

SKYTEK PRESS · BUILD YOUR OWN GAMES · BOOK 1

Ship Your First Web Game

A Step-by-Step Workbook for Getting an HTML5 Game onto CrazyGames

Clear the bar before you upload.

Free sample · Chapters 0-1
skytekpress.com

Build Your Own Games · Book 1

Requirements checked against the official CrazyGames documentation and Developer Portal in October 2026. If a screen or a rule changes, we post the correction on the book's page and you download the corrected edition at no cost.

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This book makes no promise of plays, players or income. During Basic Launch, CrazyGames monetization is disabled.

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Chapter 0 · Before you start

By the end of this chapter you will know whether your game is ready for this book, you will be signed in to the CrazyGames Developer Portal, and you will have started a ship log for every decision that follows.

Time: about 30 minutes

You need: a playable HTML5 or WebGL build of your game · a computer with Chrome and Edge · an email address

Requirements checked: October 2026

Start here

Answer these three before you read on. Write the answers down; you will use them in Chapter 1.

1. Can you say your game's goal in one sentence?
2. How many seconds pass between the page loading and the moment a new player is in control?
3. Does your game work without any login of its own?

Just enough to know

Developer Portal. The site where you submit games and follow their results: developer.crazygames.com.

Basic Launch. The first stage. Your game goes live to a limited audience so CrazyGames can measure how players respond. The CrazyGames SDK is optional and CrazyGames monetization is disabled. Basic Launch lasts at least 7 full days and at most 21 full days; it ends early once the game has been live for at least 7 days and has at least 500 plays in total.

Full Launch. The global release, for games that are selected after Basic Launch. It requires the full integration requirements, including the CrazyGames SDK. Monetization is switched on at this stage.

Play. One player starting your game. The portal counts plays, playtime and how many players come back the next day. Chapter 5 shows you how to read them.

Step by step

Part A · Check that your game fits

1. Open your game in Chrome. Start a timer the moment the page starts to load.

You should see: your game running in the browser tab.

2. Stop the timer when you can first control the game. Write the number of seconds in the table at the end of this chapter.

You should see: a number. The official guide notes that top titles load in under 10 seconds; for games that load files from outside, 20 seconds is the limit.

3. Write your game's goal in one sentence, in the words a new player would understand.

You should see: one sentence with no game-design terms in it.

4. Open the same build in Edge and play for two minutes.

You should see: the game behaving the same as in Chrome.

☐ The game runs in Chrome and Edge · ☐ You know your seconds to control · ☐ You have a one-sentence goal

5. Search your build for any advertising code that is not from CrazyGames, and remove it.

You should see: no ads appear when you play.

6. Search your build for any login screen or account system of your own. If the game needs one to start, remove it or make it optional.

You should see: a new player can start playing with no account.

7. Compare your game's content with the PEGI 12 criteria on [pegi.info](https://www.pegi.info).

You should see: nothing in the game above that rating.

☐ No outside ads · ☐ No login of your own needed to play · ☐ Content fits PEGI 12

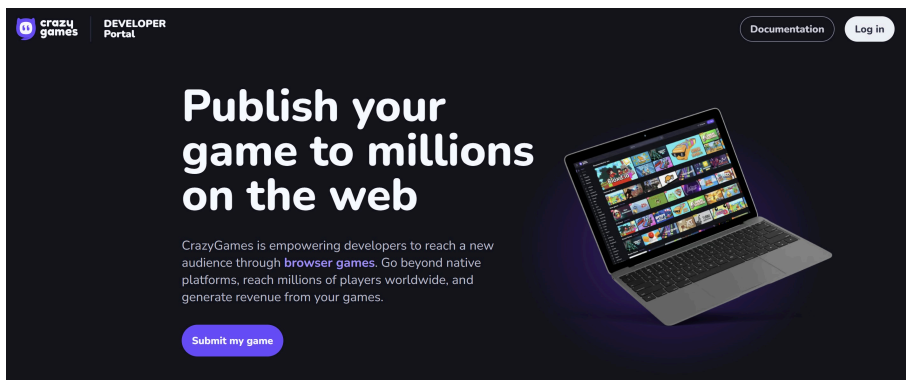
Why this way? The portal's own submission screen says what reviewers look for: a clear goal, responsive controls, polished game design and onboarding that gets players in fast. Players decide in the first few minutes. Steps 1–4 test exactly that. Steps 5–7 test the three Basic Launch rules that most often have nothing to do with how good your game is: no external ads, no external login and PEGI 12.

Part B · Open the Developer Portal

8. Go to **developer.crazygames.com**.

You should see: the portal's welcome page with

Documentation, Log in and **Submit my game**.



The Developer Portal before you sign in. **Log in** takes you to sign-in.

9. Select **Log in**. On the **Log In** page, sign in with **Continue with Google** or with your email and password. If you have no account yet, select **Join now**.

You should see: the **My Games** page with a **Submit a game** button.

10. Do not press **Submit a game** yet. Chapters 1 to 3 get your game ready first.

Games	Game status	Flow	plays	playtime	(D1)	Conversion	CTR	revenue
Name hidden	Rejected	Basic Launch	-	-	-	-	-	€ 0.00
Two Tall	Basic Launch	Basic Launch	306	0:04:09	2.48%	64%	1.4%	€ 0.00
Kule	Rejected	Basic Launch	-	-	-	-	-	€ 0.00
Total plays: 306								Total revenue: € 0.00

Part of the **My Games** page, cropped. Each game you submit is listed with its status and its Basic Launch results. Some names are hidden.

Part C · Start your ship log

- 11. Create a spreadsheet or a document named **Ship log**, with three columns: **Date**, **Decision**, **Why**.
You should see: an empty table.
- 12. Add your first row: today’s date, “Preparing [your game] for CrazyGames”, and your one-sentence goal.
You should see: one filled row.

☐ Signed in to the Developer Portal · ☐ Ship log started

If something goes wrong

What you see	Why	What to do
The game takes more than 10 seconds to become playable	Large files load before the first screen	Note the number now; Chapter 2 shows how to reduce the initial download
Ads appear that you did not add on purpose	A template, plugin or engine add-on includes an ad network	Remove the add-on; Basic Launch does not allow ads, even if integrated
The game asks the player to sign in	An account system from another platform is still in the build	Remove it or make it optional
The game behaves differently in Edge	A browser-specific feature or setting	Note it in your ship log; Chapter 2 covers browser checks

Now you try

Run Part A on a second build: an older version of your game, or a friend’s game.

Check	Result
Seconds to control	_____
One-sentence goal	_____
Same in Chrome and Edge?	☐ yes ☐ no
Outside ads?	☐ none ☐ found: _____
Login needed to play?	☐ no ☐ yes
PEGI 12 checked?	☐ yes

Apply it to your game

Check	Your game
Game name (as shown in the game)	_____
One-sentence goal	_____
Seconds to control	_____
Same in Chrome and Edge?	☐ yes ☐ no
Outside ads removed?	☐ yes
Plays without a login?	☐ yes
PEGI 12 checked?	☐ yes
Ready for Chapter 1?	☐ yes ☐ not yet: _____

Real example. We sent several games to CrazyGames before one was accepted. The others were rejected before they reached any players. The accepted one, Two Tall, a two-player climbing game, went into Basic Launch on 19 October 2026. The rejected games all ran. One rejection reason we have in writing said the concept was too close to games already on the platform. That is why this book starts with the question of fit, not with the upload. Before you send yours: what makes your game different from the five games on the portal most like it?

Checklist

- ☐ The game runs in Chrome and Edge
- ☐ Seconds to control written down
- ☐ One-sentence goal written down
- ☐ No outside ads, no login of your own, PEGI 12 checked
- ☐ Signed in to the Developer Portal
- ☐ Ship log started

Questions (answers in Appendix E)

1. In Basic Launch, is CrazyGames monetization on or off?
2. What is the shortest and the longest a Basic Launch can last?
3. Name two Basic Launch rules that have nothing to do with how fun your game is.

Chapter 1 · Will a portal take your game?

By the end of this chapter you will have tested your game against the two kinds of feedback rejected games receive, checked it against the six areas of the CrazyGames quality guidelines, and written down one decision: send it, fix it first, or rethink the concept.

Time: about 90 minutes

You need: your build · your ship log from Chapter 0 · a browser

Requirements checked: October 2026

Remember

1. What are the three Basic Launch rules you checked in Chapter 0?
2. How many seconds did your game take to become playable?
3. What is your game's goal, in one sentence?

Just enough to know

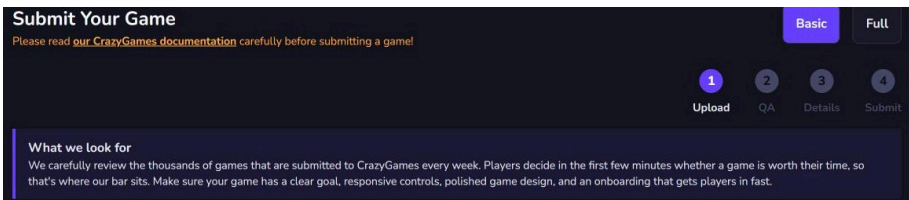
The rejection email. When a game is not accepted, you get an email. Every rejection email we received had the same structure. A fixed paragraph lists common reasons for rejection: low gameplay quality, broken builds, copyright issues, or not meeting the integration requirements. Then comes one line of feedback from the review team, and links to the **New** games page and the documentation. That single line is the only game-specific information you get.

The two feedback lines. In our own submissions, the team’s line was always one of two:

- the overall quality of the game does not yet meet the platform’s expectations, or
- the concept is quite close to existing titles, and the platform is prioritizing more differentiated experiences.

This chapter has one part for each.

Quality guidelines. The official guidelines have six areas: onboarding, general principles, fun factor, uniqueness, aesthetics (look and sound), and restricted keys. They are guidelines rather than Basic requirements, but they describe what reviewers look for. They are linked in the portal menu as **Quality guidelines**.



The top of the submission form. The portal states its bar before you upload anything.

Step by step

Part A • Test the concept: is it different enough?

1. Open **crazygames.com/new** in your browser.
You should see: the newest games on the platform. The rejection email points here for examples that meet the guidelines.
2. Find the five games that are most like yours: same genre, same controls or same goal. Use the site’s search and categories. Write their names in the first column of the table

at the end of this chapter.

You should see: five names.

3. Play each of the five for two minutes. For each, write in one line how your game is different: a different core action, a different number of players, a different goal.

You should see: five lines. If a line says only “better graphics” or “more levels”, the difference is not in the concept.

4. Write your **difference sentence**: “Unlike [closest game], in my game you [core action].”

You should see: one sentence a stranger could repeat.

☐ Five closest games listed · ☐ One difference line for each · ☐
Difference sentence written

5. Check your game’s name. Search for it on the portal. The guidelines ask that a game is not easily confused with another that has a similar name or icons, and that you do not use a common name unless you own it. “Super Chess” passes; “Chess” does not.

You should see: no game with the same or a near-identical name.

6. Check your cover and title screen against the gameplay. The guidelines ask that the name and imagery match what the player actually does.

You should see: a stranger could guess the genre from the cover alone.

☐ Name is not confusable · ☐ Cover and title match the gameplay

Part B · Test the first minutes: is the quality there?

7. Ask someone who has never played your game to open it. Do not explain anything. Watch, and write down every moment they hesitate.

You should see: a list of hesitation points. Each one is a fix.

8. Check the onboarding. It should be part of the gameplay, cover only the core actions, and be skippable.

You should see: a player can skip it and still play.

9. Check how controls are shown. The guidelines prefer visuals over text: a keyboard overlay or mouse gestures on screen.

You should see: the controls, without reading a paragraph.

10. Check every button. Each one is plainly labelled, has no delay, and is not sized or placed to push ads.

You should see: buttons that do what they say, at once.

☐ Hesitation list written · ☐ Onboarding skippable · ☐ Controls shown visually · ☐ Buttons clear

11. Press **Escape** and **Ctrl+W** (**Cmd+W** on a Mac) while you play. Escape exits full screen and Ctrl+W closes the tab, so the guidelines ask you not to use them as controls.

You should see: no game action is bound to these keys.

12. If your game uses WASD, check it on a French AZERTY layout, or check that it follows the keyboard layout. The guidelines give ZQSD on AZERTY as the example.

You should see: the movement keys follow the player's layout.

13. Play with sound for five minutes. Listen for levels that jump, and music that does not fit the visuals. Look for blurry or compressed images and for art styles that do not match.

You should see: one art style, steady sound.

☐ No restricted keys · ☐ Layout checked · ☐ Look and sound consistent

Part C · Decide

14. Fill in the six-area table under **Apply it to your game**.

Mark each area **pass** or **fix**.

15. Write one decision in your ship log:

- **Send** if every area passes and your difference sentence holds;
- **Fix first** if one or more quality areas need work;
- **Rethink** if you could not write a difference sentence.

Why this way? The feedback line is short, and it arrives after the decision is made. The email comes from a no-reply address, and in our account a rejected game's page no longer opens in the portal. The only cheap moment to answer it is before you submit. Part A answers "too close to existing titles"; Part B answers "quality does not yet meet expectations".

If something goes wrong

What you see	Why	What to do
All five closest games do the same core action as yours	The concept is a known genre with nothing added	Change one core rule, not the art; write the difference sentence again
Your tester asks “what do I do?” in the first minute	The goal is not shown in play	Show the goal on screen in the first seconds, in pictures
The game uses Escape as pause	Escape exits full screen	Move pause to another key, such as P
A game with nearly the same name exists	Name confusion is a uniqueness issue	Rename now; after submission the name cannot be changed in the portal

Now you try

Pick one game from the **New** page that is in your genre. Run Part A on it as if it were yours: find its closest game and write its difference sentence. This trains your eye for what reviewers accepted.

Game from New	Its closest game	Its difference sentence
_____	_____	Unlike _____, in this game you _____

Apply it to your game

Closest games	How mine is different
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

My difference sentence: Unlike _____, in my game you _____.

Quality area	What to check	Pass / fix
Onboarding	Built into play, core actions only, skippable	_____
General principles	Clear goal, easy to learn, consistent controls	_____
Fun	Fast response, balanced pace, no boring repeats	_____
Uniqueness	Difference sentence, name not confusable	_____
Look and sound	One art style, no compression, steady audio	_____
Restricted keys	No Escape or Ctrl+W, layout followed	_____

Decision: ☐ Send ☐ Fix first ☐ Rethink

Real example. Our game Kule was rejected on 1 October 2026. The feedback line said its overall quality did not yet meet the platform’s expectations. Other games of ours got the second line instead: the concept was too close to existing titles. Neither line said what to change. Eighteen days later Two Tall was accepted. Its difference sentence was easy to say: two players share one body, one is the legs and the other is the hands. Can you say yours as quickly?

Checklist

- ☐ Five closest games played and compared
- ☐ Difference sentence written
- ☐ Name and cover checked
- ☐ First-minutes test done with a new player
- ☐ Six quality areas marked
- ☐ Decision written in the ship log

Questions (answers in Appendix E)

1. What are the two feedback lines described in this chapter?
2. Which two keys should a game avoid as controls, and why?
3. Why is “better graphics” not a difference in concept?
4. Can you change your game’s name in the portal after you submit it?

This is the free sample

You have read Chapters 0 and 1 of *Ship Your First Web Game*. The full book continues with Chapter 2 (make the build portal-ready), Chapter 3 (covers and listing), Chapter 4 (submit your game), Chapter 5 (read your Basic Launch numbers), Chapter 6 (the two roads after Basic Launch) and five appendices: a submission template, a QA checklist, a rejection and error catalog, a metrics worksheet, and a glossary with answers.

Get the full book at **skytekpress.com**.