# Web Map Essentials – Adding ArcGIS Online and Portal to Your GIS Skillset

*Course Length:*      *2 days*
*ArcGIS Version:*      *10.x*
*App:*    *ArcGIS Online, Portal*

## Overview

Within the wealth of products and services available in the ArcGIS family, Esri has created a cloud platform for sharing, publishing, and consuming GIS content, called ArcGIS Online or, if behind your firewall, ArcGIS Portal (a part of ArcGIS Enterprise). But what is it? How do I use it? How does it interact with ArcGIS Desktop? This course will answer these questions and more, by providing ArcGIS Desktop (Map and Pro) users with a comprehensive overview of the functionality and uses of ArcGIS Online, as well as a brief introduction to the Esri Maps for Office app. In addition to the basics, this course will touch on topics relevant to the modern online business world, including security, data interoperability, and best-practices and tips for publishing, managing, and sharing your online content.

## Audience

Those who are already familiar with ArcGIS and want to learn how to utilize the ArcGIS Online and Portal capabilities, create web maps, and manage online content.

## Topics Covered

Day 1 – The Online Platform and Web Maps

- **ArcGIS Online, Portal and the Esri Platform** – Understand all of the pieces of the platform and how they fit together. (Overview of the ArcGIS Platform; What is ArcGIS Online?; What is Portal? Features and Benefits)
- **Your ArcGIS Online or Portal Account** – Logging in to ArcGIS Online or Portal and navigating the site, as an individual and as part of an organization. (The ArcGIS Online/Portal Web Interface; Roles and Groups)
- **Creating Web Maps** – Start making a simple web map, add your own data, add new features, and change the way it looks before sharing it with co-workers or the public. (Creating a Web Map; Display Properties; Editing Features; Saving, Sharing, and Printing)
- **Online Analysis with Web Maps** – Understanding the wealth of analysis tools available within the web map interface. (Online Analysis Tools; Finding Locations; Analyzing Attributes and Proximity; Data Management and Reference)

<u>Day 2 – Using Apps and Optimizing Content</u>

- **There's an App for That** – Web maps, web apps, web map templates, and web app templates – what does it all mean, and how can you tell them apart? (Esri Apps; Ready-to-Use Apps; Configurable Apps; ArcGIS Marketplace)
- **Configurable Web Apps** – Using templates to turn your web maps into interactive web pages designed for non-GIS viewers. (Overview of Configurable Web Apps; Types of Web App Templates; Creating a Web App)
- **Ready-to-Use Apps** – Downloadable applications that can help to enhance your workflow and incorporate maps into other applications. (Esri Maps for Office; Operations Dashboard)
- **Optimizing Maps for the Web** – Making sure the maps and data you create in ArcGIS will function at their best in a web environment. (Sharing and Packages; Optimizing Map Documents for the Web)
- **From Desktop to Online** – How to share your ArcGIS maps onto the web and manage your content online. (Publishing Feature Services; Uploading to My Content)

## Format

In-person instruction with hands-on practice and course materials you can keep.

## Prerequisites and Recommendations

Attendees should have knowledge of Microsoft Windows® and be familiar with the basic use of ArcGIS, including the topics covered in either the **Fundamentals of ArcGIS** or **ArcGIS Desktop I** classes.