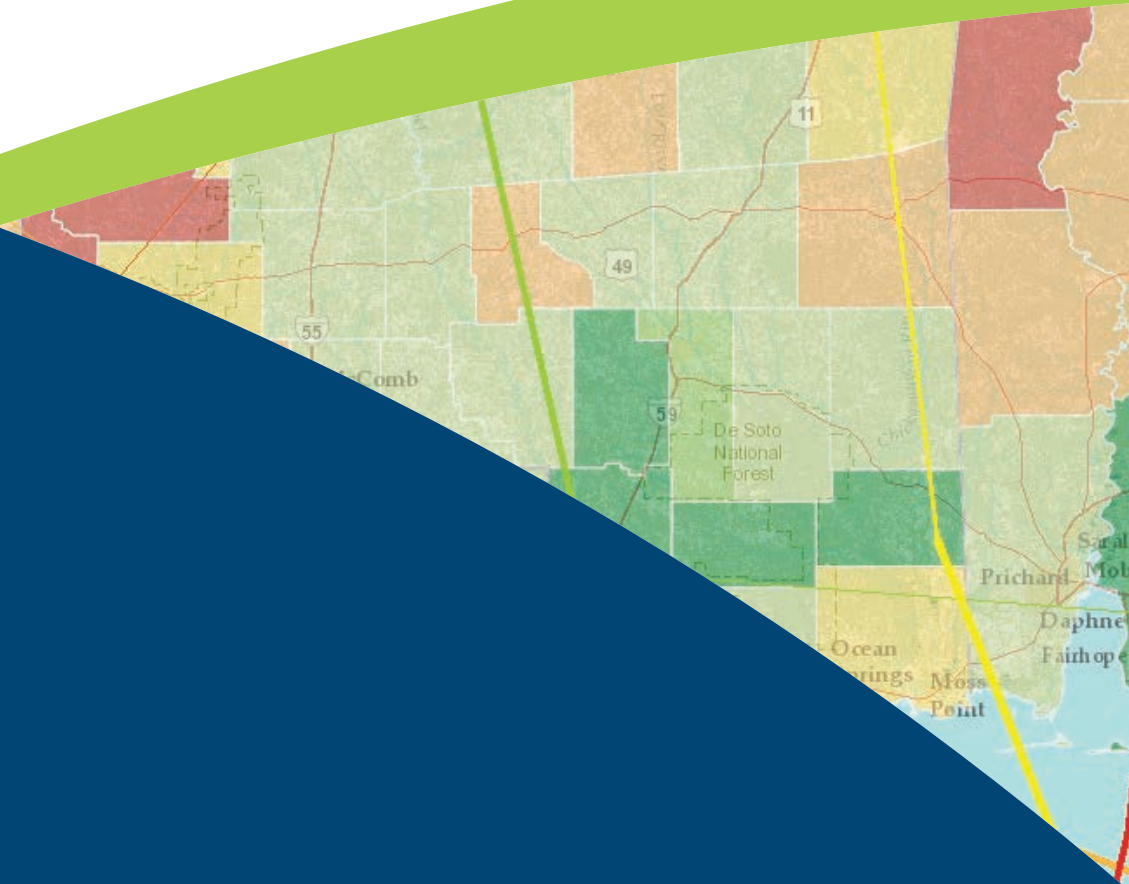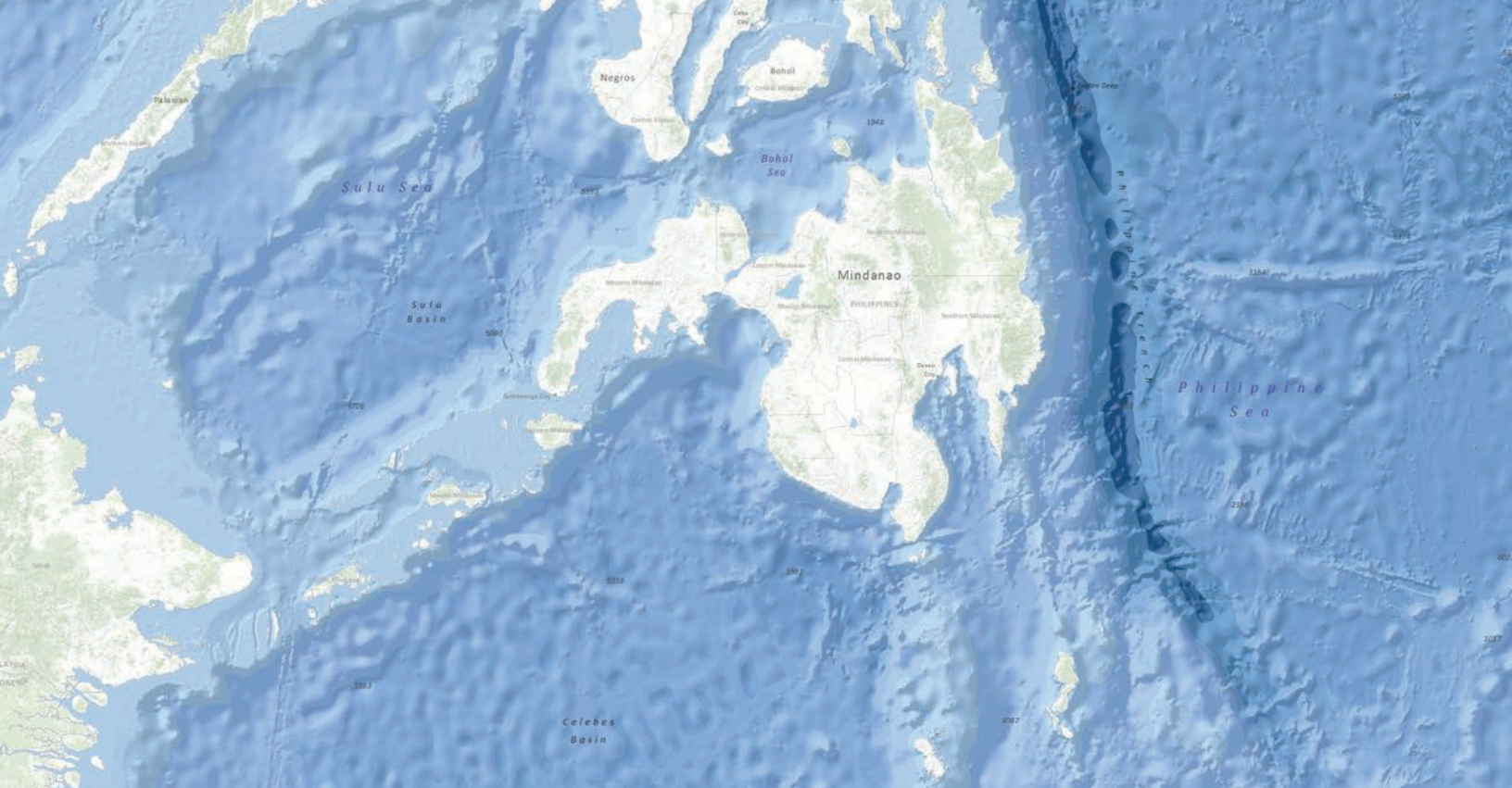Quick Start Guide to

Arc**GIS** Online

for Public Accounts

esri

Using ArcGIS Online with a Public Account

ArcGIS℠ Online is a cloud-based mapping platform that allows you to easily and quickly make maps, collaborate, and share your maps with others. ArcGIS Online is available for personal use through a free public account or organization-wide through an annual subscription. As an ArcGIS Online user, you retain all rights to your data and control who has access to it. This guide is a quick tutorial designed to get you started using ArcGIS Online with a public account and provides short instructions for common tasks. More information is available at **esri.com/agolhelp**.

Getting started: Sign up for a free public account

ArcGIS Online provides access to data, web maps, and applications from Esri and the global GIS community. Here's how to get started:

1. Go to **arcgis.com/home**.
2. Sign up for a public account so you can save your maps in and upload data into Esri's cloud.

Explore ArcGIS Online

ArcGIS Online gives you access to information and applications shared by others. Follow the steps below to explore and discover content:

1. Click **Gallery** to browse featured maps, web mapping applications, and mobile applications shared by the ArcGIS Online community.
2. Click **Map** to build interactive web maps and share them with others.
3. Click **Groups** to search for topical content.
4. Click **My Content** to add and share your items with the ArcGIS Online community.
5. Looking for something specific? **Search** ArcGIS Online using the bar in the top right. For example, type "Horn of Africa" and press Enter—or if using an iPad or other mobile device, tap—to see all content for the Horn of Africa.

Create and share a map

You can make your own map using data available in ArcGIS Online, and you can add your own data as well. Step through making a map using data from ArcGIS Online, adding your data from a text file, symbolizing the data, and then sharing your map with others.

Add data from ArcGIS Online to your map

1. From the ArcGIS Online home page (arcgis.com/home), click **Map** to open the built-in map viewer.
2. By default, the basemap is the World Topographic Map from Esri. Click **Basemap** and select the map of your choice (Imagery, Streets, National Geographic, etc.).
3. To add data, click **Add** and choose **Search for Layers**.
4. Type a keyword in the **Find** text box ("earthquakes", for example), then click **Go** to search.
5. From the results list, click the **Add** link next to each item you want to add to your map.
6. Continue adding relevant data to create your own mashup.
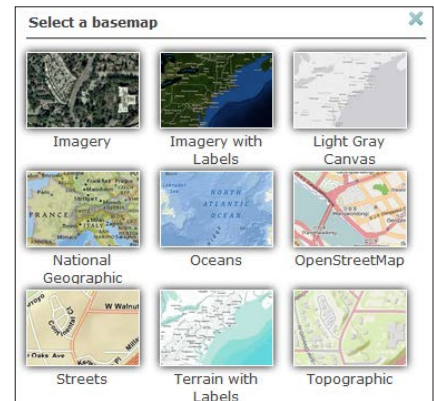
Add your data from a text file

You can add to the map your own data containing features with location information—for example, latitude-longitude—that are stored in a delimited text file (.txt or .csv), a GPS Exchange Format file (.gpx), or a shapefile that has been compressed into a .zip file. (Delimited text and .gpx files should contain fewer than 1,000 features.)

1. Click **Add** and choose **Add layer from file**.
2. Click **Choose File** and locate the file on your computer.
3. Click **Import Layer** to add your data to the map.

Symbolize and configure your data

You can change how features are displayed on a map and expose the rich content that is stored in the attributes using pop-up windows.

1. Click the **arrow** next to the layer you want to configure. If your layer does not have an arrow, click the layer to expand the contents. This will allow you to see each configurable layer.
2. Choose the parameter to configure:
   a. You can modify the transparency of your data.
   b. You can rename your data in the Contents list.
   c. If the layer was not added from ArcGIS Online, you can change symbols to make your data more relevant on the map.

Save your map to My Content

Once you have created your map, you can save it in My Content so that only you can see it and use it later.

1. Make sure you are signed in to ArcGIS Online.

2. Click **Save** at the top of your map to save your map.

3. Enter a title for your map.

4. Enter tags or keywords for your map and data.

5. Enter a summary of the map you created.

6. Choose the Save in folder on your profile to save your map.

Share your map: Embed in a website or create a free application

There are times when you may want to share your map with others. You can do this by e-mailing your map URL, embedding the map in a website or blog, or using an application template in ArcGIS Online.

1. In the map viewer, open the saved map you want to share.

2. Click **Share** at the top of your map.

3. Check the boxes to share with Everyone (Public) and, if you want, Members of these public groups. There is more information on groups on page 7.

4. When you choose **Everyone (Public)**, maps can be shared in four ways:

    a. Share a direct link to your map by copying and pasting the URL shown in **Link to this map** into an e-mail.

    b. Click the **Facebook** or **Twitter** button to share your map.

    c. Click **Embed in Website** to copy the HTML code into your website or blog.

    d. Click **Make a Web Application** and use one of the free application templates.
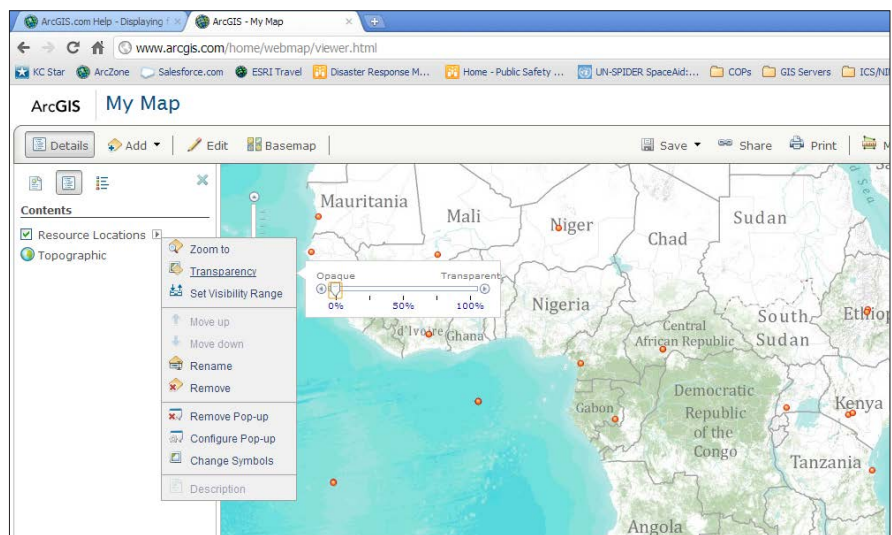
Add features to your web map

With ArcGIS Online, you can add map notes to your map. Adding a map notes layer allows you to add features directly to your map.

1. Click **Add** and choose **Add Map Notes**.

2. Name your map notes layer.

3. Click the **Template** drop-down arrow to select a feature template. Select **Map Notes** to add points, lines, and areas to your map. Click the **Create** button.

4. To add a feature to this layer, click **Edit**.

    a. Select the feature you want to add to the map from the Add Features window.

    b. Click on the map to add your feature.

    c. Enter a title and description. If applicable, add an image URL or related link URL for the feature.

    d. Click **Change Symbol** to customize the feature symbology.

    e. Click **Close** when finished to add your feature.

    f. Click **Save** to save your map with your new features added.
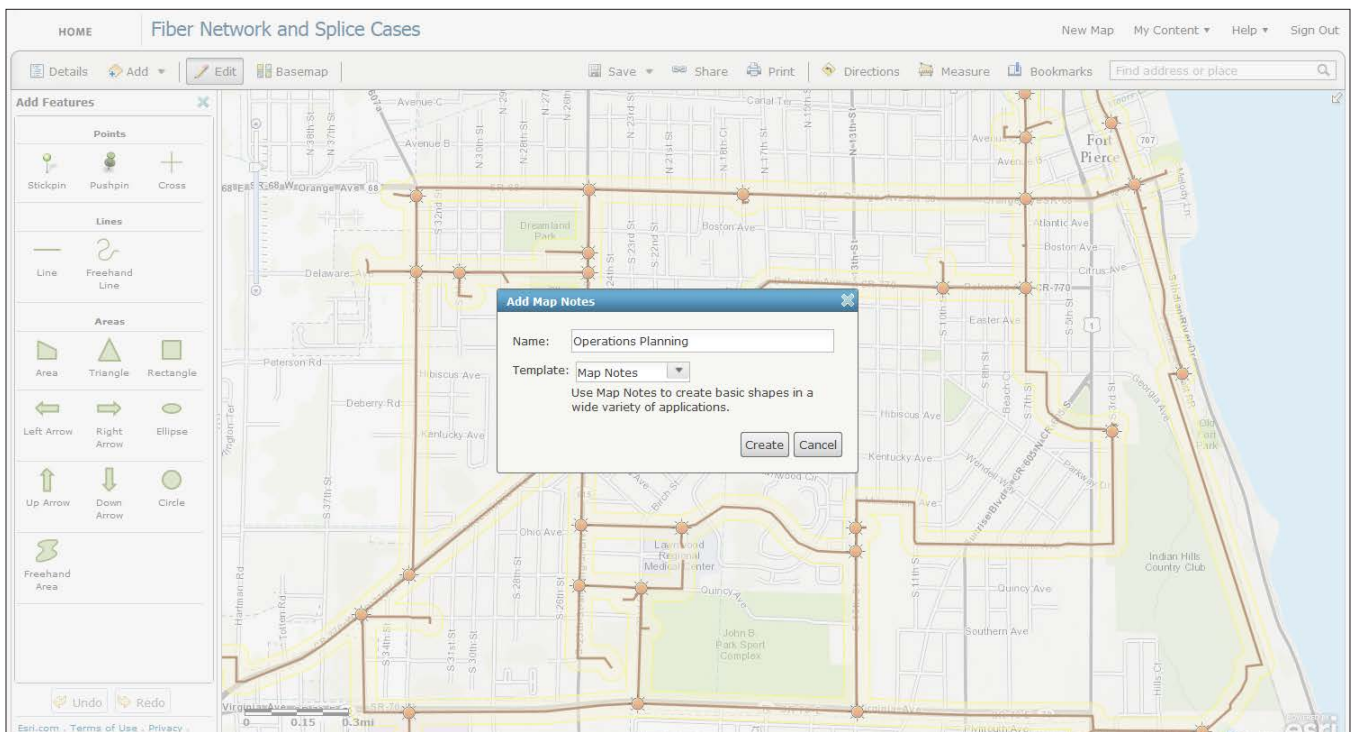
Organize your data with groups

Public groups provide a great way to share content related to a specific topic. You can use a public group to collect all the maps and apps you want to display in a gallery application. Here is how to create a public group:

1. On the ArcGIS Online home page, click **Groups**.

2. Click **Create a Group**.

3. Enter a name, summary, description, and tags for your group. You can also add a thumbnail image for your group.

4. Set the status of your group:
   Click **Users can apply to join group** if you want to allow others to join your group.

5. Click **Save** to create your new group.

Want to do even more? Get a free, 30-day trial so you and others in your organization can access all the great features ArcGIS Online offers.

Visit **esri.com/agoleval** to sign up.

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Understanding our world.

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.

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