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Get Started Building an ArcGIS Hub Site

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Task checklist

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1. Explore ArcGIS Hub

Welcome to ArcGIS Hub! If you have little or no experience using Hub, this guide can help you get started with building an ArcGIS Hub site.

ArcGIS Hub is a sharing, collaboration, and engagement platform designed to help people work together geographically within and across organizations. With ArcGIS Hub, you can build low- or no-code websites used to create, organize, and share trusted, curated content for discovery and reuse. As an extension of ArcGIS Online, you can use ArcGIS Hub to create sites, add content, and share your work with private and public audiences.

Before building a Hub site, you can familiarize yourself with ArcGIS Hub using the following resources:

- Watch the ArcGIS: Engage Your Community video for a brief introduction to Hub.
- Browse the ArcGIS Hub Gallery to explore real examples of Hub sites.
- Complete the Get started with ArcGIS Hub tutorial for step-by-step guidance on creating a site.

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2. Plan a Hub site

Before you get started, it is important to take time to plan out the site. This plan will serve as a valuable guide to refer to as you build a site.

Define your goals

The first thing you want to do when planning a site is to establish your goals and intentions.

Define your goals by answering the following questions:

- Who is your audience? What type of users will be accessing your site (for example, the general public, community partners, or administrators)? How technical are your users? How familiar are users with your content? Are your users internal, external, or both?
- What content do you want to share, and with whom? Is there content you want to collect? What types of content will you be working with?
- Are there other collaborators who will be involved in creating, maintaining, or managing your content? If there are multiple types of users involved, how would you organize these groups and define their roles?

By answering these questions, you can define your site's purpose, the content you want to share and collect, and the key users and groups involved.

Draw a diagram

Once you have clear goals established, create or draw a diagram to visualize your site's structure. Start with your main site, and then link to any pages you want to attach. Add details to each of these components, such as the topic of the site or page, the intended contents, and which users or groups will access it and how. The following diagram is an example of a site map for a Hub site:

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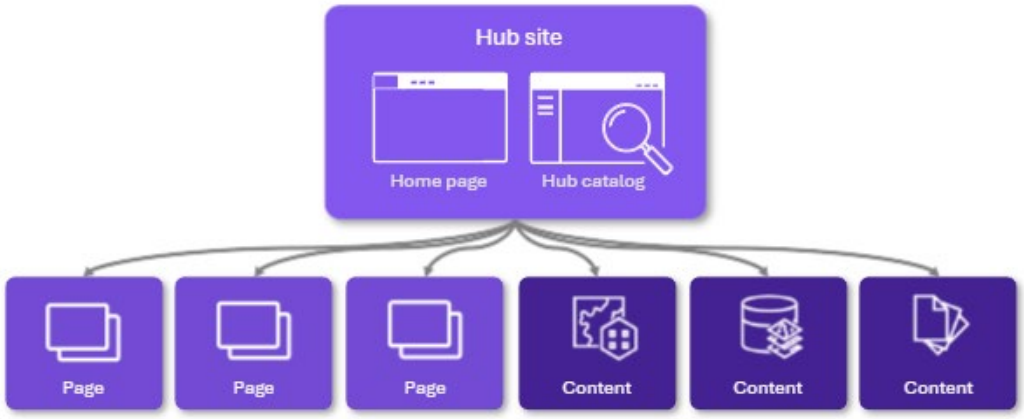

Final preparations

Lastly, consider completing the following tasks before building your site:

- Collect and organize images that you want to incorporate in your site.
- Prepare organizational branding materials and guidelines, such as logos, fonts, and colors.
- Present your plan to appropriate stakeholders for feedback or approval.

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3. Create and customize a site

Now you are ready to build a site. Sites are the core capability of ArcGIS Hub, allowing visitors to view, browse, and access your content.

Create a site

To create a Hub site, you must be signed in to an ArcGIS organizational account and have the privilege to create items. Each site you create is added as an item to your ArcGIS organization.

Learn how to create a site

Edit the site layout

Every Hub site has a layout with configuration options. Using a set of drag-and-drop cards, you can add and customize your site's contents.

Learn how to edit a site layout

The following are a few of the ways you can customize your site layout:

- Add text and images
- Add a search bar
- Display apps, data, and web maps
- Insert tables, metrics, and charts

Brand the site

You can customize the site's branding and appearance, which helps you establish your organization's identity, meet your organization's branding requirements, and improve the user experience.

You can add and customize a header, logo, theme, and footer for the site.

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Learn how to brand a site

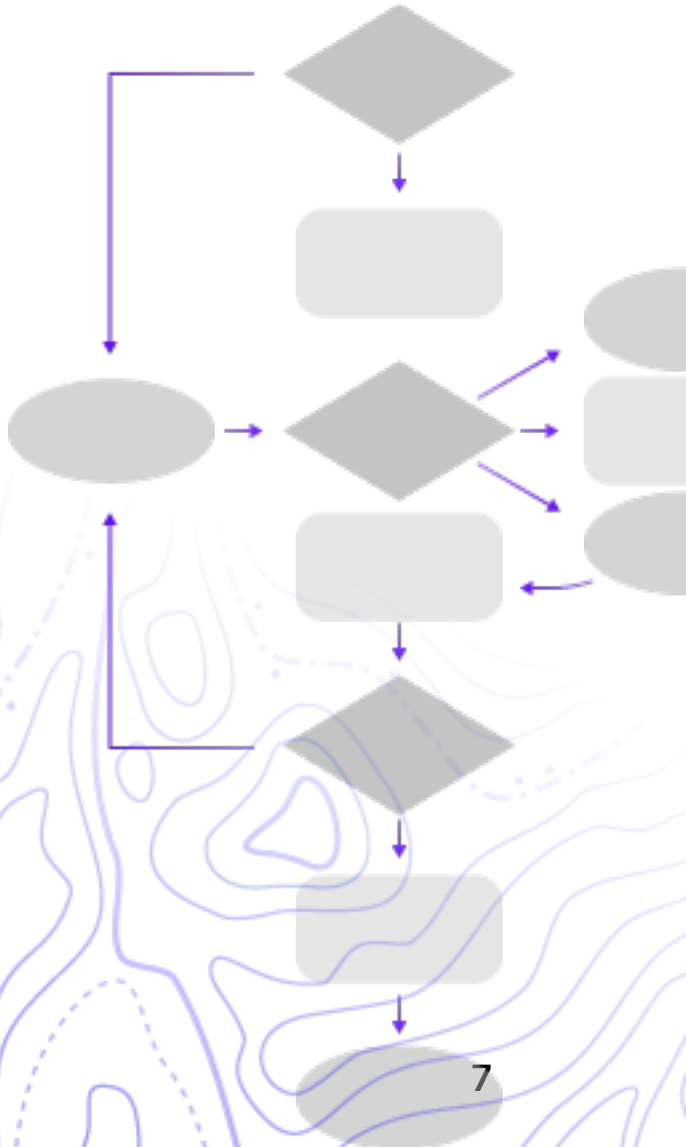
Ensure accessibility

It is important to design the site for accessibility. Configure the site to have accessible color design, content structure, and visuals.

Learn how to design a site for accessibility in ArcGIS Hub

Save your edits

When you make changes to the site layout, you are editing a draft version of the site. Save your layout to update the draft version with your edits.



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4. Configure the catalog

Each site that you create has a catalog that contains shared content. You can configure these catalogs to establish what content can be viewed on the site.

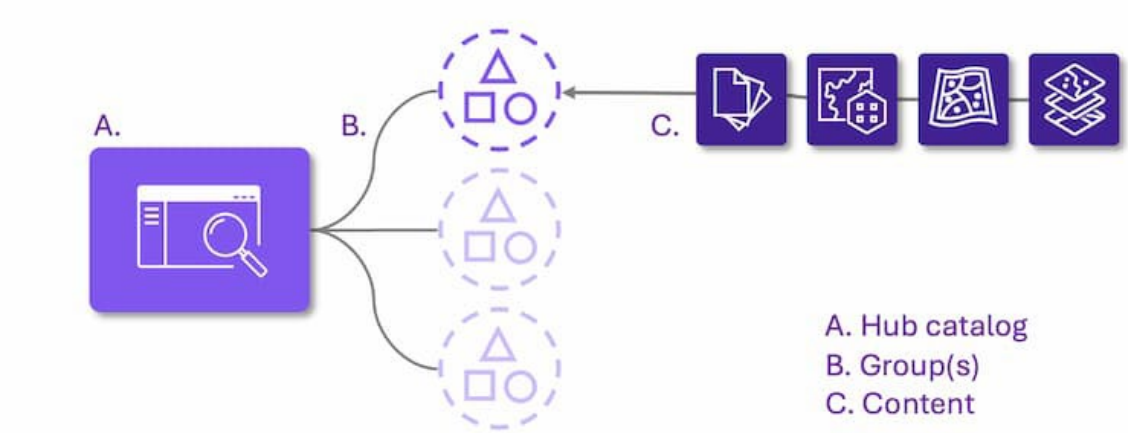
Before you configure the catalog, a basic understanding of managing content and groups in ArcGIS Online is necessary.

Watch the following short videos to familiarize yourself with these key features in ArcGIS Online:

- ArcGIS Online: Content Basics
- ArcGIS Online: Group Basics
- ArcGIS Online: Sharing Basics

Understand how content is added to a catalog

The following diagram depicts how content is added to a site catalog through groups. First, a site catalog is configured to include a group's contents. Then, any content that is shared with the group will automatically appear in the site catalog.



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Create a group

To begin configuring the site's catalog, you must first create a group. Depending on the group's settings, the members of this group will be able to add content to the content catalog.

Learn how to create a group

Share content with the group

Next you will share content with the group. The content must be items in ArcGIS Online to be shared with a group. If you do not have existing content to share yet, you can create content, publish hosted feature layers, or share content from ArcGIS Living Atlas of the World.

Learn how to share items with a group

Add the group to the catalog

Configure the site's catalog to include the group and its contents. You can also add optional filters and configure content collections.

Learn how to configure a catalog

After you select and add the group, the group's content will appear in the catalog. This means the content will appear to site visitors when they search or browse the site, depending on the content's sharing permissions.

All content you share with the group will be automatically added to the site's catalog.

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5. Publish and share the site

When you have finished configuring the site catalog and making edits to the site, publish the site layout. Publishing the layout saves any new edits you have made and updates the live version of the site. The site is not visible to others until you share it.

Learn how to publish a site

When the site is ready, share the site with your audience. You can share a site with specific groups, your organization, or the public.

Learn how to share a site

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6. Use advanced settings and features

Each Hub site has advanced settings and capabilities you can configure, including the following:

- Basemaps and site extent
- Custom domains
- Activity tracking
- Consent notice

ArcGIS Hub Premium features

All ArcGIS Online subscriptions include ArcGIS Hub, but many advanced engagement and collaboration features are only available with ArcGIS Hub Premium, including the following:

- **Followers**—Add a follow card so users can follow your site to receive news and updates.
- **Discussions**—Create content-based conversations to allow users to add posts with text, provide locations on geographic items, and reply to other posts.
- **Events**—Share details about upcoming activities. Users can register to these events and receive notifications.
- **Projects**—Communicate and involve users with time-bound efforts that support short-term goals and objectives.
- **Community members**—Extend your reach by providing community member accounts to external users, allowing them to engage and participate with your site.
- **AI in Hub**—Enable AI-assisted search using natural language questions with guardrails for content discovery.

Learn more about Hub Premium features

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7. Learn more

Congratulations, you've now built a site using ArcGIS Hub!

You can continue to customize the site and add many more available features. For example, you can start adding pages to link to the site, allowing you to further organize your content by topic.

The following are additional resources to learn more:

- The ArcGIS Hub documentation is a key resource for learning how to use ArcGIS Hub and how to perform specific tasks. It also includes what's new and frequently asked questions.
- The tutorial gallery has a collection of guided tutorials to help you learn about ArcGIS Hub.
- Browse ArcGIS Blog articles written about Hub on a wide range of topics, such as new features or tips.
- Visit Esri Community to ask questions, access resources, and submit ideas for new features you want to see in Hub.
- The Esri video channel has a wide range of videos related to Hub. Browse the playlists and watch videos on customer stories, conference sessions, and demonstrations.

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FAQ

How can I upgrade to ArcGIS Hub Premium?

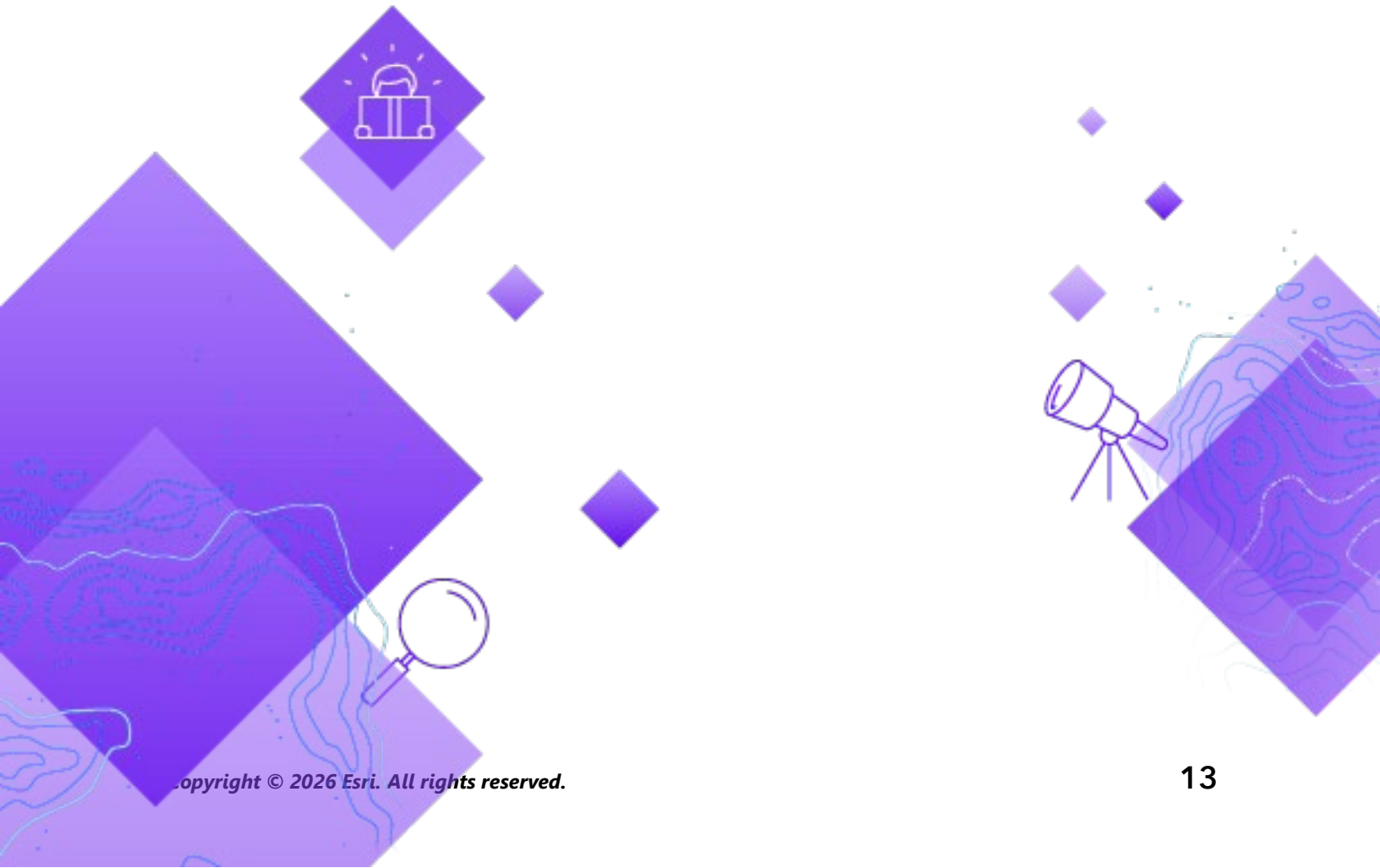
Visit ArcGIS Hub Pricing and Purchase Options to learn more about upgrading your Hub licensing.

What types of content can I add to my site catalog?

All ArcGIS Online item types can be added to a site catalog. For a complete list of item types you can add to a catalog, see Supported content.

Can I customize my site with HTML and CSS?

Yes, you can customize many site elements with custom HTML and CSS, including text blocks, row cards, and the header. For guidance and a complete list of elements you can customize, see Customize sites with HTML and CSS.



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