Plank

Plank Capabilities

Exceptional Digital Experiences

Plank designs exceptional, award-winning digital experiences.

For more than 25 years, Plank has helped leading organizations bring their mission, communities, and stories online. We specialize in creating digital platforms that are visually engaging, highly functional, and built to be accessible, sustainable, and lasting.

What truly sets us apart is our approach to collaboration. We don't just deliver websites; we work side by side with organizations, agencies, and technology partners to solve complex challenges.

Our process is rooted in curiosity, strategy, and transparency, which ensures that every outcome reflects the goals of the people we serve.

While our expertise spans a broad set of services, disciplines, and engagement types, it's our commitment to building partnerships based on trust, respect, and shared values that defines us.

Whether through a full redesign, discovery engagement, MVP build, or ongoing support, our goal is to deliver digital solutions that create meaningful impact.

This deck is not just a summary of what we do. It is an invitation to collaborate, to share ideas, and to build digital experiences that connect people, inspire action, and stand the test of time.

Thank you for taking the time to get to know Plank. We look forward to the opportunity to collaborate and to create something meaningful together.

Warmly,

Warren Wilansky
President & Founder

Sarah Christiani
Head of Strategy & Growth

25+ Years of Experience

Arts & Culture Specialists

Open Source Leaders

Dedicated Multidisciplinary Team

Certified B Corporation

Trusted Strategic Partner

Engagement Types We Offer

No matter the engagement, we bring proven expertise, collaboration, and creativity to craft digital experiences that inspire and endure.

Full Project Delivery	End-to-end website design and development, from discovery through launch and post-launch support.
Ongoing Support & Retainers	Long-term maintenance, iterative enhancements, and dedicated hours to keep sites secure, optimized, and evolving.
Replatforming & Modernization	Migrating legacy systems and updating technology to improve scalability, performance, and security.
R&D, Discovery & MVP Builds	Upfront strategy, research, and prototyping to validate concepts, secure funding, and test market readiness.
Accessibility Audits	Comprehensive evaluations of websites against WCAG 2.2 standards, with actionable recommendations for compliance and inclusivity.
Digital Strategy Consulting	Workshops, audits, and advisory services to define clear roadmaps, improve user journeys, and align digital ecosystems with organizational goals.
Enterprise-Level Engagement	Tailored solutions for large-scale organizations with complex workflows, advanced integrations, and high accountability requirements.

Services Offered

Strategy & Content

- Plank Hack Sessions & discovery workshops
- Digital strategy planning
- Content audit & inventory
- Long-term content strategy development
- Information architecture & navigation design
- Audience research
- SEO & GEO strategy
- User personas & journey mapping
- Editorial planning, storytelling & copywriting

UX/UI Design

- UX research & user journey mapping
- Wireframing, mockups & interactive prototyping
- Responsive design systems
- Navigation, filtering & content structure refinement
- Visual design systems
- Flexible components & style guides
- Usability testing & iterative refinement

Digital Storytelling

- Interactive storytelling tools
- Timelines, maps & narrative interfaces
- Data visualizations
- Animations
- Multimedia integration (video, audio, galleries)
- Location-based content
- Immersive digital exhibits
- Virtual tours & archives
- Mission-driven narrative design

Web Development

- Custom CMS builds (WordPress, Laravel)
- Component-based templates & flexible systems
- Front-end development & responsive coding
- Multilingual site development
- Ticketing system expertise (arts & culture)
- Secure, scalable back-end architecture
- Enterprise-level workflows, security & accountability
- Infrastructure & DevOps
- QA testing, deployment & launch support

Web Accessibility

- Accessibility audits
- WCAG 2.2 compliance
- AODA compliance
- Inclusive design practices
- Accessible development practices
- Screen reader & assistive technology testing
- Accessible content & media implementation
- Ethical Web Collective advocacy & standards leadership

Integrations & Optimization

- Third-party integrations & custom APIs
- CRM integrations
- Performance optimization & site scalability
- SEO best practices
- Structured data implementation
- Analytics & reporting
- Custom AI solutions & integrations
- MCP system development
- Enterprise-level support & optimization
- Ongoing maintenance & enhancements

Our Clients

We've helped these organizations modernize and grow their digital presence.

Partnerships & Extended Capabilities

At Plank, we believe great outcomes emerge when expertise is shared.

While we bring deep in-house strength in strategy, design, and development, we also collaborate openly with partner specialists to extend our capabilities thoughtfully and transparently. Whether it's complex integrations, performance optimization, or creative services, we integrate trusted partners into our process, working directly alongside us to deliver the best results for our clients.

MagneticOps
AWS & Google Cloud

Pointer
Shopify

JI Growth Marketing
SEO

Black Sheep Agency
Branding

Bruce Mau Design
Branding

Emdash
Branding & PR

Reenhanced
Microsoft Power Platform

Capacity Interactive
SEO & Digital Marketing

Monarq
Drupal

Wolfic
Salesforce Cloud

Big Sea
SEO & Digital Marketing
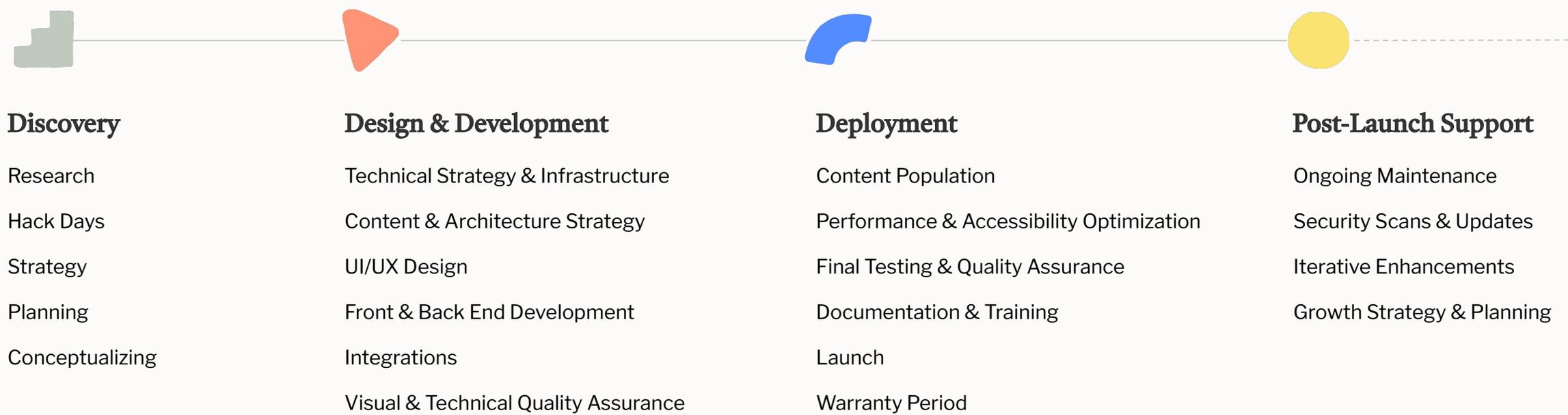
Ray Dak Lam
Branding

Technical Stack Experience

PLANK ON GITHUB →

Primary Stack	• WordPress • Laravel (Filament, Nova) • Webflow • React	• Vue • HTML • CSS • jQuery	• MySQL • Nginx / Apache • GitHub Actions • Vite / Webpack
Additional Solutions	• Redis • ElasticSearch / OpenSearch • Typesense • AWS (ECS on EC2 or Fargate, RDS, Elastic Beanstalk, Elasticache)	• AI / LLM / RAG • Azure • Digital Ocean • Cloudflare • Google Cloud • WP Engine • Terraform	• Google Analytics • Shopify • Stripe • Mailchimp • Sendgrid • Custom 3rd party API integrations
Development Toolset	• GitHub, Github Copilot • OpenAI API • Docker • Dokploy • PestPHP / PHPUnit	• Laravel Pint • Laravel Shift • Laravel Horizon • Laravel Forge • Deploybot	• Akido • Sentry.io • Figma • 3D.JS • GSAP
Design & Content	• Figma • Screaming Frog	• MOZ • GA4	

Our Process & Approach

We believe in a collaborative and iterative process where design and development move forward in parallel. This approach surfaces challenges early, adapts to changing needs, and ensures efficient, high-quality results that stand the test of time.

Discovery

Research

Hack Days

Strategy

Planning

Conceptualizing

Design & Development

Technical Strategy & Infrastructure

Content & Architecture Strategy

UI/UX Design

Front & Back End Development

Integrations

Visual & Technical Quality Assurance

Deployment

Content Population

Performance & Accessibility Optimization

Final Testing & Quality Assurance

Documentation & Training

Launch

Warranty Period

Post-Launch Support

Ongoing Maintenance

Security Scans & Updates

Iterative Enhancements

Growth Strategy & Planning

Digital work that is always human-first.

LEARN MORE

Plank is proud to be a **Certified B Corp**! This is a recognition of our commitment to using business as a force for good. We balance people, planet, and profit, and continuously strive to build a more inclusive and sustainable digital future.

We use our business to help purpose-driven organizations make the internet a better space for all, and we hold ourselves accountable to that goal through transparency, impact, and action.
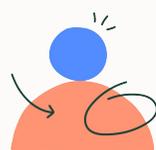
Certified
B
Corporation®

ETHICAL WEB COLLECTIVE

Plank's Ethical Web Collective is a framework to raise the standard for how we design and build for the web. It helps us keep accessibility, sustainability, and user needs at the center of every project. It is guided by four principles:

ACCESSIBILITY & INCLUSION

ENVIRONMENTAL IMPACT

PRIVACY & SECURITY

RESPONSIBLE DEVELOPMENT

Our Values

Our core values are built upon 25 years of experience.

Collaboration   Evolution   Empathy   Accountability   Work that matters

Don't just take our word for it.

READ MORE

Our final product arrived ahead of schedule and was completed on budget. Best of all: Plank created a website that was beyond our expectations.

Krista Katone Pille
Marketing Director
The Children's Theatre of Cincinnati

Every meeting in which I presented... was derailed because people wanted to keep exploring the site built by Plank.

David Mahaffey
Former Editorial Director
The Sun Magazine

I've found Plank's boutique, nimble approach to be both refreshing and highly effective. They are responsive, flexible, and proactive in problem-solving.

Ellen Lang
Director of Marketing & Communications
Carolina Performing Arts

The Plank Team is great at pitching new ideas and working to develop new ones based on our evolving needs.

Brynn Farren
Marketing & Communications
Canadian National Exhibition

Plank

Thank you!

For more information, contact

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