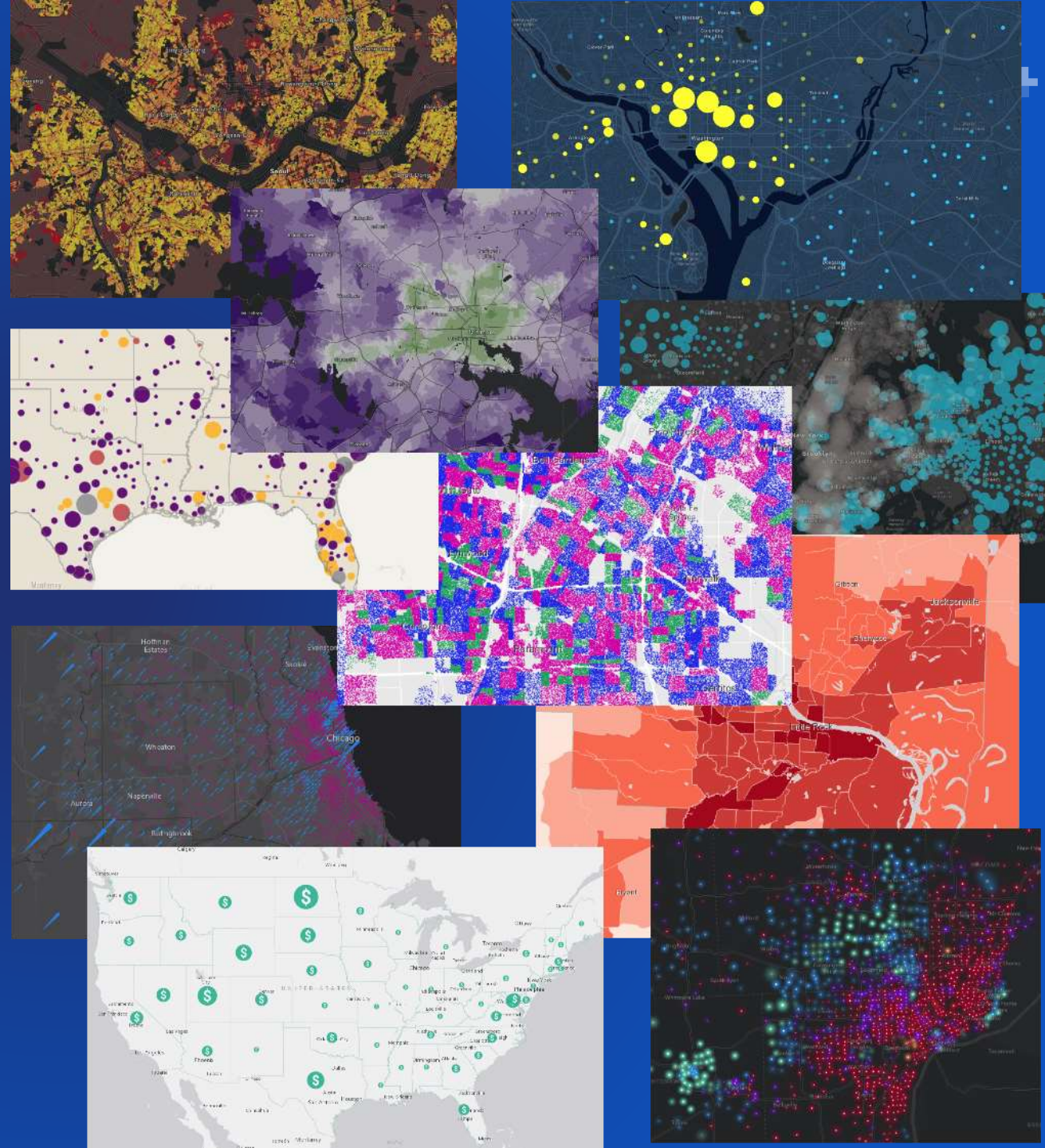


SEE  
WHAT  
OTHERS  
CAN'T



# 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?**

Item Information ✕ Hide



Low High

Make your item easy to find, understand, and use by providing this information.

- ✓ Add a summary
- ✓ Add a thumbnail
- ✓ Add a description
- ✓ Add a title
- ✓ Add tags
- ✓ Add terms of use

View item details

Open in Map Viewer

Add to new map

Add to new map with full editing control

Open in Scene Viewer

Open in ArcMap

Open in ArcGIS Pro

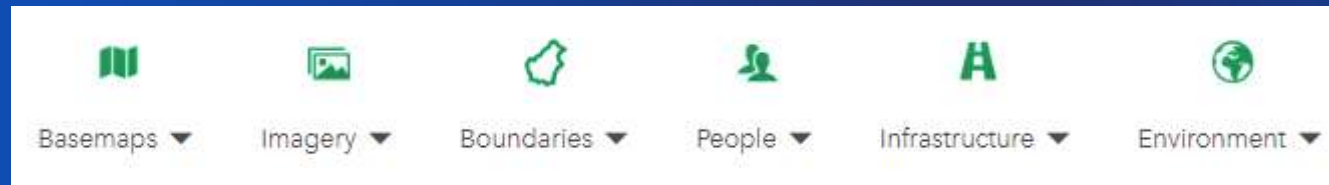
# What is the Living Atlas?



# 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!



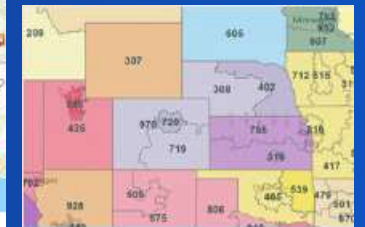
Map Image Layer  
World Traffic Service



Map Image Layer  
Recent Hurricanes



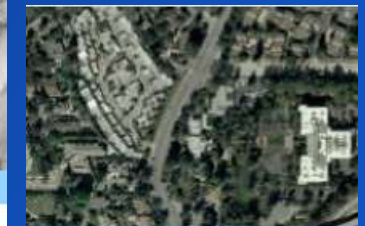
Map Image Layer  
USA Wildfire Activity



Feature Layer  
USA Telephone Area Codes



Imagery Layer  
Terrain: Multi-Directional Hillshade



Tile Layer  
World Imagery

## 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  Edit 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

 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

# 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!

**Description**

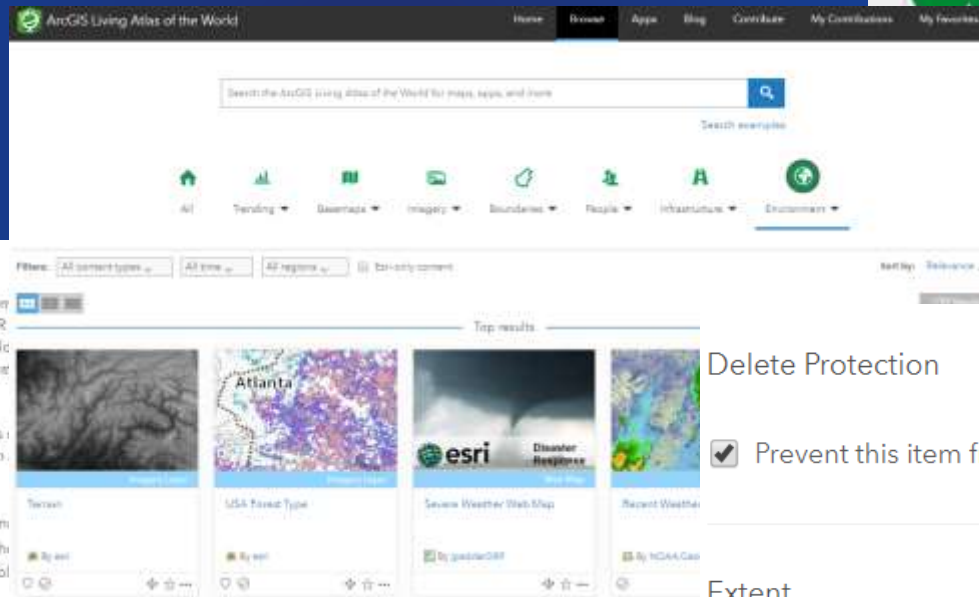
This feature layer provides Esri 2019 demographic estimates for population and housing from and affordability indices. Data is available from country to block group level, including TIGER. To see the full list of attributes available in this service, go to the "Data" tab, and choose "Field layer for 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 math demographic variables for a variety of U.S. geographies. To browse, all data variables available the Data Browser.

**Additional Esri Resources:**

- [Get Started](#)
- [Esri Demographics](#)
- [U.S. 2019 Esri Updated Demographics](#)
- [Methodologies](#)



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
----------	-------------

## 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.

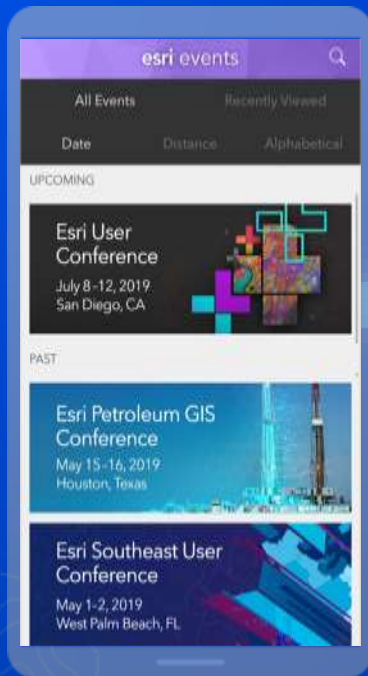
To nominate your content into the Living Atlas, it first needs to exist as an ArcGIS Online item. This can be many different item types:

Questions?

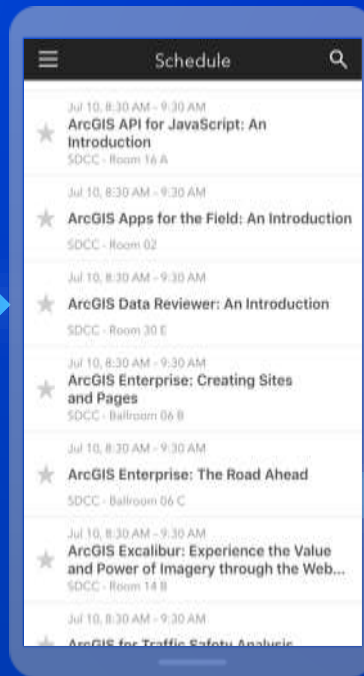


# Please Share Your Feedback in the App

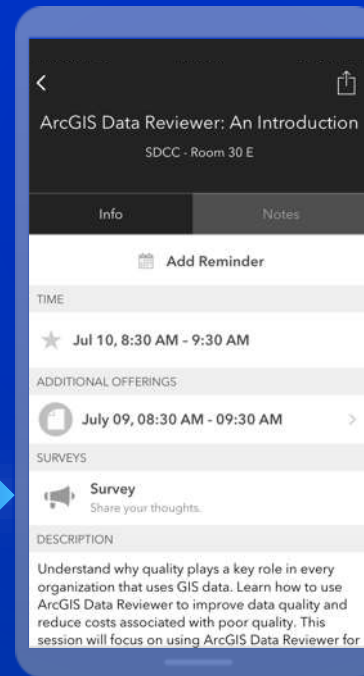
Download the Esri Events app and find your event



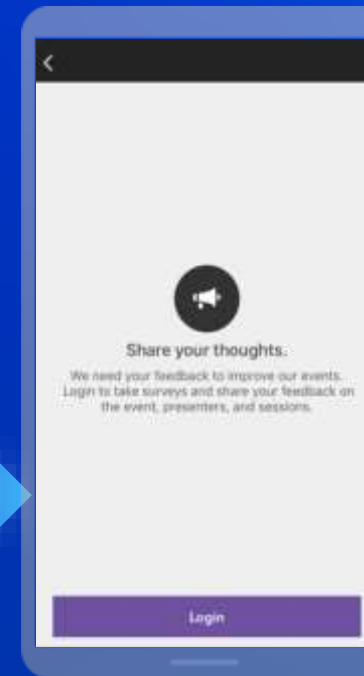
Select the session you attended



Scroll down to "Survey"



Log in to access the survey



Complete the survey and select "Submit"

