

A vertical strip on the left side of the slide shows a topographic map with contour lines and a river. The rest of the slide has a solid light green background.

Web Mapping For Conservation Organizations

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Planning for Success

- Want a great Web Map? You need:
 - A Plan
 - Cartographic Design Skills
 - Mapping Software Skills
 - Base Map Content
 - Your organization's Checklist

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Have High Expectations

- Expect “print map quality” in your browser
 - Cartography applies to all maps, not just printed maps
 - Design is the key

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Important To Know

- Web Maps have a purpose and an audience
- Is your web map better and faster than paper?
- Web maps are simple, and often obviously easy to use
- There are many base maps – choose the right one.

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Basic Web Mapping Patterns

- Traditional Mash-up
 - Draw your data on someone else's base map
- What if your data are polygons?
 - Sandwich your data between terrain and reference content, i.e., make your own “hybrid”

Know Where to Get Help

- Not a cartographer?
- Not well versed with ArcMap's mapping functionality?
- <http://resources.esri.com>
 - MappingCenter
 - Map Templates
 - Blogs
 - Find content and people that can help