Welcome to the Esri Shortlist template

Introduction

This application template enables you to publish a web map as an easy-to-use, attractive map application that enables people to discover a small number of places of interest in an area. Users can browse the places in a series of tabs next to the map, each showing a particular set of places based on a theme. Places are listed with images to make the browsing experience fun and attractive. When users see a place they are interested in, they can click (or tap) on the place in the tab, and a popup will show its location on the map. Users also click or tap on a place directly on the map to get the popup about it. As users navigate around the map, the list of places shown in the tab updates to show them places in the current map extent, so the experience is similar to travelling around in the real world and discovering new places. So if a user navigates to a particular location, the tabs just show places in that location. Here's an example, the San Diego Shortlist.

Potential uses of this template include: displaying a selection of places that you recommend in an area, like a state or a city, a city agency can showcase the location of planning initiatives, a state tourism agency can highlight key activities and attractions, an environmental agency can display its projects and show off its successes and places where there are still issues. Have a look at the Shortlist gallery to get some ideas for your Shortlist.

The hardest part of making a Shortlist is the editorial work of choosing the places you want to feature, getting photos and writing the text. But that's the fun part too! The technical part is pretty straightforward.

The application template is designed to be viewed in any web browser. It fits nicely on the iPad and iPad Mini when they are held in landscape (lengthways) orientation but doesn't work well currently on tablets held in portrait orientation or on smartphones. We will enhance the Shortlist in the future to add support for those.

This application template can be deployed by anyone who has access to a website or web server on which they can install it. We also provide a limited generic hosted version of the Shortlist that can be used to display a shortlist but as it doesn't support much customization its main use is for testing, teaching or demos.

The web map you use in the application is created and hosted on ArcGIS Online. You author this map using ArcGIS Online, Esri's online GIS and mapping system. You can access ArcGIS Online at http://www.arcgis.com/home/ with either a free public account (for use by individuals, small non-profits, in education, etc.) or an ArcGIS organizational subscription (commercial and government use). There's no software to install. ArcGIS Desktop is not required to make a Shortlist, because you can prepare your Shortlist data using spreadsheets and upload it as CSV files into the web map, So it is easy for anyone to create a Shortlist. But having ArcGIS Desktop is useful because you can use it to create shapefiles, which can also be added to our web map

Before you continue reading this document: *Be sure to have a look at the Shortlist section of the ArcGIS for Storytelling website. It includes a short step-by-step tutorial that outlines the steps for making a Shortlist. Read that first as a quick start before continuing with this document. You may find you can get your Shortlist up and running just by reading that. Then come back here if you need to.*

1. Create the ArcGIS web map for your Shortlist application

You use the standard ArcGIS Online functionality to create the web map that will be used in your shortlist. You can continue refining your content after you've made your web map and after your Shortlist is up and running but it is easier if you can assemble and proof read your content first before you upload your data into your web map, so you only have to do it once. The following sections describe what to put in your web map so that the Shortlist can use it.

Add point layers containing the places that will appear in the tabs and on the map as numbered points.

Each tab in your Shortlist is defined by a point layer in your web map. Unless you specify otherwise (see later in this document for how), each point layer in your web map will be automatically used to define one of the tabs in your Shortlist. Your Shortlist can contain one or more tabs. There's no limit to how many tabs you have. Some apps use more, such as the Geography of Horror app which uses 7 tabs, one for each decade's production of horror movies. However we typically recommend not more than 4. The drawing order of the point layers defines the tab order, so the top-most point layer in your map becomes the top-most tab.

The name of each point layer is used as the name for the corresponding tab, so your layer names need to be short enough to fit in the available space in the Shortlist's tab controls at the top of the tabs. The tabs don't automatically expand to fit the length of your layer names, although you can alter the shortlist code to control the tab widths (described later in this document). However, if your Shortlist will only have one tab, we don't show the tab control, so the name of the point layer defining that tab can be as long as you like, because it doesn't appear in the UI.

Each point layer that defines a tab is a feature layer created by uploading a shapefile or CSV text file (i.e a comma separate value file, a text file format that you can export from a spreadsheet. Each layer can contain up to 99 features. *Feature services and map services are currently not supported for point layers defining the tabs in a Shortlist. (They can be added to your web map as supporting layers, but they can't be used to define tabs and are not clickable in the Shortlist).*

In your web map you don't need to **specify symbology** for these point layers, because the Shortlist automatically applies its own built-in symbology (numbered symbols) to the data in the layers. So it doesn't matter what symbology you apply to these point layers in your web map.

In your web map you don't need to **configure the popups** for these layers, because the Shortlist automatically applies its own built-in popup configuration to the data in the layers. So it doesn't matter whether you configure popups or not for these point layers.

Each point layer is expected to contain a certain set of fields, in addition to the standard required fields used by the file the layer is based on, such as FID and Shape in the case of shapefiles, and the Lat, Long or Address fields in the case of text files). The easiest way to assemble layers for use in the Shortlist with the correct schema is to use one of the sample datasets that you'll find in the Samples folder in the Shortlist download. This folder contains ready-to-use data files you can use as templates for creating point layers for use in the Shortlist. It includes Excel files (for the easy creation of CSV files), shapefiles and a feature class (which you can edit in ArcMap and then export as a CSV file). The samples all use the schema described below. (For convenience and consistency, all of the text fields in the shapefiles are formatted as being 254

characters wide in the shapefiles, even if the content of the field, as in the case of the Title field, shouldn't use that full length). If you are going to use CSV files to upload your point features, there is no limit to the number of characters you can use for your text fields. *See the section later in this document that describes what is in the Samples folder.*

The following section details each of the fields that the Shortlist expects to find in your layers. The field names have to match the names in English shown below but this match is case in-sensitive. All of the fields listed below have to be present in each of your point layers except where noted. The fields can be in any order. Additional fields not listed above are allowed to be present in the data but are ignored by the application.

NUMBER An integer field containing a unique number between 1 and 99 assigned to the features in the layer. This is the number each place is given that identifies it on the map. Places are listed in this numeric order in each tabs. Places don't have unique numbers across the layers (so in other words each point layer's features are numbered 1-99). Which places on your map you start your numbering scheme at your places on the map is up to you, but you will most likely want to ensure that the initial map extent that the user sees when the open your map includes the first set of places in the first tab, so the user immediately sees a consecutive set of places starting at number 1. For example, the San Diego Shortlist opens up to show the downtown area, so we started the place numbering for each layer in that area. *This field must be present and must be populated for each feature.*

TITLE A text field containing the name of the place. This appears in the tab below each photo, as a map tip when the user hovers their cursor over the place on the map, in the title bar of the popup that the user sees on the map if they click or tap the place on the map or in the list, and in the title bar of the Details panel that they see if they click or tap the 'Details' link in the popup for a place. The main constraint on name length is that it has to fit into the available space underneath the photo in the tab, which is roughly a limit of 40 characters, but as the font is proportional this will depend on your text. *This field must be present and must be populated for each feature.*

ADDRESS A text field containing the address of the place. This appears in the left hand column of the Details panel that appears if the user clicks or taps the 'Details' link in the popup for a place. This address field is only used to give the user useful information: the Shortlist app doesn't use this field to locate the places on the map because it gets the locations of your places from the layers in your web map. So this doesn't have to be a street address. For example you could tell the user roughly where a particular neighborhood or area is located. *This field can be left empty if you don't want to provide this information for some or all of your places. This field can also be omitted completely if it doesn't apply to any of the places in your layer.* (Note: if you are uploading your places into your web map using a text file instead of a shapefile, and the location of the places in your file is specified by their street address as opposed to latitude and longitude, then you can either use this Address field to store the full address of each feature, or use a different set of address fields: either way the geocoding isn't performed by the Shortlist: it is performed when you add your file into your web map.)

HOURS A text field containing the opening hours of the place. This appears in the left hand column of the Details panel that appears if the user clicks or taps the 'Details' link in the popup for a place. *This field can be left empty if you don't want to provide this information for some or*

all of your places. This field can also be omitted completely if it doesn't apply to any of the places in your layer.

SHORT_DESC A text field containing a short description of the place. This appears in the popup that the user sees on the map if they click or tap the place on the map or in the list. These are best kept short, and are easiest to read if they aren't complete sentences. We do not display this field in the Details panel. This is on purpose so that the user doesn't have to read the same text twice. *This field must be present. It doesn't have be populated for each feature, but you will usually want to specify this text for every feature to describe it.*

DESC1 This is the first of five text fields containing the long description of the place. Each of these fields contains the text for one paragraph of the description. This description appears in the right hand column of the Details panel that appears if the user clicks or taps the 'Details' link in the popup for a place. We support up to five description fields. *This field can be empty for some or all of your places, and can also be omitted completely from your layer. However you would be unlikely to omit the Desc1 field because if you did there would be no additional descriptive text in the Details panel for your places, and the whole point of the Details panel is to give people more information.*

DESC2 Text field containing the second paragraph of the long description. *This field can be empty for some or all of your places, and can also be omitted completely from your layer.*

DESC3 Text field containing the third paragraph of the long description. *This field can be empty for some or all of your places, and can also be omitted completely from your layer.*

DESC4 Text field containing the fourth paragraph of the long description. *This field can be empty for some or all of your places, and can also be omitted completely from your layer.*

DESC5 Text field containing the fifth paragraph of the long description. *This field can be empty for some or all of your places, and can also be omitted completely from your layer.*

Note: why do we provide five Description fields? Firstly in a shapefile the maximum length of a text field is 254 characters, so this enables a description longer than that to be displayed. Secondly, in the Details panel we automatically format the contents of each Description field into separate paragraphs, to improve the readability of long descriptions. If the right hand column of the Details panel exceeds the height of the panel because of the amount of text in these description fields, then the user can scroll down to read all the text. The text in each description field should be a self-contained paragraph. The text must be plain text and HTML formatting is not supported. If you are using a text file instead of a shapefile to upload your features into your web map, there is not a 254 character limit on each of these fields, so each of these fields can contain a lot of text. For example, if you have a 2000 character description for each place in your layer, you could put all of that text into Desc1 and omit the other fields. That text will be displayed in a single paragraph in the Details panel. This may be easier than manually dividing up existing text into separate paragraphs, and, in the case of a shapefile, trying to keep the length of each paragraph to below 254 characters.

WEBSITE A text field containing the full URL of a website or web page about the place. This appears at the bottom of the left hand column of the Details panel that appears if the user clicks or

taps the 'Details' link in the popup for a place. When the user follows this link, it gets launched in a new tab in their web browser. This URL can't be longer than 254 characters for shapefile based point layers. *This field can be left empty for some or all of your places if they don't have a corresponding web URL giving useful further information about them that you want to give to users. This field can also be omitted completely if it doesn't apply to any of the places in your layer.*

IMAGE_URL A text field containing the full URL of a graphic representing the place. This graphic appears in the tabs to the left of the map and in the top of the left column of the Details panel. The image will usually be a photograph of the place but could also be a graphic such as a logo. (See the Food tab in the San Diego Shortlist for how using a mixture of photos and logos adds interest to a tab). Each photograph needs to be in either PNG or JPG format and should be 200 pixels wide by 150 pixels tall. This small size ensures speedy loading of the graphics, and this aspect ratio means that the graphics fit perfectly into the space available for them in the Shortlist UI. (This size is also generally the recommended size for images in popups in web maps). The graphics can reside on any web server (ArcGIS Online doesn't provide graphic hosting). *This field must be present and must be populated for each feature.*

Optionally, add supporting point, line or polygon layers

In addition to the point layers that define the tabs in a Shortlist, your web map can optionally also contain additional point, line or polygon layers. These are used to show other features on your map that help people use and understand your Shortlist, such as study area outlines, light rail routes, etc. Although these layers don't define tabs, users can still click or tap on their features in the Shortlist map to get a popup containing information about them. Users can also hover their cursor over these features to get a map tip showing their title. For example the San Diego Shortlist uses these supporting layers to indicate some recommended neighborhoods and beach areas, and also to show users the ferry routes over San Diego Bay. The Phoenix Shortlist uses supporting layers to show neighborhoods, parks, the light rail line, and stations on the light rail route. Another use of a point supporting layer in a Shortlist might be to show a point feature like a convention center or hotel if your Shortlist is showing places to go near to the location of an event.

These supporting layers are totally optional, so you can have no supporting layers, just one, or multiple. Each clickable supporting layer is a feature layer created either by uploading a CSV file (for point layers) or by uploading a shapefile (for point, line or polygon layers. The names of the supporting line or polygon layers aren’t displayed in the Shortlist, so any name can be used for these layers in your web map

Unlike with the point layers that contain your places, the **symbology** you choose for your supporting layers in your web map is used as-is by the Shortlist. So be sure to symbolize your supporting layers the way you want them to appear in the map. But just like the point layers that contain your places, you don't need to **configure the popups** for the supporting layers, because the Shortlist automatically applies its own built-in popup configuration to the data in the layers. So in your web map it doesn't matter whether you configure popups or not for these supporting layers.

Supporting layers are expected to have the same set of attributes as the point layers used to define the tabs in a Shortlist, with the only difference being that the Number field is not required for supporting

features because these features are not numbered on the map. You can use the samples in the Samples folder as templates to create any supporting layers you want to display. You can use any of the CSV files to create point supporting layers, and you can use any of the shapefiles to create point, line or polygon supporting layers. If you decide to include a point supporting layer in your Shortlist, we show you later in this document how to configure your Shortlist so it knows which of your point layers define tabs and which ones are supporting layers.

Note that any shapefile layers or CSV based layers in your web map that are point layers being used to define tabs are automatically treated as supporting layers, and so they have to contain the set of fields described above. But be sure to specify all the attributes for your supporting layers. It's a common issue in shortlists we see that authors have added supporting layers but have not populated the full set of attributes for them, so for example, the Details panel can be partially or fully empty for them. If you want to add additional feature into your Shortlist's web map, but don't want them to be clickable by the user, add them as feature services, map services, or map notes instead (see the next section).

Optionally, add any additional non-clickable background layers you want your map to have

In addition to the clickable supporting layers described above, your web map can optionally also contain additional layers to enhance your map display that the user can't click on. The Shortlist treats any layers in your web map that are based on services (such as map services or feature services) or map notes drawn on top of the web map, as being non-clickable background layers. For example, if your web map is using the Imagery or Imagery With Labels basemap, and you also want your web map to contain roads, road labels. and street names, you can add the World Transportation map service from ArcGIS Online into your map. The Shortlist supports any type of service based layer as a background layer, including map services, image services and feature services. Another example would be a set of additional boundaries, such as planning districts or geological areas, that you want the map to contain but you don’t want to make clickable

The **symbology** for these additional services you add into your map is used as-is in the Shortlist. **Popups** are not supported on these background services (because the Shortlist has its own built in popup format and only supports these for CSV based layers or shapefile-based kayers). So you don't need to configure popups to service-based layers you add into your web map. The names of these additional background layers are not displayed in the map.

Choose the initial extent of your map

The initial extent of a web map is simply the spatial extent it shows when it is opened. This extent is whatever extent was being displayed the last time that the map's author saved the map. When a user opens a Shortlist app, the first extent they see is the initial extent of the web map. After they've navigated around the map, they can also return to this initial extent by using the Home button (the house icon) on the map. This provides a nice way for people to get back to base after they've been somewhere else.

Your initial extent is an important information design choice for your Shortlist application. As the tabs only show places that are inside the extent that the user is currently viewing in the app, if your initial extent doesn't cover the entire area of your map that contains your places, people will only see a subset of the places in your map when they first launch the app and they may not realize that there are other places in the map. So we recommend that your initial extent cover all of your shortlist points. The user can then

browse through the tabs to see all the places, and they can also zoom in on the map if they want to focus just on what is in one area.

Optionally, add some bookmarks to your map

Your web map can optionally contain some bookmarks. When your web map contains some bookmarks, they appear in a dropdown menu in the top right hand corner of the Shortlist. By default, this menu is called 'Zoom' but you can change this name easily (see later in this document for how). For example, for a Shortlist showing places in a city where you've defined bookmarks for key neighborhoods you might want to change the Zoom menu to be called Neighborhoods. If you choose not to have any bookmarks, the menu is automatically hidden in the Shortlist. Your bookmarks should have fairly short names. The Shortlist doesn't sort the bookmarks alphabetically. Instead it displays them the same order in which they occur in your map.

This menu is an important way for you to guide your users around the areas on the map you want them to look at. Some users might navigate around your Shortlist map primarily using this menu. For the San Diego and Palm Springs Shortlist maps, we treated the bookmarks as part of the set of recommendations we want to give users. So instead of trying to list every neighborhood in town, we chose the ones that we wanted to recommend people visit. As described above, we also included a bookmark called Overview that covers the entire city. We avoided bookmarks for areas that would give the user no places, especially in the first tab 'Fun', so that the user always gets something in their tabs if they visit each of the places in the bookmarks dropdown.

Specify the title and summary for your web map

The Shortlist automatically uses the title of your web map as the title of the Shortlist application and uses the summary text of your web map as the subtitle in the application. To edit the title and summary of your map in ArcGIS Online go to the entry for your web map in ArcGIS Online. The other information on the Details page, such as Description, Access Constraints and Tags is not used by the Shortlist.

Take care to make the subtitle for your Shortlist be interesting and compelling. Don't just repeat the title of the Shortlist. For example if your Shortlist is about places to go in a newly revitalized neighborhood of a city, make the subtitle something that draws the user in, such as 'There's lots to do and discover in our downtown so we've selected some of the best for this map'.

Finally save your map and share it

You need to share your web map publicly, via your web map's Details page. This is the usual configuration (because you want everyone in the world to see your nice story map right!).

You are done with the web map part of the process! That's the hard part done. Now you just need to install the Shortlist on your website or web server and configure it so that it uses your web map.

2. Install the application

Now you've created your web map and shared it publicly, you are ready to deploy the application. You will normally do this by putting the files for the Shortlist application (i.e. the files that were in the shortlist template.zip file you downloaded, minus the \Samples folder which isn't needed) onto your website or web server.

We don't mean installing the application onto ArcGIS Server. ArcGIS Server is a product that allows organizations to create and serve web services that use GIS data. ArcGIS Server is not needed in order to use the Shortlist. By 'web server' we mean the standard web server that you use for your website. This might be a web server that you or your organization maintains. Or it may simply be a folder on a shared or hosted web server that you use for your website. In an enterprise situation you might have a system administrator load the files onto a server. Or if you are an individual or small organization you may simply log in to a system like iPage™ where your website is hosted and copy the files onto your website, in the same way that you or they would put HTML, PNG, and other files if you were adding a new web page.

When you copy the contents of the Shortlist application template zip file into a folder on your website or web server, the location of the application template's Index.html file defines the URL that will be used to access your shortlist. For example if your website is using a web server like Internet Information Services(IIS) you can create a folder in its root file structure (C:\inetpub\wwwroot) and copy the contents of the application template zip file into it. So if you created a folder called:

```
C:\inetpub\wwwroot\shortlist
```

and your website's domain is http://www.example.com then the URL of your shortlist will be:

```
http://www.example.com/shortlist
```

That's it!

Tip: We don't recommend installing this application template in a file sharing system like Dropbox™. We have noticed that story map apps installed on a Dropbox account sometimes don't load when opened in certain browsers because of how they handle Dropbox security.

Tip: If you don't have access to a website or web server, you can use the generic hosted instance of the Shortlist that resides on the storymaps.esri.com server to display your shortlist. This can be useful in some situations, but as this instance can't be customized - for example you can't switch the Esri logo with your own logo - it isn't recommended for deploying production applications and its main use is for testing, reviewing or demoing. If you do want to use the generic hosted shortlist instance, jump to the heading in the next section called 'Using the generic hosted shortlist option'.

3. Configure the application

To configure the application, the only one of the Shortlist source code files you have to edit is **index.html**. Open this file in the text editor of your choice.

(1) In the Config section of the index.html file you'll see the following variables

```
/*****************************************************
******************  config section ******************
*****************************************************/

var WEBMAP_ID = "1966ef409a344d089b001df85332608f";
var BOOKMARKS_ALIAS = "Zoom";
var COLOR_ORDER = "green,red,blue,purple";
var BINGMAPS_KEY = "";
// specify supporting point layer(s) on your map that do NOT define tabs.
// if there's more than one layer, use the "|" character as delimiter
var POINT_LAYERS_NOT_TO_BE_SHOWN_AS_TABS = "";
```

- Update the WEBMAP_ID variable to be the ID of your ArcGIS Online web map. This tells the Shortlist app which web map to use. For example, our Palm Springs Shortlist web map has this URL: http://www.arcgis.com/home/webmap/viewer.html?webmap=**88b187a860934d8491bdff591d0b1e1a** and the ID of this map is the last part 88b187a860934d8491bdff591d0b1e1a

- Update the BOOKMARKS_ALIAS variable if you want to specify a different name for the bookmarks menu in the top right corner of your Shortlist app. By default, this name is "Zoom".

- Update the COLOR_ORDER variable to specify a different color ordering for the four colors that the Shortlist supports for the places in each of your tabs. The default order is green, red, blue, purple, so green is used for the points in the first tab, red for the points in the second tab, etc. If your shortlist has less than four tabs, you don't need to specify all the colors. If your shortlist has more than four tabs, you can either specify which colors you want to use for each tab, or let them default, in which case, the colors for specified for the first four tabs will be repeated.

- If your web base is using one of the Bing Maps basemap, enter your Bing Maps Key in the BINGMAP_KEY variable

- If your web map contains any point layers that you want the Shortlist to use as supporting layers instead of defining tabs, put their layer names into the POINT_LAYERS_NOT_TO_BE_SHOWN_AS_TABS variable. Use the | character as the separator if you have two or more layers. For example this variable specifies that there are two point layers in your web map that you want to be treated as supporting layers instead of as defining tags. The layer names are case insensitive.

```
var POINT_LAYERS_NOT_TO_BE_SHOWN_AS_TABS "Light rail stations | Bus stops";
```

(2) In the "social" section of the index.html file you'll see the following lines. These control the links that you see in the top right hand corner of your Shortlist app:

```
<div id="social"><a id="msLink" href="http://storymaps.esri.com" target="_blank">A
story map </a><span  class='st_facebook' ></span><span  class='st_twitter' ></span>
```

```
</div>
```

If you want to have a different link and target where we currently have 'A story map', modify that line.

(3) In the "logo" section of the index.html file you'll see the following lines. These specify the graphic logo that you see in the top right hand corner of your Shortlist app:

```
<div id="logo"><a id="logoLink" href="http://www.esri.com" target="_blank"><img
id="logoImg" src="images/Logo.png" alt="Esri - Home"></a>
</div>
```

If you want to use your own logo graphic, update the images/Logo.png file in the source code with your own design. We recommend using the same size graphic to keep the same layout. Update the URL target as well to where you want the user to be taken if they click the logo.

Optionally, make additional customizations to your shortlist source code

You can of course edit and customize the code in any way you want! That's why we freely provide the complete code for the application template. It can also be a good way to start learning JavaScript.

You can find some nice examples of customized shortlists by running this query in ArcGIS Online:
http://www.arcgis.com/home/search.html?q=shortlist&t=content&sortField=modified&sortOrder=desc&focus=applications-web

For example, you can add graphic headers to the shortlist, and also tailor the color schemes, like in The Geography of Horror and our Visit Mississippi demo.

- Here's a blog post with some information about how to get started customizing your Shortlist:
  http://blogs.esri.com/esri/esri-insider/2013/10/30/creating-and-customizing-a-story-map-from-a-non-giser/

- A common customization that authors do to their shortlist is to change the width of the tab controls, normally to make them wider so that a longer name will fit in there, but sometimes like in the Geography of Horror the tab controls were made narrower so they didn't occupy too much space. To change the width of the tab control, edit the /css/style.css file and in the .tab class, change the width setting. The default value is 96 pixels:

```
.tab {
                float:left;
                background-color:#444;
                padding-top:4px;
                padding-left:10px;
                margin-top:10px;
                height:21px;
                width:96px;
                margin-left:7px;
                color:#d8d8d8;
                cursor:pointer;
                font-family:Arial, Helvetica, sans-serif;
                font-weight:bold;
}
```

Configuring the generic hosted shortlist option

As we stated above, this generic hosted option may be useful because you don't need to install anything on your own website or web server, and there's no index.html file to edit to configure the application: you just launch the existing installation of the application on our server with your web map. However the hosted Shortlist can't be customized to replace the Esri logo with your logo, and you can't customize the code to do additional tweaks like making the tab controls wider to fit longer names. So it is most useful for testing, teaching, demos and temporary deployments, and not recommended for production deployments.

To use this option, simply replace the web map ID in the URL below with the web map ID of your web map. (The web map ID that is already in the URL below is for the web map used in our Phoenix Shortlist, so if you click the link below, that Shortlist will open):
http://storymaps.esri.com/templates/shortlist/?webmap=88b187a860934d8491bdff591d0b1e1a

The hosted shortlist does support these additional parameters in the URL to control its appearance.

You can use the bookmarks_alias parameter to change the name of the bookmarks menu:
http://storymaps.esri.com/templates/shortlist/?webmap=88b187a860934d8491bdff591d0b1e1a&bookmarks_alias=Areas

You can use the color_order parameter to specify which of the 4 default colors you want each tab to use:
http://storymaps.esri.com/templates/shortlist/?webmap=88b187a860934d8491bdff591d0b1e1a&color_order=red,red,red

You can use the point_layers_not_to_be_shown_as_tabs parameter to specify one or more point layers that are to be used as supporting layers instead of to define tabs:
http://storymaps.esri.com/templates/shortlist/?webmap=88b187a860934d8491bdff591d0b1e1a&point_layers_not_to_be_shown_as_tabs=Hotels

You can use multiple of these parameters in the same URL:
http://storymaps.esri.com/templates/shortlist/?webmap=88b187a860934d8491bdff591d0b1e1a&color_order=red,red,red&bookmarks_alias=Areas

Optionally, add a 'web mapping application' entry into ArcGIS Online to represent your Shortlist

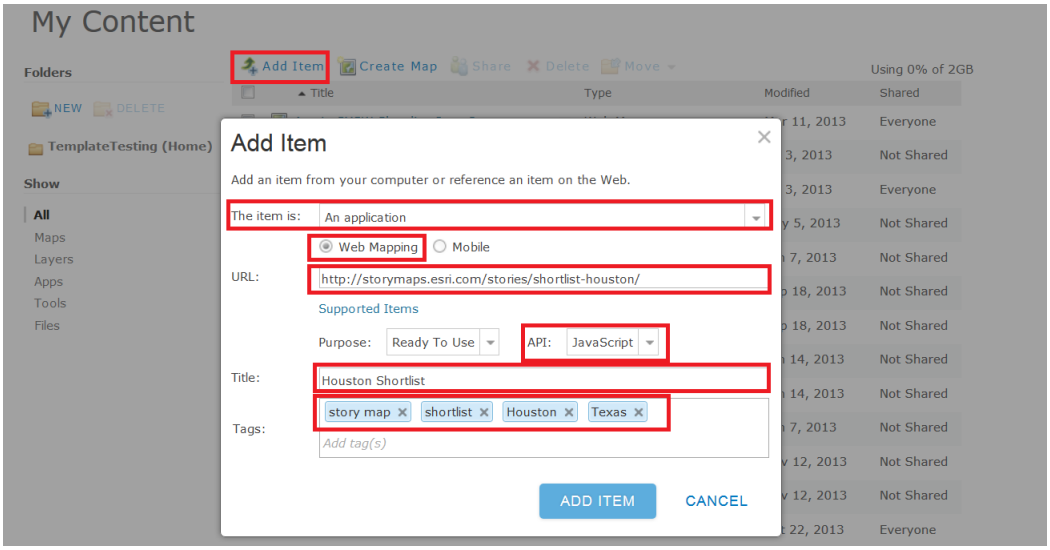
Now you've deployed your Shortlist, we recommend that you add a 'web mapping application' entry, like this one: http://www.arcgis.com/home/item.html?id=203ccf638aaf461ea9464de27a597e1c, to represent your application in ArcGIS Online. You've already got an entry in ArcGIS Online for the web map you are using in your shortlist, but you don't have an entry in ArcGIS Online for the application itself. Although you aren't required to add a 'web mapping application' entry into ArcGIS Online for your Shortlist in order for it to work, it is highly recommended because:

a) It enables people who search in ArcGIS Online to discover and launch your application. Without one of these entries, people can find your web map but won't be able to find your app.

b) It enables Esri staff to discover your application when they look for interesting examples and creative work by the user community.

c) It enables your application to be added into an ArcGIS Online gallery, such as your organization's web app gallery, ArcGIS Online home page, or into the Story Maps community gallery. These galleries reference the

To add a 'web mapping application' entry, go to My Content in ArcGIS Online, and click the Add Item button, and then in the dialog that appears choose 'The item is an application', enter the URL of your shortlist and other information, including tags.



Be sure to include 'story map' and 'shortlist' in the Tags you add so that your entry can be found easily when people search for examples using those keywords. You should also include tags such as the name of the city, state or province, and country the shortlist covers, plus additional Tags to reflect the theme or content of the shortlist. This all helps people find your work if they search ArcGIS Online and makes it show up in the Shortlist search we showed you in the Introduction part of this document.

After you've added the entry, you can edit it directly in ArcGIS Online to give it a nice looking thumbnail image, like a little screenshot of the app or one of the pictures from it, and specify credits, etc.

Finally, be sure to share your web mapping application entry publicly.

Samples folder

Irrespective of which option you choose for assembling your shortlist point layers (shapefiles, CSV files created manually in Excel, CSV files created by exporting a feature class from ArcMap), its attributes need to follow the schema that the Shortlist expects. The easiest way to assemble your shortlist point layers is to use one of the ready-to-use sample files that you can find in the \samples folder in this application template download. These files already use the shortlist attributes, so you can simply fill in your own information in place of what is there.

The following three folders contain some ready-made CSV and Excel files in each of the common geocoding styles. If you want to use Excel to assemble the point data, use the XLSX file and then export it to a CSV file using the Save As command in Excel:

```
\samples\csv_file__lat_long
        Points.csv
        Points.xlsx

\samples\csv_file__address__one_field
        (this file uses the Address field in the Shortlist schema as the field with which the points are geolocated)
        Points.csv
        Points.xlsx


\samples\csv_file__address__four_fields
        (this file stores the address with which the points are geolocated in four fields: Address2, city, state and zip. It
        still contains the Address field in which the full address of the place can be stored for display in the Shortlist
        Points.csv
        Points.xlsx
```

The following folder contains a point shapefile layer for defining the places in one tab in a shortlist. There are also optional line and polygon shapefiles for defining clickable supporting layers in a shortlist. There's an 10.1 MXD file too that references these shapefiles to make it easy to edit them.

```
\samples\shapefiles
        Points
        Lines
        Polygons
        Shapefiles for Shortlist.mxd
```

The following folder contains a geodatabase point feature class for defining the places in one tab in a shortlist. It is provided both in a geodatabase and as a layer package. You can use this feature class to edit a shortlist point layer in ArcMap and then export it to a CSV file from ArcMap. This is a good way to create your Shortlist point layers because it doesn't impose the 254 character limit on your text fields that using a shapefile does. Before you export the layer to a CSV file, be sure to recalculate the LONG and LAT fields in the layer, so the locations of your map tour points are captured in the layer's attribute table before you export it. There's a 10.1 MXD file that references the feature class to make it easy to edit it.

```
\samples\feature_class
        Geodatabase (containing Points feature class)
        Feature class for Shortlist.mxd
        Points.lpk
```

Tips

- After you've uploaded shapefiles into your web map, if you want to make changes to the information, or add or remove features, don't forget that you can make edits to the layers in the web map. You don't need to reload the data. However, making the updates to the original source data and then reloading the data might be easier, and makes it easier if you want to use that source data in multiple maps.

- Don't put too much information in the Address and Hours fields, such as detailed directions in the Address tab. In the Details panel, the left hand column isn't scrollable, so if those fields are too long, and the user is viewing the Shortlist in a small browser window, the bottom of the left hand column may be clipped.

- If you customize the application, avoid making the height of the title area (i.e. the black strip across the top of the app) any taller than it currently is. (It is currently 96 pixels tall). We chose that height so that the application fits nicely in landscape mode on an iPad when it is displayed in Safari with the browser's Bookmarks bar turned on (the default Safari configuration on the iPad). At this size, the user can completely see the first 9 places and also a few pixels of the next row of places underneath those 9, which helps the user see that more places are available. If you make the title area any taller you will lose that nice effect: