

Creating Tailored Web Page Experiences with ArcGIS Enterprise Sites

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Today's Speakers



John Osborne
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Team Lead, Technology Adoption

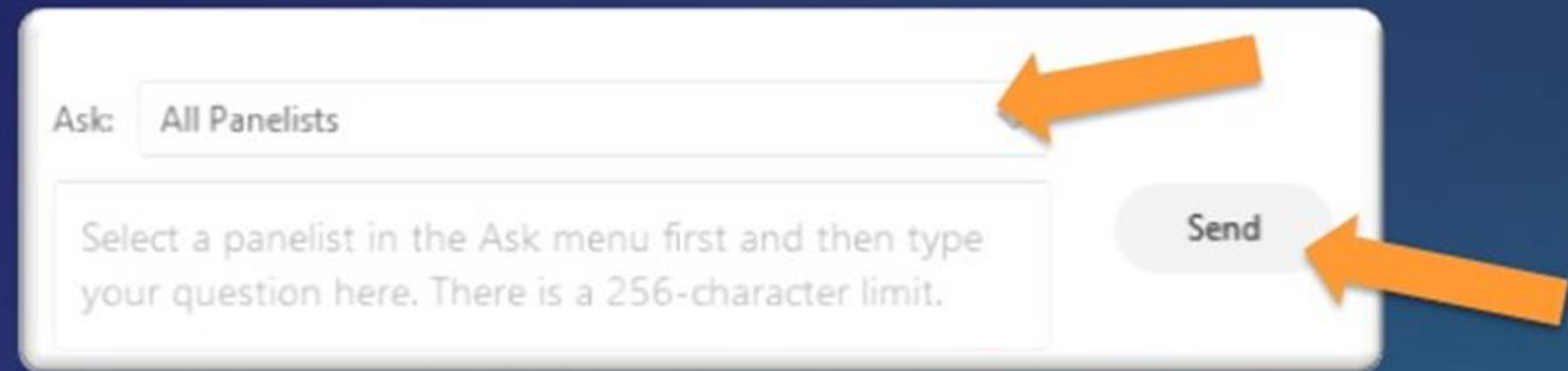


Surveys and Recordings

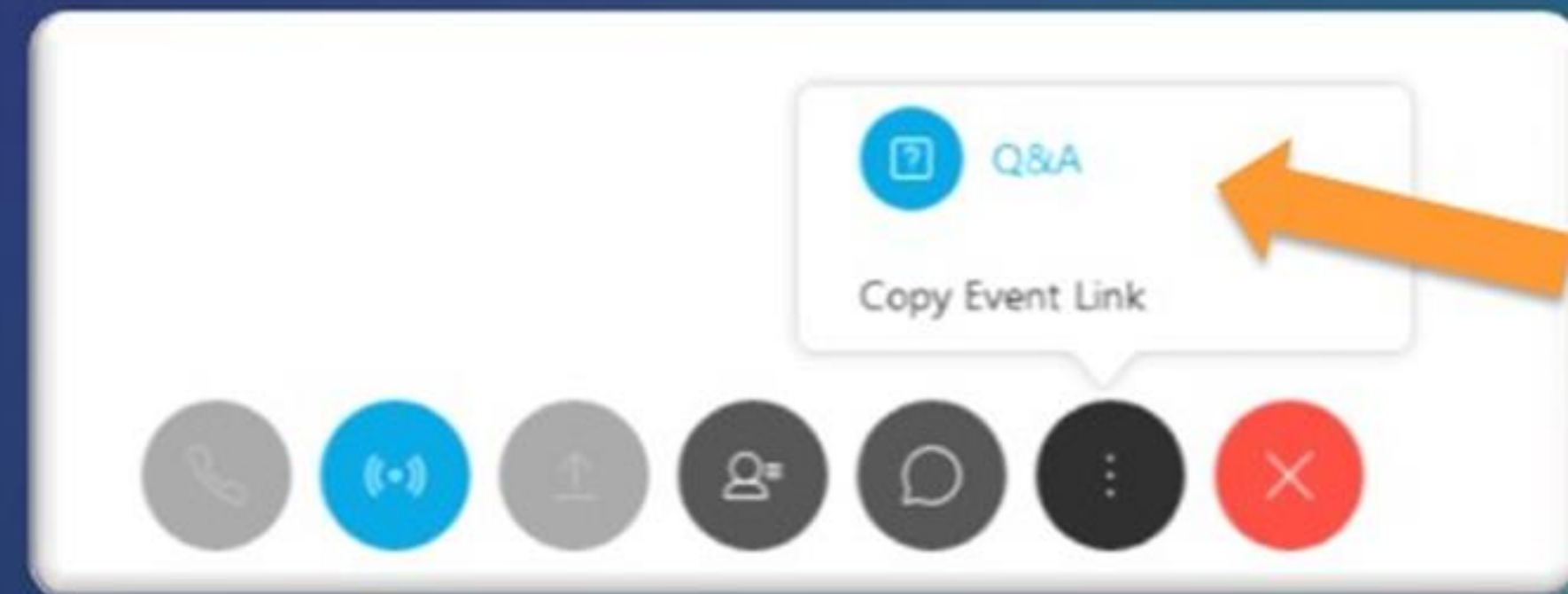
- We are recording today
- Expect an email from us with link
- Please share your thoughts on the exit survey

Open to Questions

- Please use the Q&A panel:
 - Choose *Ask: All Panelists*, type your question and click *Send*



- If you're unable to see the Q&A panel, click the three dots and then the Q&A button on the control dock at the bottom of your screen:



Today's Agenda

This webinar is designed to help you understand:

1. Overview of ArcGIS Enterprise Sites and planning your site
2. Creation and configuration of a site
3. Managing your site

But first, it's time for a poll!

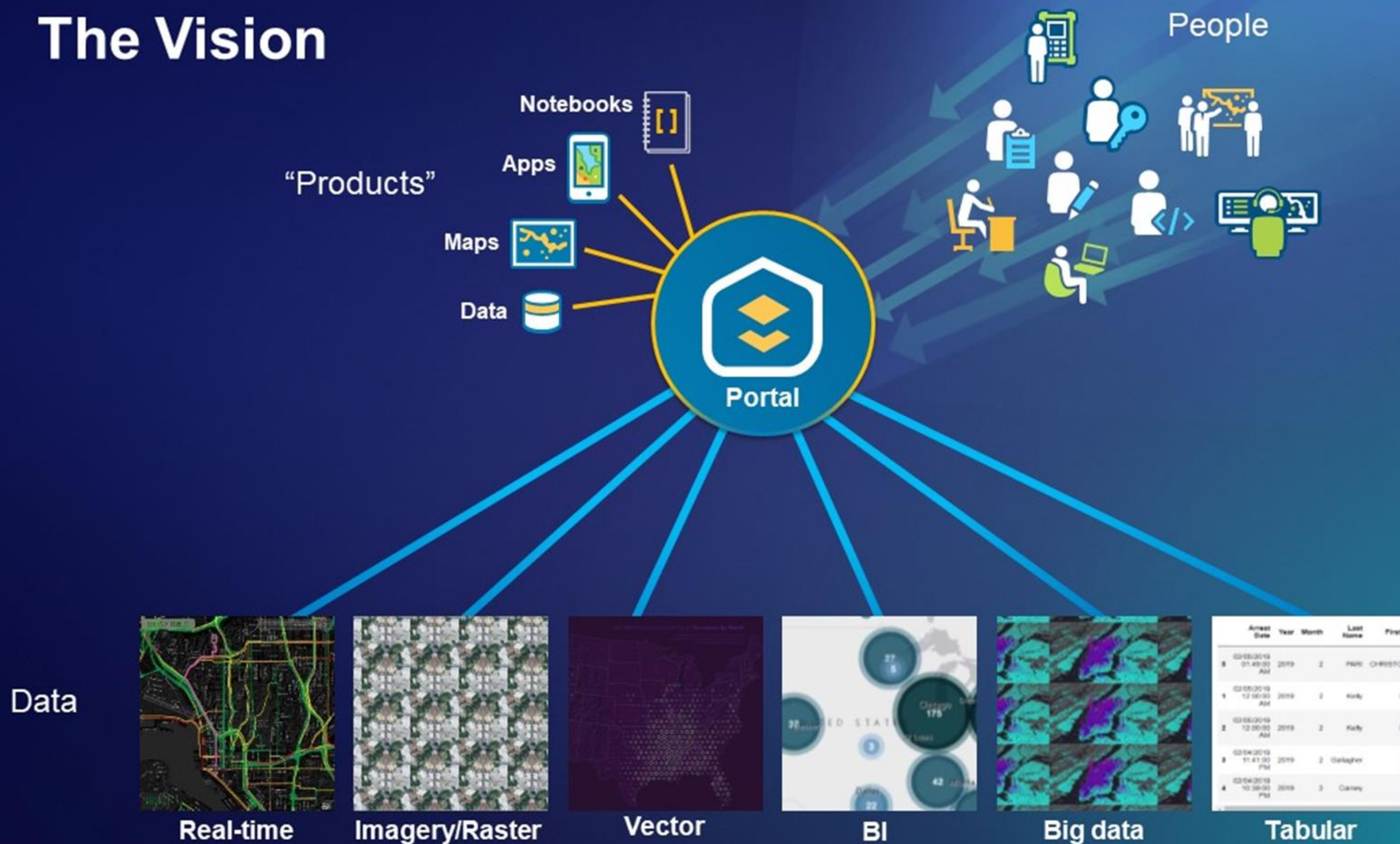
Poll (HIDDEN SLIDE...)

- Have you created a Site in ArcGIS Enterprise?
 - A) Yes
 - B) No

Overview of ArcGIS Enterprise Sites and planning your site

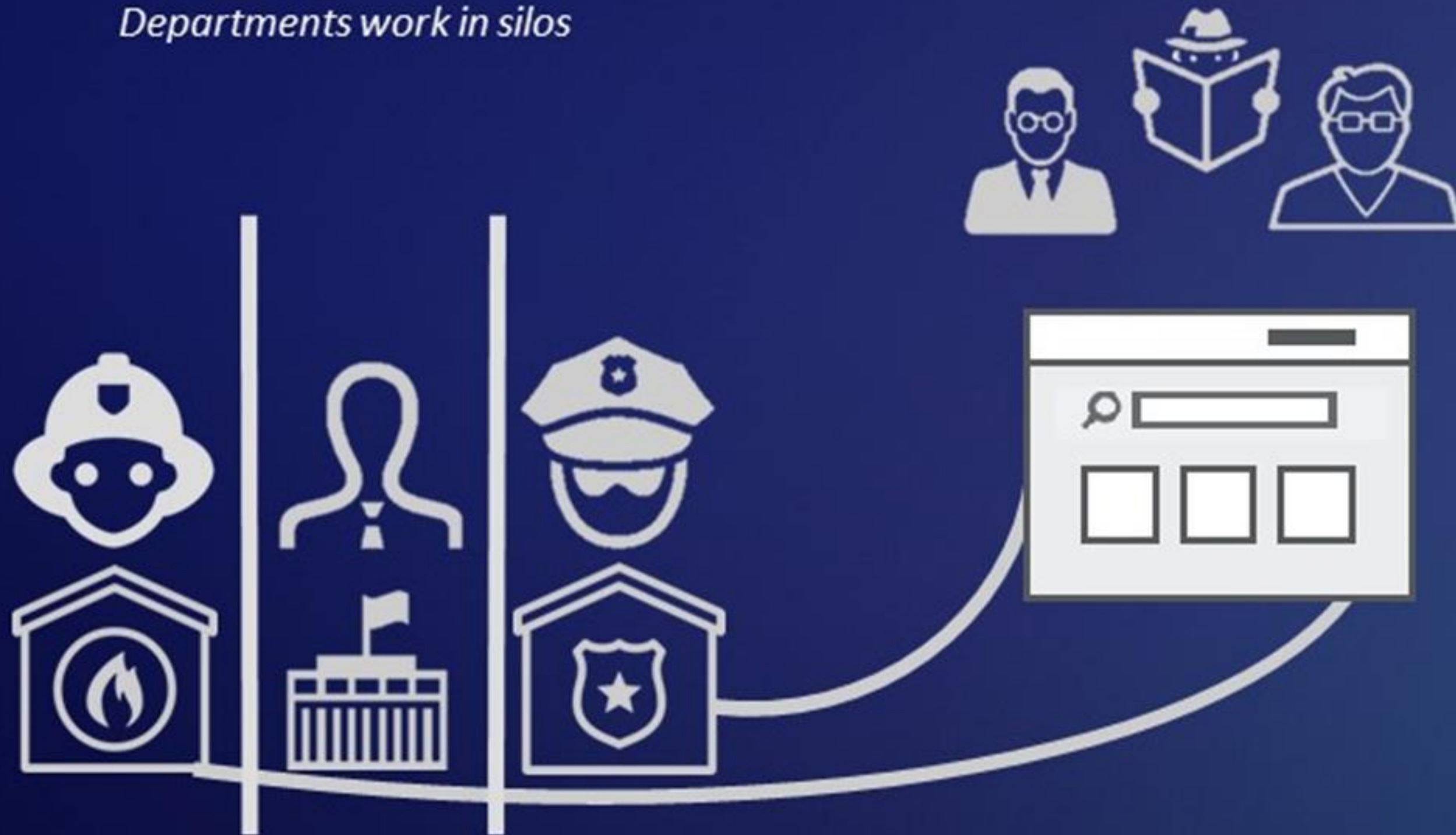


The Vision



*Sharing data empowers your
non-GIS colleagues, commercial
developers, journalists, expert
citizens*

Departments work in silos



*The chasm: How do you reach
the rest of your organization?*

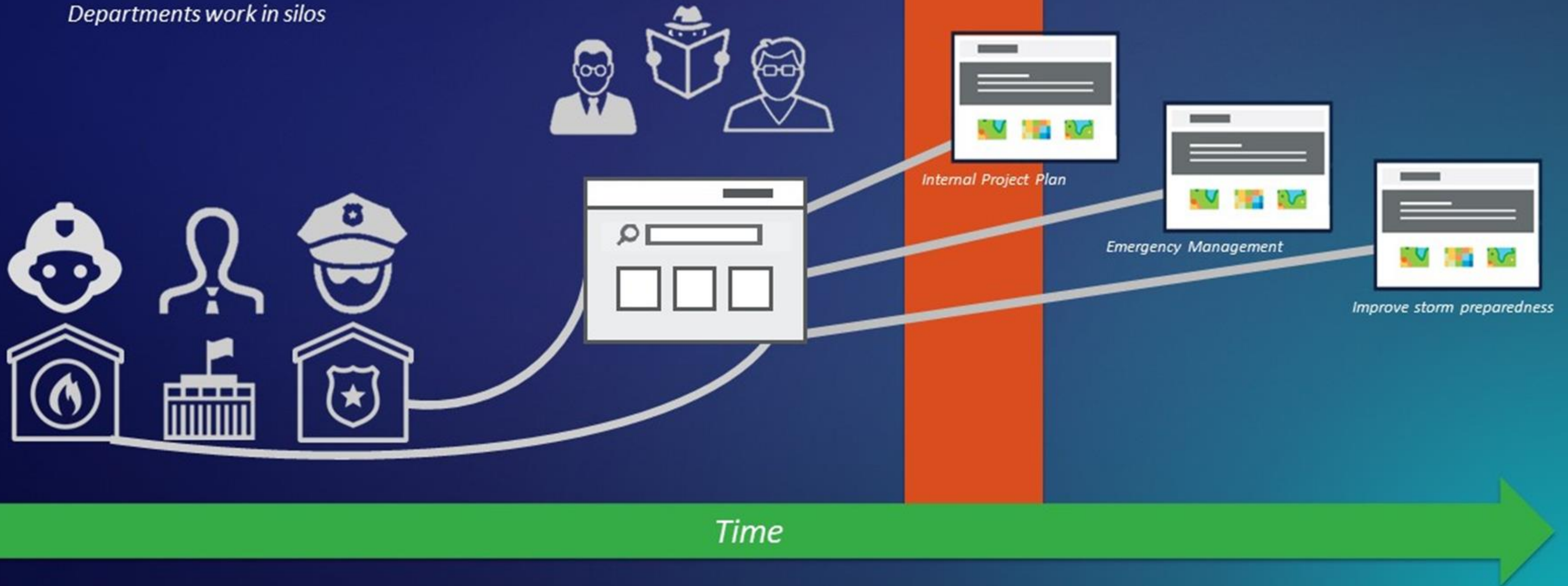


Time

Launch Sites that engage with groups of non-GIS users across your organization

Sharing data empowers your non-GIS colleagues, commercial developers, journalists, expert citizens

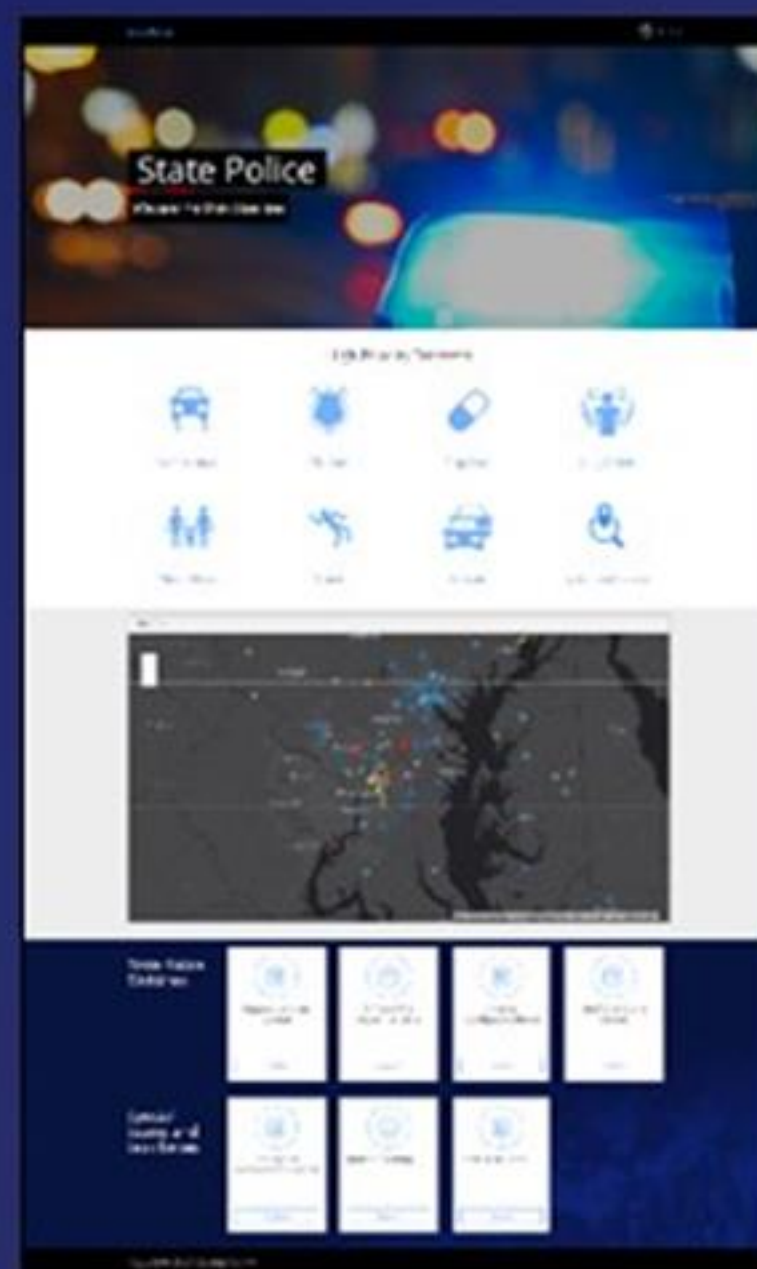
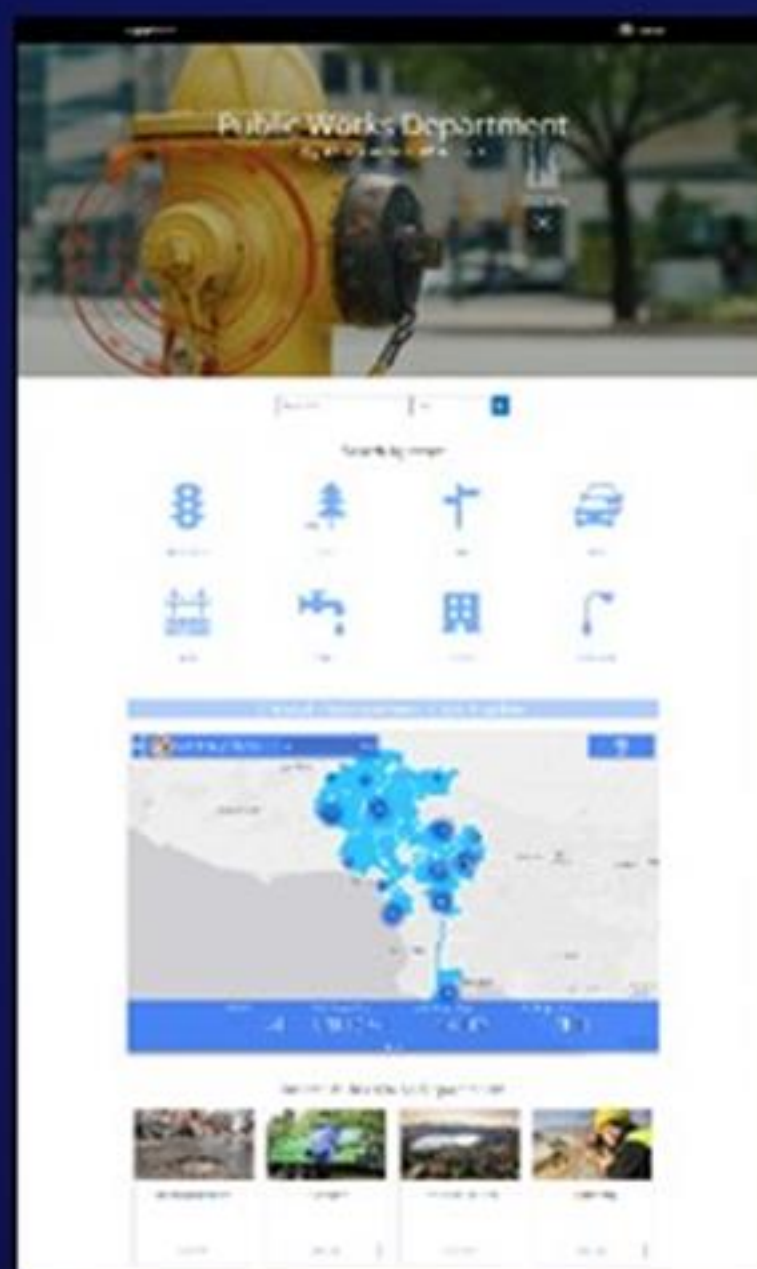
Departments work in silos



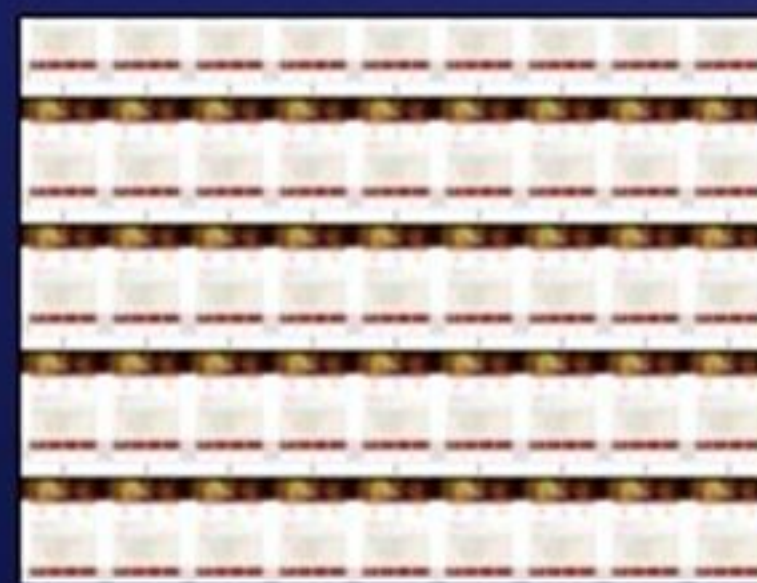
The Challenge



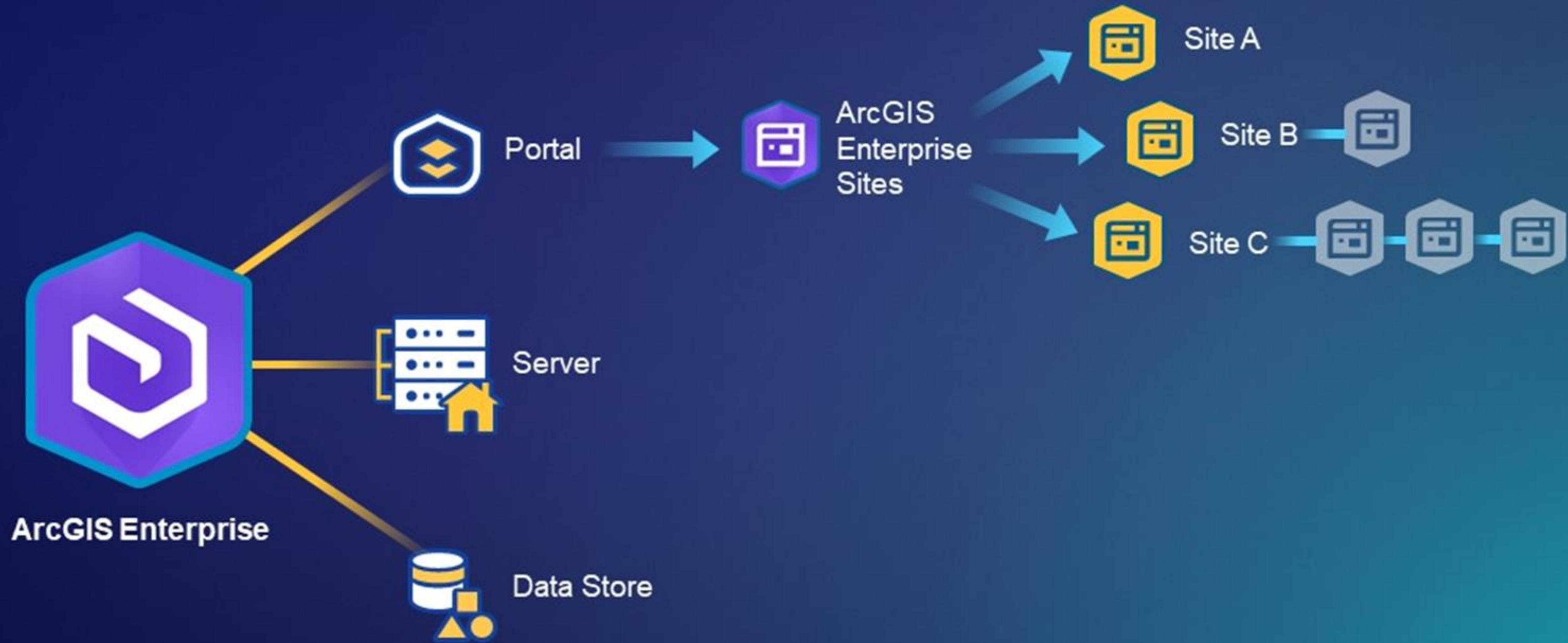
ArcGIS Enterprise Sites



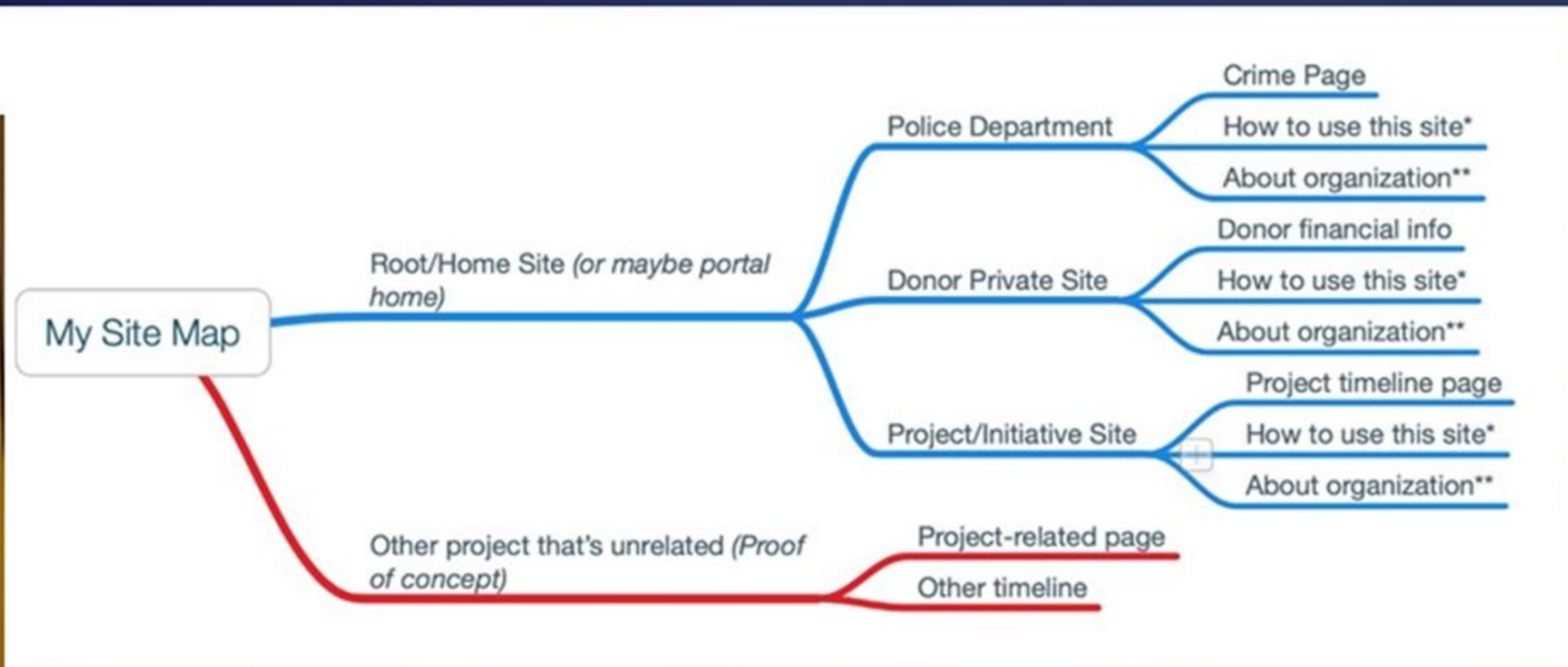
The same portal, now with the ability to tailor the user experience to meet users' needs and expectations.



The Relationship Between the Portal, Sites and Pages

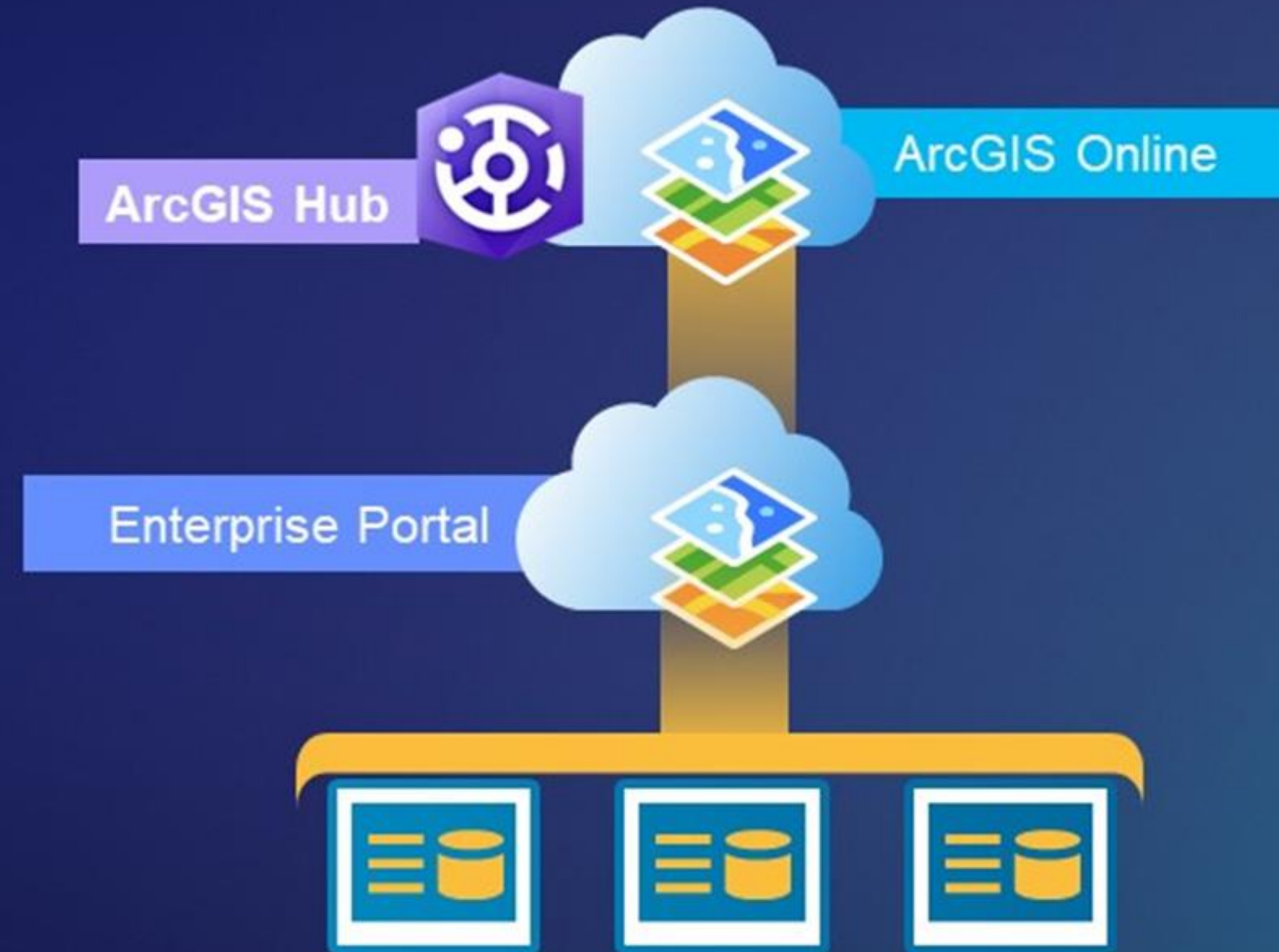


Planning Your Site*



*Don't be afraid to just play!

Enterprise Sites has an Online Cousin...



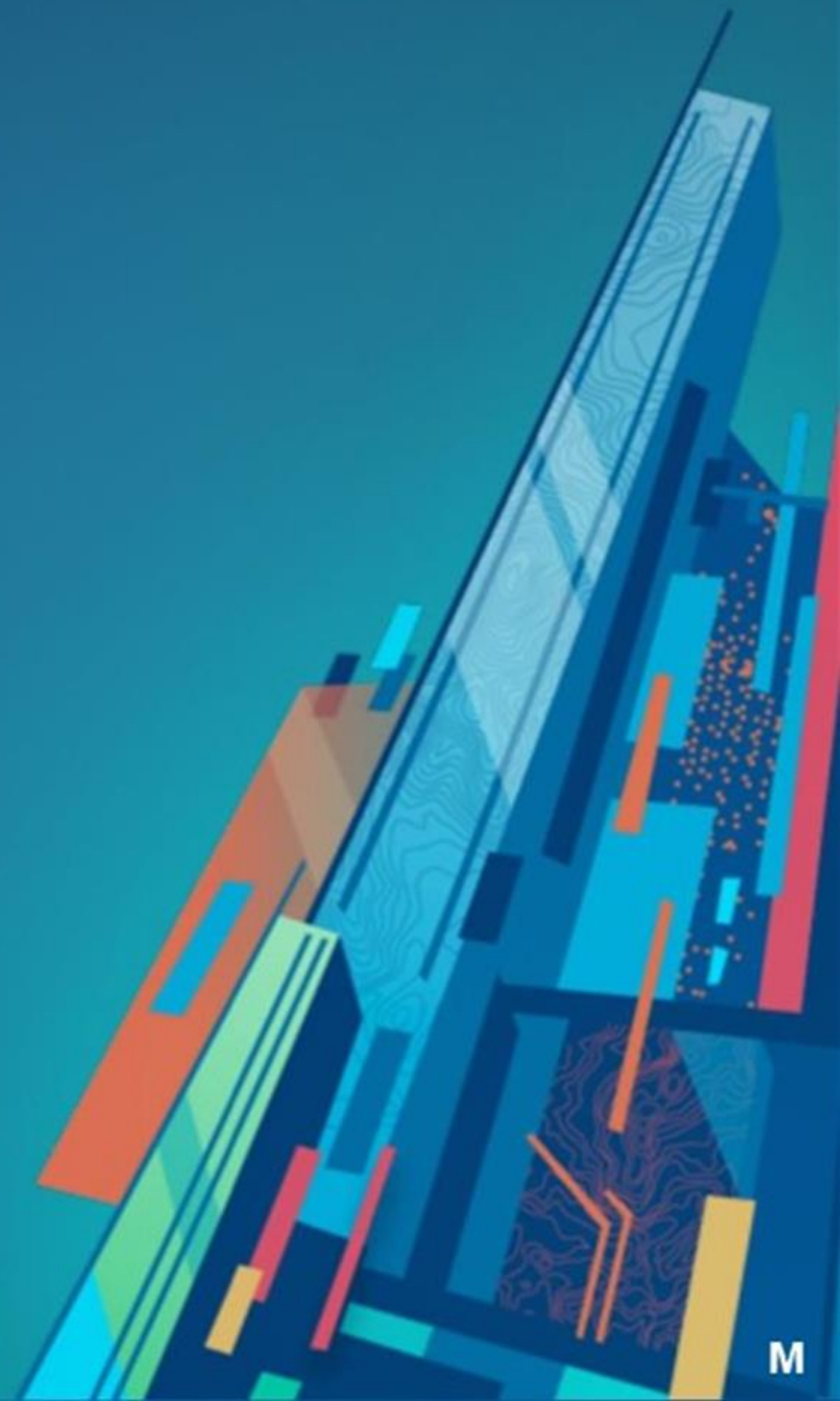
Demonstration I

- ArcGIS Enterprise Site examples
- COVID-19 ArcGIS Hub example
- Moncton Parks demonstration site

Review and Questions

- ArcGIS Enterprise Site examples
- COVID-19 ArcGIS Hub example
- Moncton Parks demonstration site

Creation and configuration of a site



Making Your First Site











- Creator User Types w. Essential Apps
- Privileges required
 - Create Content
 - Create Group
 - Share to Group
 - View Org Groups
 - View Org Items

Essential Apps

0 assigned 30 available | 30 total

Expires Jul 30, 2020

Included applications

 AppStudio	 ArcGIS Items
 Configurable Apps	 Enterprise Sites and Pages
 Map Viewer	 Operations Dashboard
 QuickCapture Designer	 Scene Viewer
 Story Maps	 Web AppBuilder

Site Layout Vocabulary

- Header:
 - Refers to the very top of the page – contains useful links, sign in, branding, home link
- Theme:
 - The default set of colors & fonts used on a site
- Row Card:
 - The card that all other cards go into. Contains theme override & display options
- Cards:
 - A place-able piece of content on the site's main layout. There are many types of cards supporting different site design choices
- Footer:
 - The bottom of the Site, useful for having extra resource links that are well "below the fold"

- Site Header
- Mission
- Embedded Apps
- Or Analysis
- Performance
- Related Content
- Other Sites
- Stories
- Maps & Data
- Ways to Engage
- Surveys
- Events
- Participating Agencies



Setting a Theme for Your Site

- Find your organization's brand guidelines
- Avoid dramatic fonts that are hard to read - simple
- Test every page in your site (not just the layout)
 - Dataset / item page
 - Search result page
 - Any page you create / link
- Find the person who's job this is and consult them

Global Nav Background Color

#ffffff



Global Nav Text Color

#1f1c1c



Header Background Color

#ffffff



Header Text Color

#1f1c1c



Body Background Color

#ffffff



Body Text Color

#1f1c1c



Body Link Color

#00a5d9



Button Background Color

#8dc63f



Row Card

- The building blocks of your site
- Every card, except the Banner Card, will nest inside a row card
- Wide vs. box
 - Wide: you want a row containing something full-screen-ish (app, map, video)
 - Box: you want a row containing the other cards
- Can override theme for text & background color

< Customize

Row Settings

Layout

☒ Box ☐ Wide

Text Color ⓘ

Background Color

Background Image

☒ Image URL ☐ Upload Image

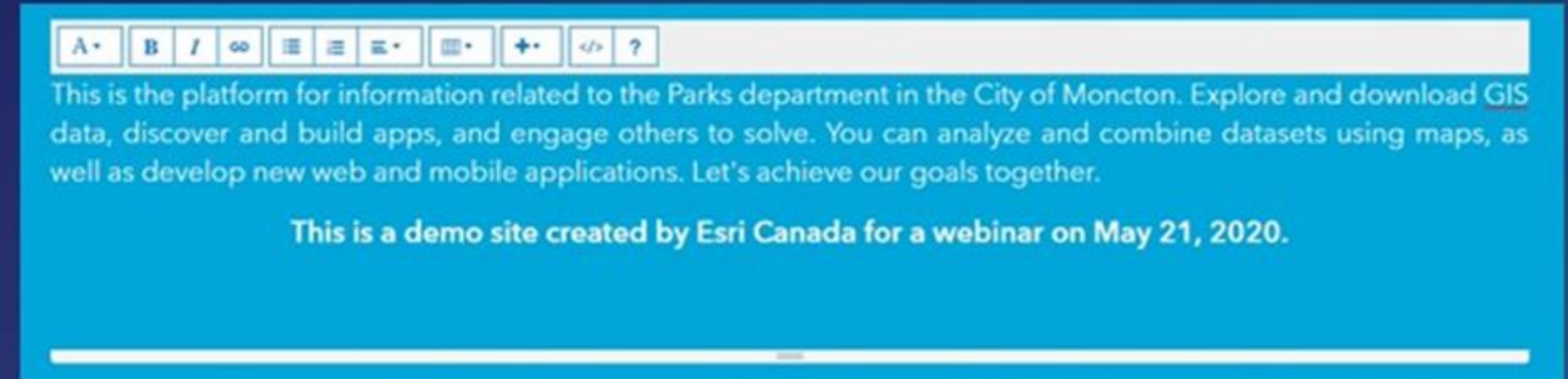


Drag and Drop Image

Max Size is 3 MB, JPEG, JPG, or PNG

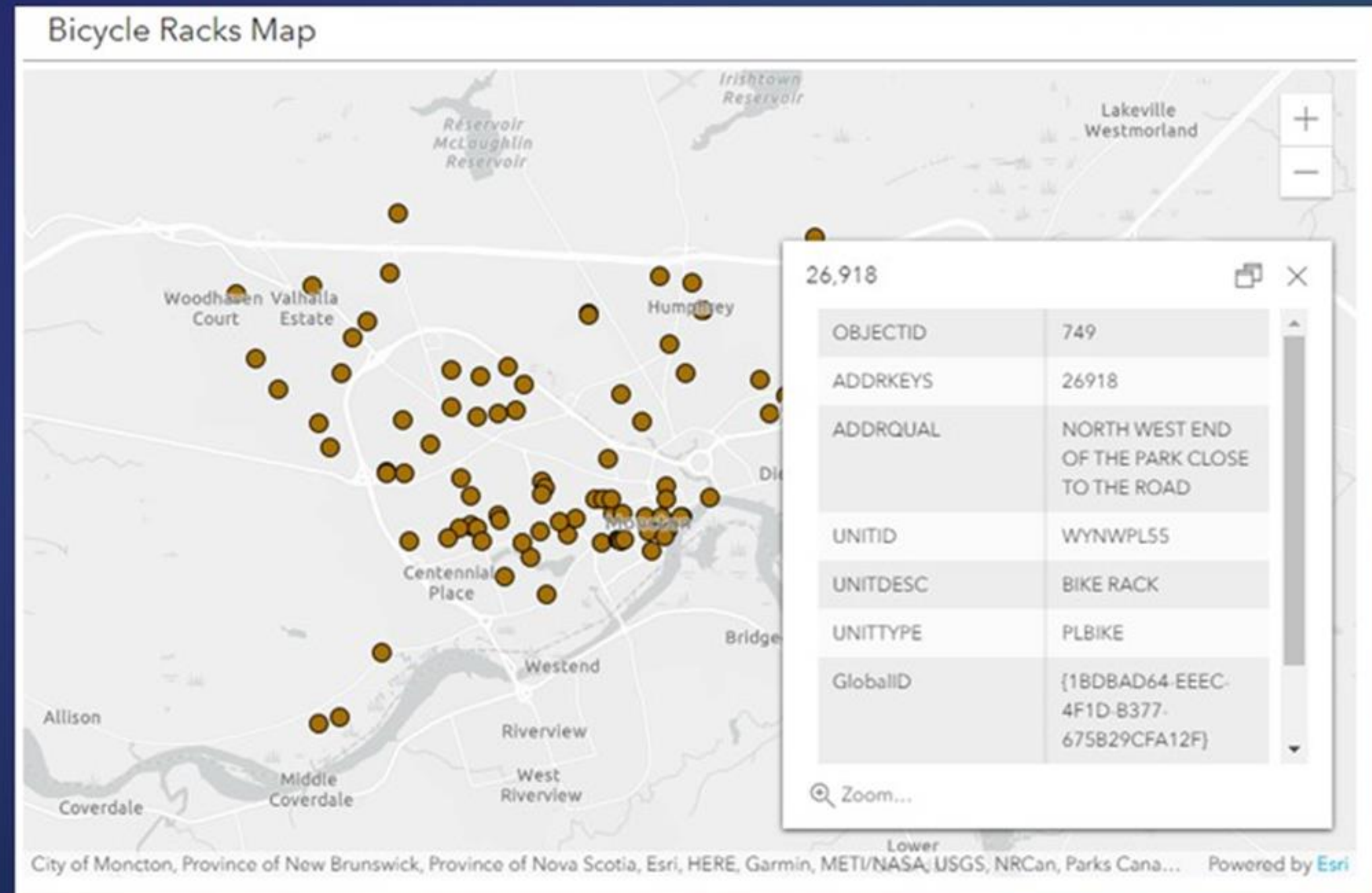
Cards to Define Look & Feel

- Text Card
 - add formatted Text, buttons, lists and Tables
- Image Card
 - add stand-alone images to your page
- Banner Card
 - create sections that break up site elements
 - Include a Search Bar
- Search Card
 - Add a Search Bar anywhere on your site



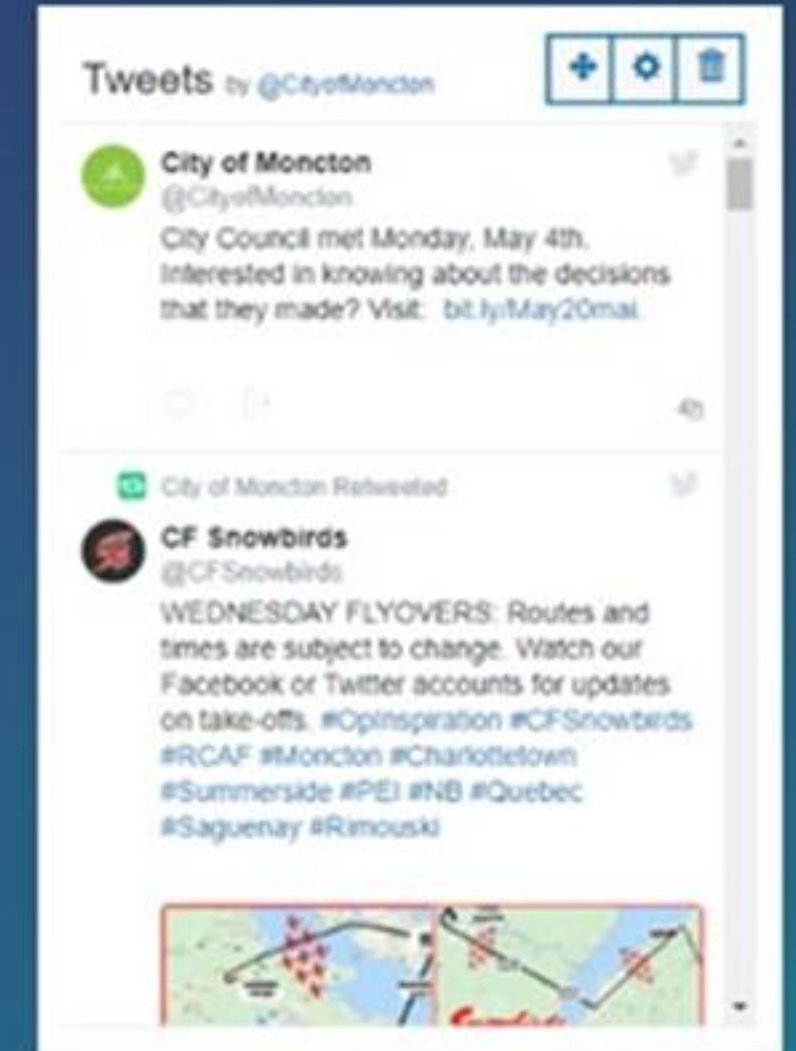
Cards to Display Content

- Map Card
 - Display a web map or web scene on your site
- App Card
 - Display a web mapping application made with Web AppBuilder



Cards to Display More Content

- Data Visualizations
 - Tables, Bar / Pie / Line Charts & Scatterplots
- Media Card
 - Videos from YouTube, Vimeo or Facebook videos
- Social Media Card
 - Facebook Post and Timeline, Twitter Post and Timeline
- Iframe Card
 - Embed external web pages
 - Survey123 survey



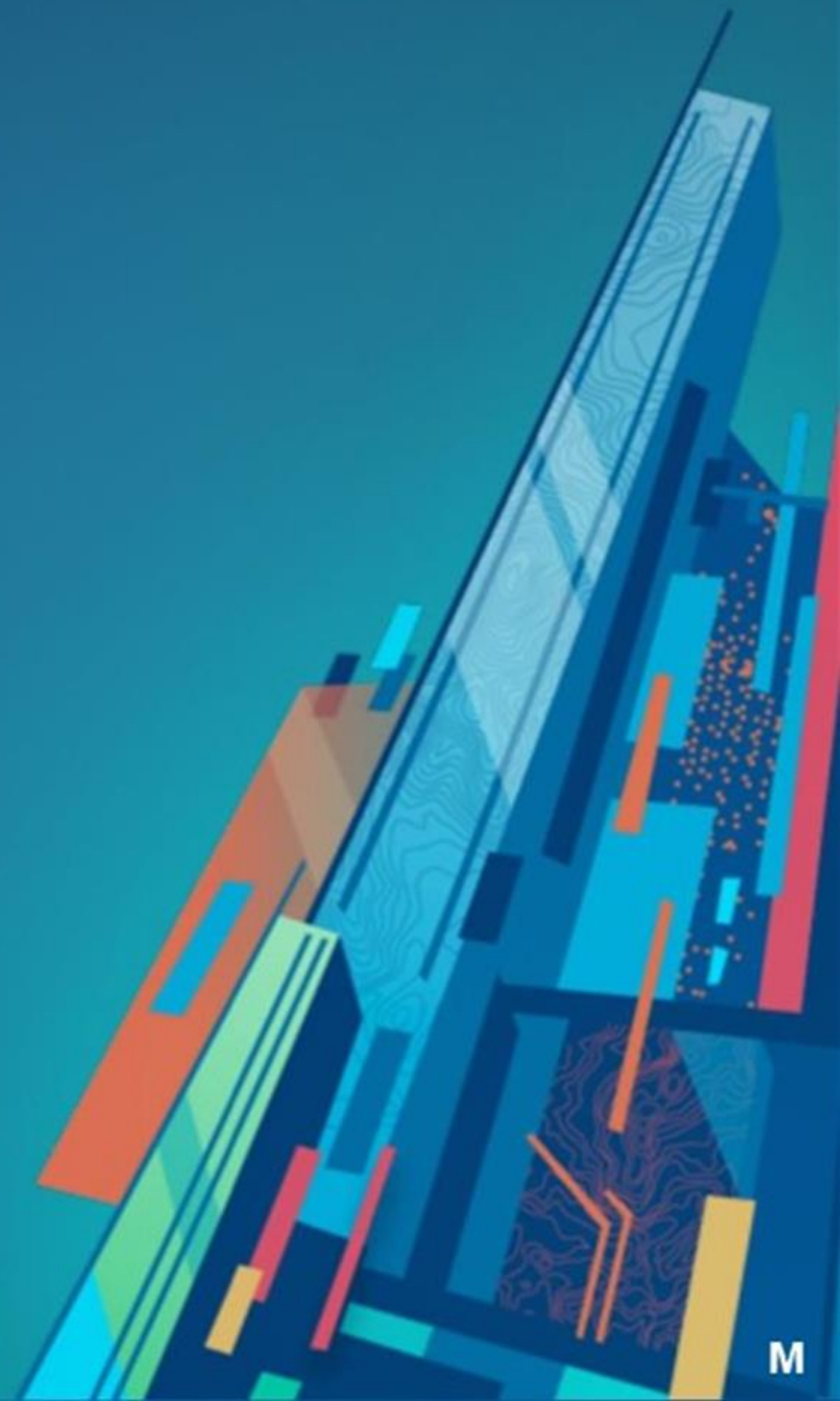
Demonstration II

- Creating a site and setting a theme
- Adding content to a site

Review and Questions

- Creating a site and setting a theme
- Adding content to a site


Managing your site




Sites are Powered by Groups

- Content in your portal can be made accessible through a site using groups
 - Make sure you set the correct permissions on the content
- Two groups created with a site
 - **Content Group**
 - Organizes content in the site
 - **Core Team Group**
 - Members can edit and update site content
 - Added through the Sites application
 - Don't delete them!
- Don't forget! You can link external content


1 - 9 of 9




Amenities

Owner: mgregotski_ent108
Created: Apr 17, 2020 Last Updated: Apr 17, 2020 Viewable by:  Group Members


Amenities in the city of Moncton, NB.




Basemap Group

Owner: gkouroupiscovid
Created: Mar 26, 2020 Last Updated: Mar 26, 2020 Viewable by:  Organization


Group to hold basemaps




Featured Content

Owner: mgregotski_ent108
Created: Feb 28, 2020 Last Updated: Feb 28, 2020 Viewable by:  Everyone (public)


Featured content to be displayed on the home page.




Moncton Collaboration Content

Owner: shross
Created: Feb 28, 2020 Last Updated: Feb 28, 2020 Viewable by:  Group Members

Group created to partake in a collaboration with ArcGIS Online with content from Moncton, NB.



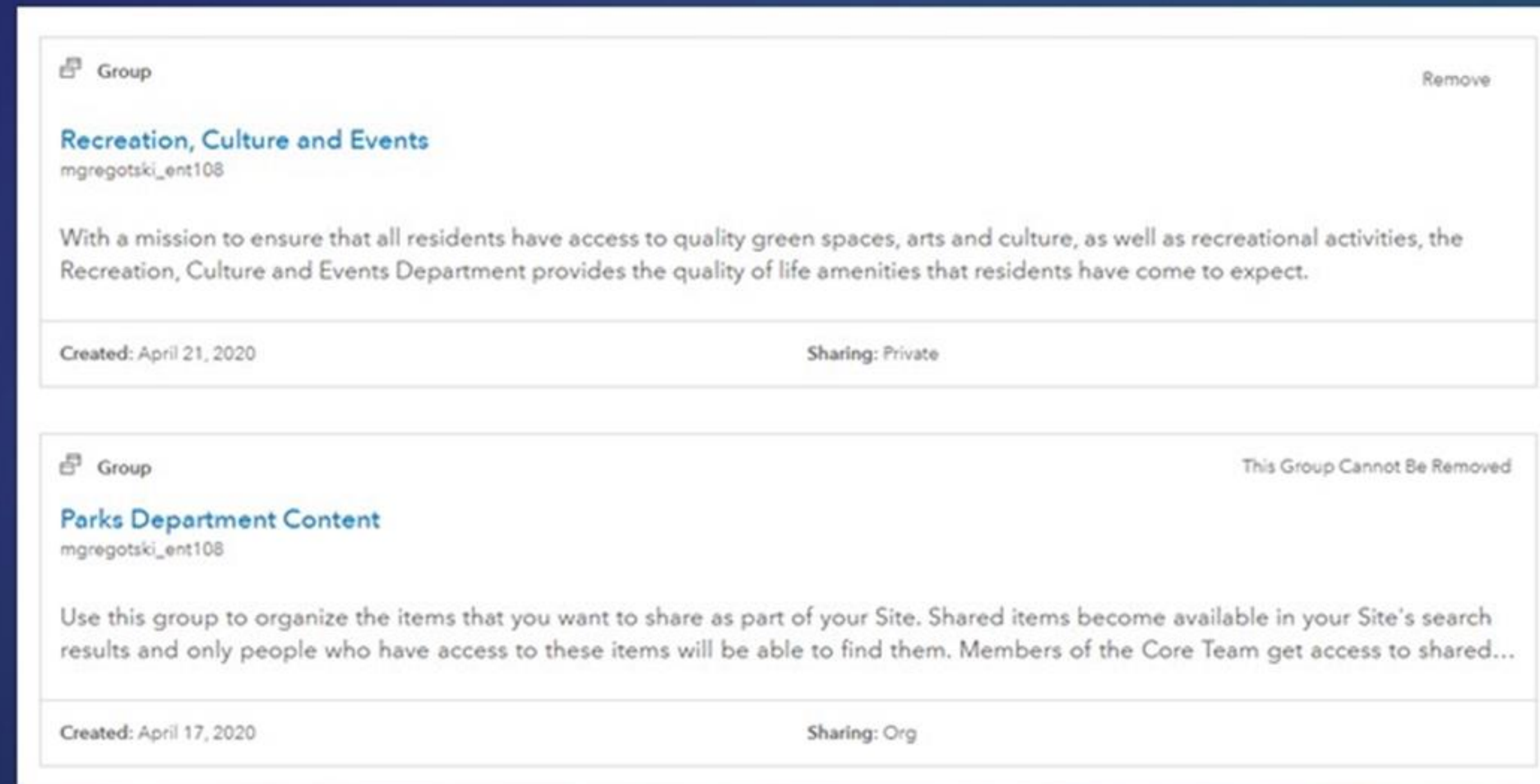
Parks Department Content

Owner: mgregotski_ent108
Created: Apr 17, 2020 Last Updated: Apr 17, 2020 Viewable by:  Organization

Applications, maps, data, etc. shared with this group generates the Parks Department content catalog.

Sites Don't Show Everything (And Shouldn't)


- Use the **Content** group to organize all your content
 - Created when the Site is created
 - Shows in Search card
 - Gallery card automatically populates this content
- Use your own preexisting groups to make data accessible
 - Mix a combination of your groups with the Content group to make the data accessible to all




Content Cards Using Groups

- Category card
 - Groups datasets and other content types by category
 - Cues user what's on your site
- Search card
 - Good for returning users to your site
 - Or user looking for something more specific than what is in the category
- Gallery card
 - Use for featured content
 - Dynamically pulls from group or pick content

Find Parks Information

Enter your search 

Gallery Settings

Display 


Dynamic Manual

Content Type(s)


☐ Apps

☐ Dashboards

☒ Datasets




Culture



Building Inspection Zones

This dataset contains polygons representing areas amalgamated to the City of Moncton municipal


Explore



Cultural Assets

The cultural assets data is used to inventory culturally significant assets located in the Greater Moncton


Explore



Trails

The trails data is for general reference only, is subject to change, and is not warranted for any

Explore



Parks







This dataset contains polygons representing parks and playgrounds owned by the City of Moncton.

Explore

Showing Content – 6 Card Choices

(Gallery, Category, Search, Map, Iframe, Application)

- “I have lots of items I’m putting on my site” (more than 10)
 - Combine **Category** and **Search** card
 - Push user to all the items in the search where they can see lists of content
 - Still use gallery card to show favorite “featured content”
 - Avoid the “yard sale” gallery card! (Will be overlooked by users)
- “I have a few items I want people to see” (less than 10)
 - Use a gallery card
- “I want users visiting this site to experience this one app/map”
 - Use an Iframe/app card on a full width row, maybe on its own page

Application	
Category	
Map	
Iframe	
Gallery	
Search	

Demonstration III

- Leveraging groups in your site
- Adding more content to your site

Summary

In this webinar you learned about:

1. Overview of ArcGIS Enterprise Sites and planning your site
2. Creation and configuration of a site
3. Managing your site

Resources

- ArcGIS Blogs

- [What's new for ArcGIS Enterprise Sites at 10.8](#)
- [ArcGIS Hub and ArcGIS Enterprise Sites: Designing for Accessibility](#)
- [ArcGIS Enterprise at DevSummit 2020 Videos Available!](#)

- ArcGIS Enterprise DevSummit 2020 Videos

- [Getting Started with Hub & Enterprise Sites](#)
- [ArcGIS Enterprise Designing Sites and Pages](#)
- [Deep-Customization of Hub Sites and Enterprise Sites](#)

- Enterprise Site Resources

- [City of Vancouver VanMap](#)
- [Municipality of Chester's COVID-19 Response Hub](#)
- [Esri Canada Open Data Hub](#)

Training and Webinars

- Upcoming webinars
 - [Tips & Tricks: GIS Solutions for COV-19 Government Response](#)
 - [Online Bling: 6ix Headlines from ArcGIS Online](#)
- Related training courses
 - [ArcGIS Enterprise: Configuring a Base Deployment](#)
 - [Get Started with ArcGIS Hub for Your Organization](#)
 - [Configuring Web Apps using Web AppBuilder for ArcGIS](#)

Thank You

- The recording will be available online at: resources.esri.ca/webinars
- If you have any additional questions about the content presented to you, feel free to contact us:
 - John Osborne - josborne@esri.ca
 - Mike Gregotski - mgregotski@esri.ca

Connect with us @esricanada





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