

Why Crank Web Work Is Your Best Choice

Crank is a developer of quality web sites and web functions. It's a team of creative and talented developers that provide a wide variety of specialized skills.

A key part of our success is our ability to analyze our client's business and create web solutions that make good business sense. Our web-building expertise and business experience ensure each client gets the site they need, for a price they can afford.

We have an excellent reputation with our clients. They rely on us for:

- High Standards
- Approachability
- Integrity
- Price

What We Do

We're committed to building web functions that make your business better. We use our business and web development experience to formulate smart, cost-effective and great-looking web solutions. Our service menu includes:

- Business analysis for the right web strategy
- Website design and build
- Website rebuild and renovation
- Design development
- Content development
- Website marketing techniques
- Client extranet
- Website maintenance

Why We'll Give You Better Results

We'll work to understand your business, your goals, and your audience. Once we have a solid understanding of what you need, we'll build it, on time, and on budget. You will know what's going on every step of the way. There will be no surprises because our development process is proven and it works.

The four biggest strengths that Crank Web Work can offer are:

Great Ideas: Innovative ideas that blend site functionality and sound business sense with good design.

Flexibility and Speed: Flexibility, to provide creative solutions and a quick turnaround.

Affordability: We offer a proven development process, always at a great price.

Experience: We've delivered a range of solutions to clients in various industries. With each client, we develop a long-term strategic partnership focused on business growth via the Internet.

Crank's Process

Our approach to building sites is based on extensive web development experience and has been successfully used in numerous projects.

1. We Meet

During our first meeting, we ask a load of questions. We get to know your business and your long-term objectives. We learn what makes you better than the rest, where the business is headed, and most importantly, how your website should be helping you get where you want to be.

From that meeting, we build a proposal filled with recommendations. The proposal consists of a scope, timeline and estimated budget. If you like the proposal, we move on to step two.

2. Requirements Phase

Upon your approval of the Proposal, we meet again. We fine-tune the proposal with you, eliminating any assumptions and nailing down exact requirements. Because of this attention to detail, you will get the website you want and need.

This step results in a project plan, detailing the entire website on paper, from detailed scope, defined budget, and set timeline.

Upon approval of the Project Plan we will establish a directory on the Crank Web Work Extranet. You can monitor the progress of the design/build, and see the latest updates of site development.

3. Design Look & Feel

After completing a design brief, our designer will create two preliminary mockups for you to choose from and make comments on. From the mock-ups, you can choose the final design. This process will ensure an exciting, captivating design for your site. We will work closely with you during this phase to ensure your satisfaction with the finished product image.

4. Develop Site Content

We can 'web-ready' the content you provide to us if required, ensuring it is optimized for reading on-screen.

5. Develop Website

This is where the site really starts coming together. Graphics, html, and programming will be developed. You will have access to the staging site to monitor the development process.

6. Upload

If you have a good hosting service, we'll upload your site to that host's server. If you don't have a host, we will recommend a hosting service. We will assist you in the setup of the new host, and upload your site to the new server. If email accounts are required, we will set these up.

7. Test

Browsers (latest 2 versions):
Internet Explorer, Netscape, Opera, FireFox, and Safari.

8. Site Launch

Your new website goes live.

Maintenance

Our maintenance service is recommended by all our clients. We're fast, cost-effective, and charge in 15 minute increments so you're only paying for time taken to perform the task. Requests that change or increase the functionality of the website will be estimated in advance on a project basis.

If you have any questions at all, or would like to speak to a client reference, send us an email at crew@crankwebwork.com.