

Kentico  
**SITE OF  
THE YEAR**



# Kentico Site of the Year 2017

Guidelines

Dear partners and clients,

Thank you for an interest in participating in Kentico Site of the Year 2017. This annual contest seeks out the best Kentico implementations.

The three finalists from the Users' Choice Award categories are evaluated by the public. The winners of these categories are projects that have achieved the greatest number of votes. Subsequently, the winners of the Special Jury Award categories undergo scrutiny by a Kentico committee consisting of technical specialists.

From now on, you can submit projects based on a Kentico Cloud product as well. These projects will be evaluated separately in the Best Kentico Cloud Implementation category among the Special Jury awards.

The Global Winner is the project chosen from a list of finalists from both the Users' Choice and Special Jury Awards that either received the highest number of votes, was created in the name of technical excellence, or is an extraordinary project.

To take you through our contest step by step, we have compiled a list of basic information and the requirements we have set that all projects need to fulfill.

## The Submission Phase

*November 29, 2017 — January 23, 2018*

From the end of November 2017, you can submit 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—an interesting utilization of Kentico features, the utilization of Kentico Online Marketing features, an E-commerce solution, third-party integrations, etc.

As the power and amount of our "headless" Kentico Cloud projects are constantly growing, we have created a new category for them. Please do not forget to submit your projects in the Best Kentico Cloud Implementation category.

All projects you would like to enter must fit the following conditions:

- Their date of launch happened during 2017

- They must be based on versions 9, 10 or 11 (a paid license, subscription) – officially supported versions of Kentico or based on a Kentico Cloud product (on paid subscriptions only)
- It must be the project's first participation in the Kentico Site of the Year contest unless the website has undergone a significant redesign (detailed information of the redesign needed)

If your projects comply 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 the 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 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 a permission to use all information publicly and that we can use these projects as references in the future.

## Categories

Here are the categories you can enter your projects into. Please read all descriptions carefully and submit your projects in suitable categories.

Please bear in mind that each project can only be submitted to one Users' Choice Award category and one Special Jury Award category.

**Users' Choice Award categories** (formerly Standard Categories) are related to these industries and areas:

- 1) **Business Services** – Websites for a service-providing business. 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 & 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) **E-commerce** – Here is the place for projects with e-shops or online donation services.
- 5) **Education and Career** – Projects for educational programs, clubs, HR organizations, career training services, soft skills training, any level of schooling, or other related fields.
- 6) **Financial Services** – Projects that feature banks, financial services, or insurance companies are perfect fits for this category.
- 7) **Healthcare** – Websites for hospitals, health foundations, healthcare providers, and associated fields are all welcome in this group.
- 8) **Industrial Manufacturer** – This category is for projects that deal with construction, engineering, industrial technologies, transportation, home renovations, and other heavy-duty fields.
- 9) **IT and Digital Experience** – Websites and projects for digital or marketing agencies, IT or telecommunications companies, or UX or graphic design agencies.
- 10) **NGO** – This category is dedicated to charities, humanitarian organizations, and other non-profit (but non-governmental) groups.
- 11) **Tourism and Hospitality** – This wide-ranging category covers projects for travel agencies, tourism services, restaurants, hospitality, sports arenas, art, or events websites.

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

- 1) **Best Kentico Cloud Implementation** – You get a chance to show off the micro-services architecture you're building using Kentico Cloud and to demonstrate how well you are leveraging Kentico Cloud APIs. We want to know what kind of application you are building with Kentico Cloud, how you create, compose, and personalize content for the omnichannel, how you use webhooks, etc.
- 2) **Best Customer Success** – This category is dedicated to projects that have achieved significant improvements in terms of site traffic, user engagement, online marketing, and e-commerce.
- 3) **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.
- 4) **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.

- 5) **Best Kentico Online Marketing Implementation** – Here is the place for celebrating projects that have actively used Kentico’s Online Marketing features. If you have utilized Content Personalization, Marketing Automation, or, for example, A/B Testing, submit your project here!
- 6) **Best Migration** – This is the category for projects that have migrated from another CMS to Kentico. We would love to know what benefits it brought you.
- 7) **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.

All Special Jury Award categories are evaluated separately by a committee consisting of Kentico consultants (read more in the Evaluation of Special Jury Award categories).

For each submission (that contains sufficient answers to all question on the submission form), you will be rewarded with 20 points towards the Partner Program.

Participating in the **Best Kentico Cloud Implementation** category will bring you a wide range of promotional activities from our side in the form of social media posts, blog posts, etc.

## The Evaluation of the Finalists of the Users’ Choice Awards

*January 23 – February 13, 2018*

After we prepare a list of contestants of all the categories above, our Kentico committee, consisting of representatives from various departments (web development, graphic design, sales, and marketing) will go through the information you have provided us with.

So, please keep in mind that answers to questions contained on the submission form are highly important to us. 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 an extra 20 points towards the Partner Program.

## The Public Voting Phase of the Users' Choice Awards

*February 13 – March 13, 2018*

The "vox populi" takes place now. All finalists chosen by the Kentico committee will undergo a public scrutiny. With the beginning of the Public Voting phase, we will have prepared a website where all finalists are shortlisted. The website 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 Users' Choice Award categories that will be evaluated by the general public:

- 1) **Business Services**
- 2) **Consumer Goods**
- 3) **Government and Municipal**
- 4) **E-commerce**
- 5) **Education and Career**
- 6) **Financial Services**
- 7) **Healthcare**
- 8) **Industrial Manufacturer**
- 9) **IT and Digital Experience**
- 10) **NGO**
- 11) **Tourism and Hospitality**

The winner of each category qualifies by the largest number of votes gathered. These projects will be awarded an extra 20 points towards the Partner Program.

## Evaluation of Special Jury Awards Categories

*February 13 – March 20, 2018*

Now it's time for projects with best practices. These categories are proof of the excellence of a Kentico implementation, and the deep knowledge of Kentico features.

Participants of the contest must provide information based on extra questions that are part of the submission form. Following these results, a committee chooses the list of

possible participants. Selected projects 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 Kentico Cloud Implementation**

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

- Omnichannel content models and composition
- Omnichannel content delivery
- Activities tracking and personalization
- Localization
- Webhooks
- Roles, taxonomy
- Different ways of using APIs
- Performance

### 2) **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 Kentico implementation.

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. Also, we need to know when the statistics were measured exactly and when the site launched.

### 3) **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 PageSpeed 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

### 4) **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

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

Our Marketing Implementation Specialist will evaluate projects based on the utilization and usage of Kentico Online Marketing features like:

- Personas
- Contact groups
- Personalization
- Lead scoring
- Marketing automation



## 6) **Best Migration**

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

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

## 7) **Largest Site**

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

- 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 that will be awarded an extra 20 points towards the Partner Program.

The winners of each category will receive the same extra 20 points.

# Winners Announcement

*March 20, 2018*

Now we will announce the winners of all categories. We always want to invest time and effort in promoting “the best” that has been created on a Kentico platform, which means that all winners will receive PR support from the Kentico side—newsletters, press releases, social media, etc.

To gain the most out of the promotion, we would also like to provide winners with the results of the evaluation of Special Jury Awards category. All of them 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 Users' Choice Awards categories and the Special Jury Awards categories).

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

This project will receive the biggest space in terms of PR activities and promotion from Kentico.

## Points Allocation

Category	Submission	Finalist	Winner	Global Winner
Users' Choice Awards	20	20	20	20
Special Jury Awards	20 (part of the Standard Category submission, each project can be submitted only once)	20 (projects that will be contacted by the Kentico Solution Architects)	20	20