



# **Kentico Site of the Year 2023 Guidelines.**

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## Overview.

Thank you for your enthusiasm in participating in Kentico Site of the Year, our annual competition which celebrates the brilliance of our partners and customers.

Once again, we're on the lookout for innovative websites and apps that leverage the full potential of Kentico to deliver outstanding user experiences and make a significant impact on brand objectives.

Our Kentico committee of judges will assess all submissions, selecting one winner and two honorary mentions per industry category for our illustrious Kentico Site of the Year 2023 Industry Awards.

Then winning projects will be put to the public vote to see which will become the coveted Community Choice winner for 2023.

Don't miss out on this exhilarating opportunity to showcase your achievements!

Now let's get into the nitty gritty.

## Timeline.

Here is the timeline for Site of the Year 2023 (exact dates may change)

<b>Submissions open</b>	December 1, 2023 – January 12, 2024	During this time, you are invited to submit projects.
<b>Evaluation period</b>	January 15, 2024 – January 26, 2024	The Kentico committee will evaluate all submitted projects
<b>Announce Category winners</b>	January 29, 2024 – February 2, 2024	Category (industry) winners will be announced this week.
<b>Public vote</b>	February 5, 2024 – February 16, 2024	Winners are then put to the public vote for the Community choice award.
<b>Announce Community Choice winner</b>	February 19, 2024 – February 23, 2024	The Community Choice winner will be announced this week.

## How to submit.

The following eligibility criteria apply to all submitted projects:

- They must have been launched during 2023.
- They must be powered by Kentico Xperience 13 or Xperience by Kentico.
- This must be their first participation in Site of the Year (unless significantly redesigned)

If your project complies with the above points, then do not hesitate to share it with us! There is no limit to how many eligible projects you submit.

Submit your project by completing the [Site of the Year 2023](#) form on the Kentico.com website. The form contains questions related to all phases of the project's development. Answers will be evaluated by our committee. Please make sure to fill in as many details as possible and point out how Kentico helped you reach your or your client's goals. The more information you provide, the better our committee will understand the talent and technical prowess that went into it.

You will then be asked to confirm that all supplied information is true and verifiable. Please note that by submitting the form, you give Kentico permission to use all information publicly, now and in the future.

## Assessment criteria.

Once submissions have closed, the Kentico committee, consisting of experts in digital experience, marketing, UX, customer success, and web development, will assess your projects based on the following criteria:

- Achieving business goals
- UX
- Interactivity
- Graphic design
- Innovation
- Content
- Use of Kentico capabilities

The answers you provide on your submission form are very important to this part of the process. They, along with site performance results like page speed, page requests, page

size, SEO, and website security protection, as well as graphic design and overall complexity of the project will be considered as part of the evaluation.

The committee will then select a winner and two honorable mentions for each industry category.

## Industry categories.

On the submission form, you will be required to choose one (and only one) industry category for each project you submit. The project will then be assessed along with other projects in the category.

Here are the industry categories for Site of the Year 2023:

<b>B2B</b>	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.
<b>Consumer goods</b>	This category is for websites dedicated to the sale of products for consumption. Whether original products or those for resale, companies that promote consumer goods fit into this classification.
<b>Government and municipal</b>	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.
<b>Commerce</b>	This is the place for projects with online shops or online donation services.
<b>Education and careers</b>	Projects for educational programs, clubs, HR organizations, career training services, soft skills training, any level of schooling, or other related fields.
<b>Entertainment, hospitality, and tourism</b>	This wide-ranging category covers projects for travel agencies, tourism services, restaurants, hospitality, sports arenas, art, or events websites.
<b>Financial services</b>	Projects that feature banks, financial services, or insurance companies are perfect fits for this category.

<b>Healthcare</b>	Websites for hospitals, health foundations, healthcare providers, and associated fields are all welcome in this group.
<b>Industrial manufacturing</b>	This category is for projects that deal with construction, engineering, industrial technologies, transportation, home renovations, and other heavy-duty fields.
<b>NGO and associations</b>	This category is dedicated to charities, humanitarian organizations, non-profit (but non-governmental) groups, and associations.

## Category winner announcements.

Having built up much buzz around the contest, we will announce winning projects on our website and publicize them on our social channels and in our newsletter. The Site of the Year winners' page on Kentico.com will include the projects' URL, the name of its partner/creator, a short description, and a screenshot. Winners will also be offered marketing support.

Honorable mentions will also be published on our Site of the Year winners' page, and will include the projects' URL, the name of its partner/creator, and a screenshot.

## The Community Choice award.

Once category winners have been announced, they will then be put to the public vote to see which is chosen as the Community Choice winner. The project with the most votes wins! So, spread the word and collect as many votes as you can!

When voting closes, we will announce the winner of the Community Choice award on the Site of the Year 2023 winners' page and promote them to our entire Kentico community.

## Terms and conditions.

Submissions to Site of the Year 2023 can be made by Kentico partners or clients. The project does not have to be tied to a partner to be eligible.

The project must have been launched during 2023 on either Kentico Xperience 13 or Xperience by Kentico and should not have been previously submitted (unless significantly redesigned).

All fields in the form are required (except for those marked "optional").

As previously mentioned, entrants will be asked to confirm that all provided information is true and verifiable. By submitting the form, you give Kentico permission to use all information publicly, now and in the future.

The following will be expected of winners:

- A review of Kentico on G2
- Social posts sharing news of the award, using the hashtag #kenticos.
- A testimonial about Kentico as a company and/or product and how it helps them deliver outstanding user experiences and make a significant impact on client brand objectives.

## **Thank you and good luck.**

Thanks for diving into Kentico Site of the Year 2023!

We can't wait to see what you've been doing with Kentico technology this year and are super excited to explore your fantastic projects.

So, hurry up and get them in. You've got to be in it to win it.

Good luck!