

Web game platform decision checklist

Choose the job before the platform. One build can use several homes when each has a clear purpose.

1. GIVE EACH PLATFORM A JOB

PLATFORM	STRONGEST FIT	CONFIRM BEFORE LAUNCH
Poki	Curated portal reach	Web-first polish, broad device fit, loading targets, and the current acceptance path.
CrazyGames	Portal reach + analytics	Basic vs. Full Launch, SDK stage, <=50 MB initial, <=250 MB total, and <=1,500 files.
itch.io	Flexible indie page	Root index.html, relative and case-correct paths, iframe/fullscreen behavior, and current upload limits.
GamePix	Partner-site distribution	SDK integration, hosting and QA flow, plus current revenue-share and reporting terms.
GameMonetize	Ad-network distribution	SDK and ad rules, publisher-network fit, plus current revenue-share and payout terms.
Bounty Board Arcade	Playable proof + creator loop	HTTPS URL or valid ZIP, first action, claimed devices, release assets, and a visible creator angle.

2. CHECK THE BUILD, PAGE, AND HANDOFF

BUILD READINESS

- ☐ I can name the primary job: reach, control, community, distribution, or creator proof.
- ☐ The player reaches a playable state quickly.
- ☐ index.html loads from the exported package.
- ☐ Asset paths are relative and case-correct.
- ☐ External requests use HTTPS.
- ☐ Desktop and mobile claims match real testing.
- ☐ Audio resumes after focus and input changes.
- ☐ Fullscreen, resize, save, and restart behavior work.
- ☐ The console stays clean through first play and restart.

RELEASE + MEASUREMENT

- ☐ Controls, category, short description, and support contact are ready.
- ☐ A clear 16:9 gameplay image or video is ready.
- ☐ A square thumbnail and correct credits are ready.
- ☐ An owner is assigned for updates and support.
- ☐ The platform-specific SDK or ads are added only where required.
- ☐ A UTM-tagged campaign link is ready.
- ☐ We can measure visits, starts, playtime or replay, CTA or submission, and conversion.
- ☐ Terms and technical limits will be rechecked on submission day.

DECISION RULE

If two platforms do different jobs, use both and keep your own site or store page as the canonical home.

OFFICIAL SOURCES CHECKED

sdk.poki.com/new-requirements | docs.crazygames.com/requirements/intro | itch.io/docs/creators/html5
partners.gamepix.com/developers | gamemonetize.com/developers | bountyboard.gg/arcade/submit

Companion guide: bountyboard.gg/blog/best-web-game-platforms-for-indie-developers