



Kentico Site of the Year 2022.

Overview

We appreciate your interest in participating in the Kentico Site of the Year 2022. This annual contest recognizes customers and partners who created exceptional digital experiences using Kentico. 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 2022 contest has two parts:

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

All submissions will be reviewed by the Kentico 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

January 3, 2023 – February 26, 2023 – Submissions open

February 27 – March 26, 2023 – Evaluation of submissions

April 4, 2023 – Announcement of Industry award finalists and winners

April 4 – April 14, 2023 – The Community Choice award public voting

April 18, 2023 – The Community Choice award announcement

Submissions

January 3, 2023 – February 26, 2023

From January 3, 2023 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 2022
- Powered by versions Kentico Xperience 13 or Xperience by Kentico
- First participation in the Kentico 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 it with us!

Submit your project by completing a form on the [Kentico.com](https://kenticocom.com) 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 helped you reach your or your 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 online 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 27 – March 26, 2023

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 and shortlist three finalists and a winner for each category.

The Kentico 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:

- Achieving business goals
- Customer success
- Ease of use
- Interactivity
- Graphic design
- Innovation
- Content
- Use of Kentico capabilities

The public announcement of finalists and winners

April 4, 2023

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. Winners will be showcased with a short description.

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 committee.

Promotion

We will invest time and effort in promoting “the best” that has been created on Kentico, which means that all winners will be offered marketing support from us—newsletters, success stories, blog posts, social media, etc.

2) SOTY Community Choice award

The Community Choice award – voting

April 4 – April 14, 2023

All winners selected by the Kentico 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 18, 2023

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