



# **Kentico Xperience Site of the Year 2020.**

**Submission guidelines**

## Overview

Thank you for your interest in participating in the Kentico Xperience Site of the Year 2020. This annual contest seeks out the best Kentico Xperience implementations.

You can submit your project to the **Industry Awards**, which are related to specific industries and areas, and to the **Special Jury Awards** for projects that relate to the functionalities they utilize.

All submissions will be reviewed by a Kentico committee.

The committee will shortlist three **Industry Award** finalists and the winners of all categories, and will consist of:

- Sales representatives
- Marketing team members
- Web developers
- Graphic designers

The **Special Jury Award committee** will consist of technical specialists.

Winners for each award will be determined by:

- Design
- Ease of use
- Client satisfaction
- Interactivity
- Use of technology
- Innovation
- Content

In addition to the winners of the Industry Award and Special Jury Award categories, we will acknowledge a **Global Winner**. The Global Winner will be selected from a list of finalists from both the Industry and Special Jury Awards that either received the highest number of votes from the Kentico committee, was created in the name of technical excellence, or is an exceptional project.

## Submissions

*January 1, 2021 – February 20, 2021*

From the beginning of January 2020, you can submit those projects you are proud of, and that deserve the further attention of a broader public. They can be part of various industry verticals or display certain technical specifications—interesting utilization of Kentico Xperience features including digital marketing or commerce capabilities.

### Conditions of entry

Entries must fit the following conditions:

- Launched during 2020
- Powered by versions 12 or 13 and MVC (on a paid perpetual license or subscription)
- First participation in the Kentico Xperience Site of the Year contest (unless the website has undergone a significant redesign)

If your project complies with the points above, do not hesitate to share them with us!

We have prepared a submission form containing questions related to all phases of the website's development. As answers will be evaluated by our committee. Please try to reserve time to fill in as much detail as possible in each section. Try to pinpoint how Kentico Xperience helped you reach your or your end-client's goals.

Within the disclaimer at the end of each submission, you will confirm all information is true and verifiable. Also, you give us permission to use all information publicly and that we can use these projects as references in the future.

## Categories

Please read all descriptions carefully and submit your projects in suitable categories. Each project can only be submitted to one Industry Award category and one Special Jury Award category.

### Industry Awards

**Industry Awards** are related to these industries and areas:

- 1) **B2B** – Websites that provide products or services to businesses. This could include anything from legal counsel to co-working spaces, from providing research, or storage units.
- 2) **Consumer Goods** – This category is for websites dedicated to the sale of products for consumption. Whether the consumer goods are original products or goods for resale, companies that promote these products fit into this classification.
- 3) **Government and Municipal** – Projects can include any associations (non-profit or otherwise) that are organized by a government or municipality, are influenced by politics, and/or have political authority.
- 4) **Commerce** – This is the place for projects with e-shops or online donation services.
- 5) **Education and Careers** – Projects for educational programs, clubs, HR organizations, career training services, soft skills training, any level of schooling, or other related fields.
- 6) **Entertainment, Hospitality, and Tourism** – This wide-ranging category covers projects for travel agencies, tourism services, restaurants, hospitality, sports arenas, art, or events websites.
- 7) **Financial Services** – Projects that feature banks, financial services, or insurance companies are perfect fits for this category.
- 8) **Healthcare** – Websites for hospitals, health foundations, healthcare providers, and associated fields are all welcome in this group.
- 9) **Industrial Manufacturing** – This category is for projects that deal with construction, engineering, industrial technologies, transportation, home renovations, and other heavy-duty fields.
- 10) **NGO and Associations** – This category is dedicated to charities, humanitarian organizations, non-profit (but non-governmental) groups, and associations.

## Special Jury Awards

To enter your projects specifically related to the functionalities they utilize, we have set a list of **Special Jury Awards**:

- 1) **Best Customer Success** – This category is dedicated to projects that have achieved significant improvements in terms of site traffic or conversions, user engagement, online marketing, and e-commerce.
- 2) **Best Graphic Design** – This is the best fit for websites and projects for digitally-conscious organizations. Do not hesitate to submit if you are proud of your graphic design endeavors.
- 3) **Best Integration** – If you've integrated with third-party software, such as a CRM, ERP, LMS, or payment portal, you know exactly how much work goes into it.
- 4) **Best Kentico Online Marketing Implementation** – Here is the place for celebrating projects that have actively used Online Marketing features in Kentico Xperience. If you have utilized Content Personalization, Marketing Automation, or, for example, A/B Testing, submit your project here!
- 5) **Best Migration** – This is the category for projects that have migrated from another CMS or DXP to Kentico Xperience. We would love to know what benefits it brought you.
- 6) **Largest Site** – Now it's time for those impossibly huge projects—hundreds of pages, multiple cultures, tons of content editors, or extraordinary commitment. Super-sized projects of all kinds are welcome.

## Evaluation

### The evaluation of the Industry Awards Finalists

*March 13, 2021 – April 2, 2021*

After we prepare a list of contestants from all the categories above, the Kentico committee, consisting of representatives from various departments will go through the information you have provided.

Answers to questions contained on the submission form are highly important. This information together with site performance results (page speed, page requests, page size, SEO, website security protection), graphic design characteristics, and the overall complexity of project are the main factors of the evaluation process.

The Kentico committee will shortlist three finalists for each category, which will be awarded **40 points** towards the Partner Program.

### The public announcement of Industry Awards Finalists

*April 5, 2021 – April 16, 2021*

Each category finalists will be promoted separately. This means that within three weeks we will gradually unveil winning projects on the special website, which will include a short description of the projects, their URL, the name of the partner/creator of the project, and a screenshot.

Just to be sure, here are the Industry Award categories that will be showcased:

- 1) **Business Services**
- 2) **Consumer Goods**
- 3) **Government and Municipal**
- 4) **E-commerce**
- 5) **Education and Careers**
- 6) **Entertainment, Tourism, and Hospitality**
- 7) **Financial Services**
- 8) **Healthcare**
- 9) **Industrial Manufacturer**
- 10) **NGO and Associations**

The winner of each category qualifies according to the largest number of votes gathered by the Kentico Xperience committee.

### **The evaluation of the Special Jury Awards categories**

*March 13, 2021 – April 2, 2021*

These categories are designed to showcase excellent Kentico Xperience implementations and deep knowledge of Kentico Xperience features.

Entries must include information based on extra questions that are part of the submission form. Following the submission, a committee will shortlist projects for each category. Shortlisted projects will undergo a further examination by the Kentico Consulting team through calls/access to the admin/presentation of the project.

The winner of each category will be evaluated by specific criteria.

#### **1) Best Customer Success**

Projects are evaluated based on the statistics partners provide us. As we are focused mostly on sales-oriented and user engagement data, we would like to receive the following results reflecting the phase before and after the implementation of Kentico Xperience. Data can be connected, for example, to an increase in:

- Overall/mobile traffic
- Conversion rate
- Overall revenue
- Number of orders
- Changes to the customer journey and experience

We will not accept projects that do not reveal their results. We need to know when the statistics were measured exactly and when the website/application was launched.

## 2) **Best Graphic Design**

A committee consisting of the Kentico graphics team will evaluate projects based on these requirements:

- Projects are prioritized based on the latest Kentico versions with a high level of Page Speed Insights results
- Site's functionalities work the same on desktops and mobile devices
- Mobile responsiveness
- UX
- Special elements on the website
- Graphic qualities
- Typography
- Readability

## 3) **Best Integration**

Every project will be evaluated by one of our Solution Architects, who will focus mainly on:

- Implementation of the integration and whether best practices were followed
- Usage of standard tools (e.g., no redundancy in functionality), complexity
- Usage of the Kentico API
- The user experience
- The user interface



#### 4) **Best Kentico Online Marketing Implementation**

Our Marketing Implementation Specialist will evaluate projects based on the utilization and measured results of Kentico Online Marketing features, including:

- Personas
- Contact Groups
- Personalization
- Lead Scoring
- Marketing Automation

#### 5) **Best Migration**

Every project will be evaluated by one of our Solution Architects, who will assess:

- Migration motivator and its fulfillment
- Data import
- Improvements over the previous system
- The user experience
- Kentico feature usage

#### 6) **Largest Site**

Every project will be evaluated by one of our Solution Architects, who will assess:

- Hosting configuration and performance
- Optimization of the website, efficient use of resources
- User experience
- Size of the website (number of pages, languages, users)

The Special Award Jury will select three finalists in each category, which will be awarded **40 points** towards the Partner Program.

The winners of each category will receive extra **20 points**.

## Winners announcement

April 19, 2021

We will announce and promote the winners of all categories. We will invest time and effort in promoting “the best” that has been created on Kentico Xperience, which means that all winners will receive marketing support from Kentico—newsletters, blog posts, social media, etc.

All winners of the Special Jury Awards category will receive a short description of their project including the results of the evaluation (what went well within the project, exceptional parts of the project).

### The Global Winner

The Kentico committee will choose one project from the list of winners (both of the Industry Awards categories and the Special Jury Awards categories).

The Global Winner can be either a project that earned the highest number of Kentico Committee votes or a project that significantly outrivalled the others.

Points allocation category	Finalist	Winner	Global Winner
Industry Awards	40	20	20
Special Jury Awards	40 (projects that will be contacted by the Kentico Solution Architects)	20	20