



Kentico Xperience Site of the Year 2021.

Submission guidelines

Overview

We appreciate your interest in participating in the Kentico Xperience Site of the Year 2021. This annual contest recognizes clients and partners who created exceptional digital experiences using Kentico Xperience. It acknowledges innovative websites and apps that leverage the DXP's full potential to deliver outstanding user experiences and contribute significantly to the brands' objectives.

You can submit your own website or app, or nominate a project build for your client. Just choose the categories divided by industry vertical and provide detailed information about the project.

The Site of the Year 2021 contest has two parts:

- 1) Industry awards – awarded by the Kentico Xperience committee
- 2) Community Choice award – given by the public

All submissions will be reviewed by the Kentico Xperience committee that will shortlist three finalists and the winners of all categories.

Then, the winners of all categories will be put forward for the **Community Choice award**. This award will be given to the project that receives the most online votes from the public.

Timeline

December 20, 2021 – February 13, 2022 - Submissions open

February 14 – March 4, 2022 – Evaluation of submissions

March 7 – Finalists declared

March 14, 2022 – Announcement of winners

March 14, 2022 – March 28, 2022 – The Community Choice Award public voting

April 4, 2022 – The Community Choice Award announcement

Submissions

December 20, 2021 – February 13, 2022

From December 20, 2021, you can submit websites or apps that make you proud and deserve further attention from a broader public. They can be cases of exceptional success in various industry verticals or display certain technical specifications—innovative utilization of Kentico Xperience features, including digital marketing or commerce capabilities.

Conditions of entry

Entries must fit the following conditions:

- Launched during 2021
- 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!

Submit your project by completing a form on the xperience.io website. The form contains questions related to all phases of the website's development. Answers will be evaluated by our committee. Please reserve time to fill in as many details as possible in each section. 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.

By submitting the form, you give us permission to use all information publicly and that we can use these projects as references in the future.

1) SOTY Industry awards categories

Please read all descriptions carefully and submit your projects in suitable categories. Each project can only be submitted to one category. **SOTY prizes are awarded in the following categories:**

- 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.

Evaluation

The evaluation of the submissions

February 14, 2022 – March 4, 2022

After we prepare a list of contestants from all the categories above, the Kentico Xperience committee, consisting of representatives from various departments, will go through the information you have provided and shortlist three finalists and a winner for each category.

The Kentico Xperience committee consists of experts in these fields:

- Digital experience
- Marketing
- UX
- Customer success
- Web development

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.

Winners for each category will be determined by:

- Customer success
- Ease of use
- Client satisfaction
- Interactivity
- Graphic design
- Innovation
- Content
- Use of Kentico Xperience capabilities

The public announcement of finalists

March 7, 2022

We will unveil winning projects on our website, which will include the projects' URL, the name of the partner/creator of the project, and a screenshot.

Just to be sure, here are the 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.

Winners' announcement

March 14, 2022

We will announce and promote the winners of all Industry award 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 us—newsletters, success stories, blog posts, social media, etc.

2) SOTY Community Choice award

The Community Choice award – voting

March 14, 2022 – March 28, 2022

All winners selected by the Kentico Xperience committee are eligible for the public voting. After the winners are announced, we'll open public voting on our website, where everyone can vote for their favorite project. The winner is the project with the highest number of votes. Spread the word and collect the most votes!

The Community Choice award winner's announcement

April 4, 2022

We will announce the winner on the SOTY page on our website. We will provide marketing support—a success story, newsletters, blog post, social media, etc. and promote the winner to the entire Kentico Xperience community.

Prizes

All winners including the Community Choice Award winner will be awarded:

- Kentico Xperience Site of the Year 2021 Winner's trophy
- Kentico Xperience Site of the Year 2021 Certificate
- Kentico Xperience Site of the Year 2021 Digital Badge
- Industry recognition
- Marketing promotion
 - o Social media
 - o Success story or blog post on xperience.io
 - o Newsletters

Finalists will be awarded:

- Kentico Xperience Site of the Year 2021 Certificate
- Kentico Xperience Site of the Year 2021 Digital Badge
- Industry recognition
- Marketing promotion
 - o Social media promotion
 - o Recognition in the finalists' blog post on xperience.io
 - o Newsletters

Are you ready to submit your project?

Go to xperience.io