

KALEIDICO

Our Capabilities & Expertise

Web Design & Development

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HIGH *Quality* LEAD
GENERATION

KALEIDICO

Kaleidico boasts 15 years of delivering exceptional design, development, and digital experiences to the web. Our team's creativity and innovative thinking have consistently put our clients at the forefront of new trends and opportunities in an always evolving digital landscape.

In the next several pages we seek to showcase the processes and team members that consistently deliver the best web experience through exceptional design, development, and marketing operations.

As we discuss our approaches and philosophies, I'm confident that you'll quickly get a sense of our precision, performance-focus, and excellence.

Section One

About Kaleidico

Founded in 2005

Kaleidico is a digital agency with hard-working, straight-talking, Detroit-hustling marketing and development experts who can help you create a compelling, intuitive, informative, and engaging experience for your website visitors.

Over the past 15 years, our services have generated millions in profits for our clients and exceptional experiences for their customers.

Section Two

Our Web Design Process & Approach

Designing Web Experiences is our Jam

Digital experiences get really sloppy without a **disciplined, contextually aware design process.**

Most frustrating website experiences are the result of a web development process that is devoid of user experience design - a site built to serve functionality, not the customer.

Kaleidico has developed a design process that uniquely blends **decades of experience, exceptional talent, extensive collaboration and intense focus on organizational and user goals.**

Collaboration as Partners

We do our best work when our Design & Development process works in an open and collaborative way.

We like to check-in frequently throughout our projects to make sure everything is moving in the right direction and stays in alignment with business goals.

We don't see a separation between our team and our clients – we are partners, on the same team, and adopt shared goals to create something awesome.

Discovery Phase

We start our projects trying to learn everything we can about you and your team, but we never stop there.

We also research and seek to exploit digital trends and opportunities affecting your industry and to the advantage of your customers and web visitors.

This process enables us to make better strategic and technical decisions later for both your users and your team.

Discovery typically looks like:

Stakeholder
interviews and / or
workshops

Review and audit
existing website -
what's working,
what's not, are we
solving the right
problem?

Study your web
analytics - how are
users coming to
and using the site?

Analyze your
comparable
organizations and
industry-relevant
web presences.

Our discovery is
always
documented in a
collaborative way
to yield a
consensus-based
roadmap for our
project.

Creative Brief

This becomes our
project playbook.

We'll walk through
this brief as
collaborative
partners.

Strategy & Design

After the Creative Brief, we start to construct the strategy and turn that plan into detailed steps for execution.

Taking each of our project goals, we workshop as a team to align goals to specific tactics and strategies to make sure that our solutions fulfill the overall project vision and will be executed efficiently and on schedule.

Strategy & Design typically looks like:

Sitemap - Reflects content strategy & user journeys.

Moodboard - Discuss look and feel as well as brand direction or consistency.

Wireframes - collaborate and test content flow, user experience, and functionality.

Design Mockups - Combine the final moodboard and wireframes into a definition and blueprint for the final website.

Functional Specification -

This is created in parallel to our design process. This becomes our development blueprint.

Development Phase

Once the design is complete, we transition to software development. This transition is facilitated through a formal design to development handoff - ensuring perfect clarity of the design and business vision.

Staging and development environments are created as well as a client-owned code repository to ensure proper code and architectural control.

Quality Control

During the Quality Control phase, the website is submitted internally to a combination of team members, some of whom have never seen the website before.

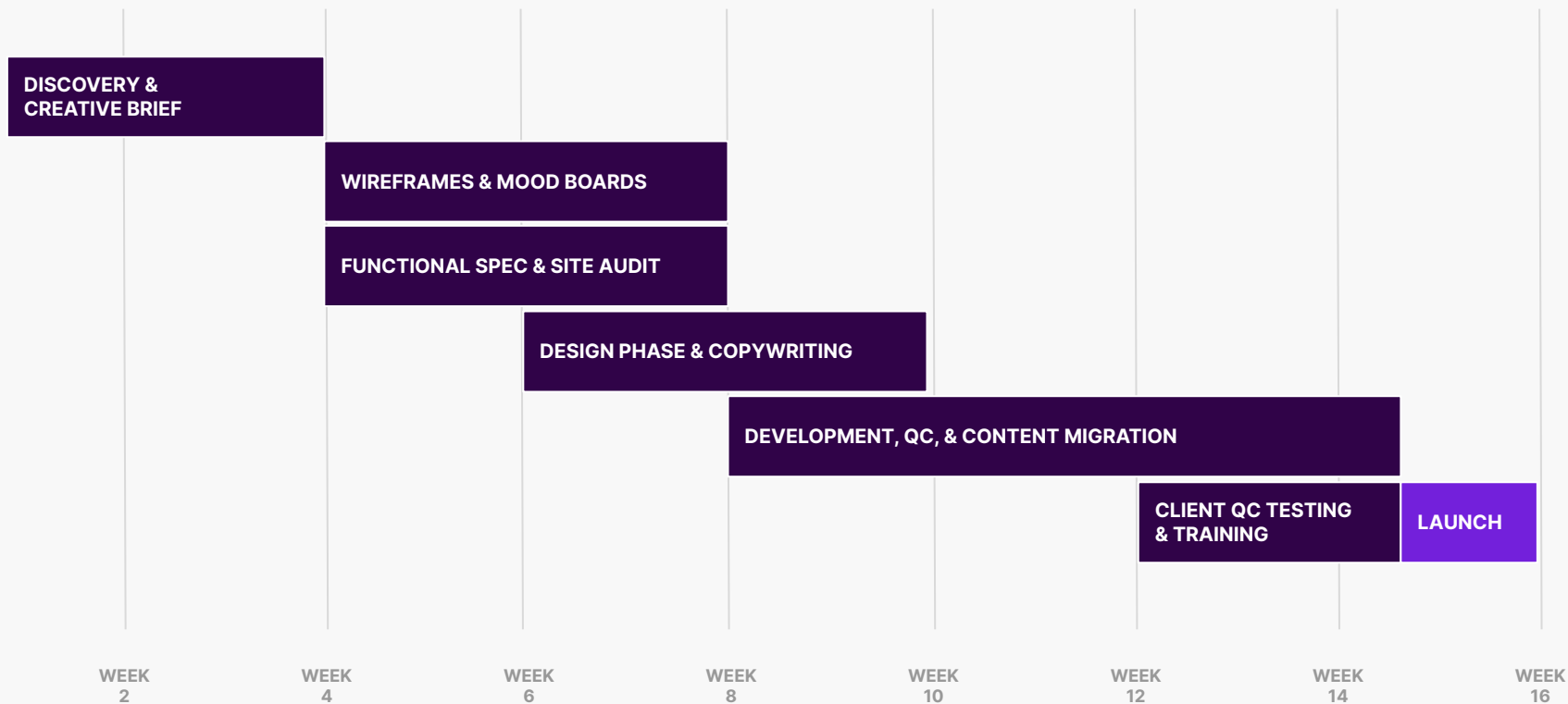
This diverse testing team of designers, developers, and account managers, equipped with a thorough test plan and process prepare the site for User Acceptance Testing (UAT).

User Acceptance is the last phase of development.

Your website is submitted to you for testing. We will collect, log, and fix all deviations from the design and functional specifications.

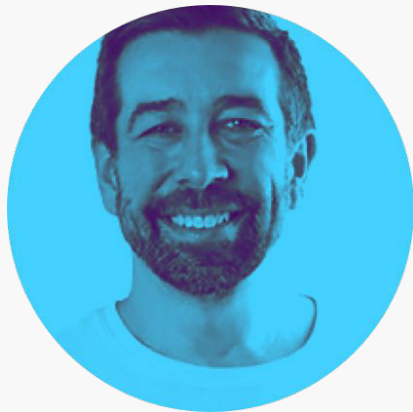
This is a process, that is often neglected by many agencies, is absolutely essential.

Our typical timeline



Section Three

The Kaleidico Team



Bill Rice

FOUNDER/CEO

BIOGRAPHY

20 years designing and building online consumer-direct mortgage lending platforms and market strategies.

- **DeepGreen Bank** – Home Equity instant online decision and Quick Cash (sold to LightYear Capital)
- **Lending Tree** – Collaborated in building their XML lead posting engine. Before that they faxed leads to lenders
- **Quicken Loans** – Built EquityOnline - another instant online decision, and ran National Home Equity
- **Kaleidico** – Began as icoSales the first mortgage lead management system. Competitor to Leads360 (now Velocify). Clients: IndyMac Bank, New Century, American Home Mortgage, all the large mortgage call centers

Our Account Team



Samantha Bell
Account Manager



Mika Kotanova
Account Manager

Our account management team brings the perfect blend of digital marketing strategy, project management, and execution to your business.

They will lead and continue to shape your lead generation program to your specific business objectives.

Project Leads



Nate Rapai
Creative Director
& Lead Designer



Angelo Marasa
Senior Web Developer &
Project Manager



Kelley Nowak
Business Development
& Client Success



Asia Rapai
Content Strategist
& Copywriter

Section Four

Recent Mortgage Lender Case Studies

Homefinity

Homefinity came to Kaleidico to transition them from a traditional branch-based mortgage lender to a consumer-direct digital mortgage company. Their previous website was built internally on a short timeline and didn't reflect their evolving brand.

Kaleidico worked with their team to launch a brand new digital platform that includes custom developed calculators, blog content, and mortgage rates. Since the site went live it has accelerated their business, shattering all historic benchmarks and records.

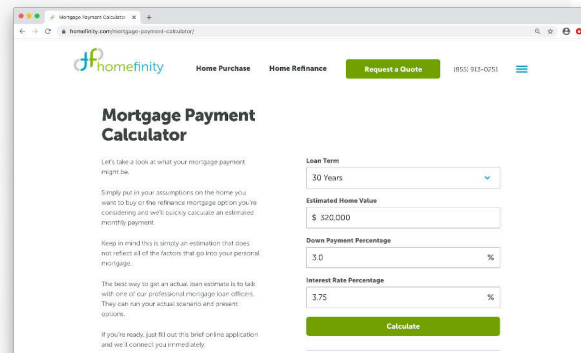
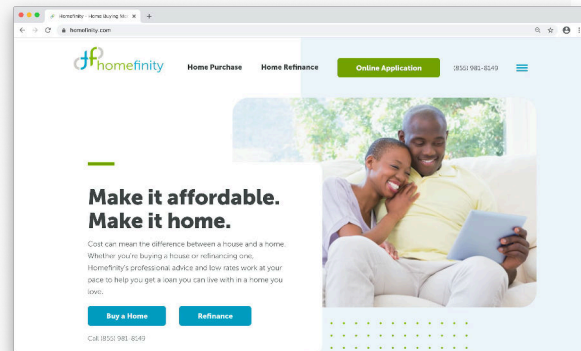
[Visit the website →](#)

Jessica Manna

President, Digital
Strategy & Innovation

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jessica.manna@fairwaymc.com



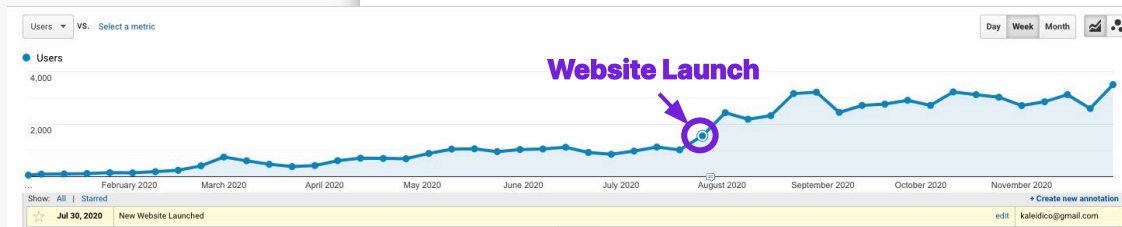
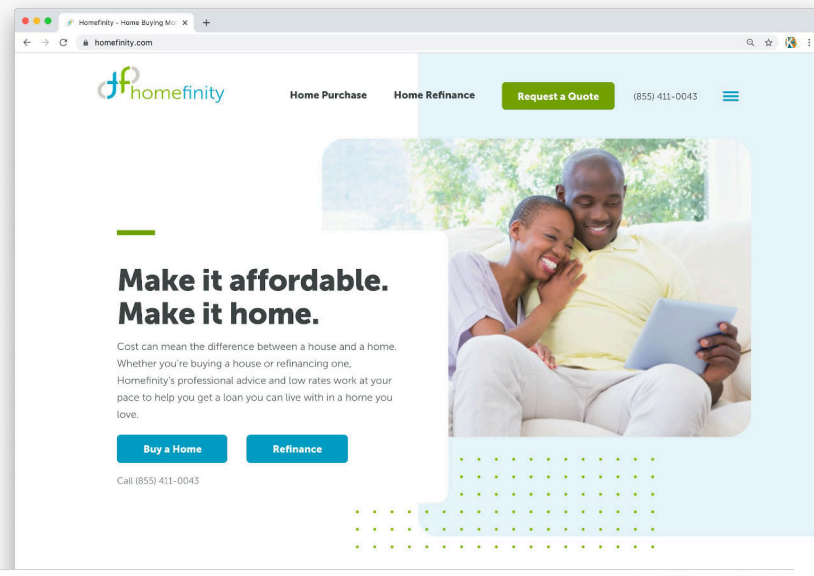
Case Study

Homefinity

Homefinity came to Kaleidico to transition them from a traditional branch-based mortgage lender to a consumer-direct digital mortgage company.

Kaleidico combined design, SEO, and content to launch a brand new lead generation platform that has since accelerated their business and shattering all historic benchmarks.

Visit the website →



River City Mortgage

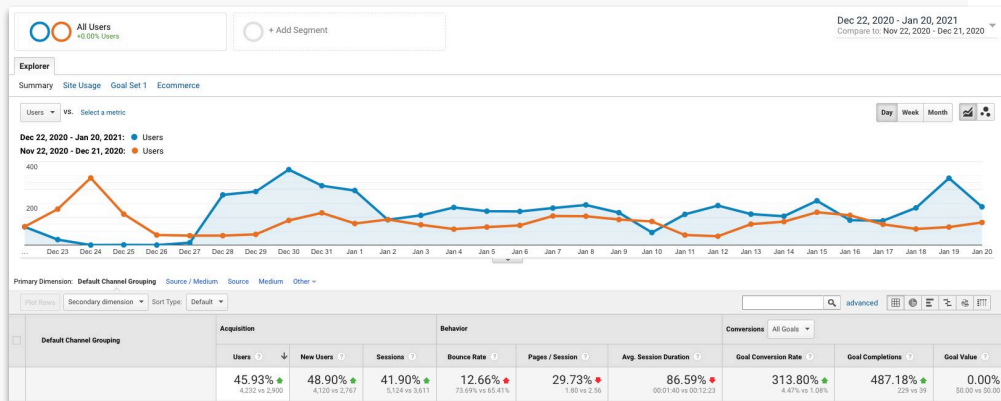
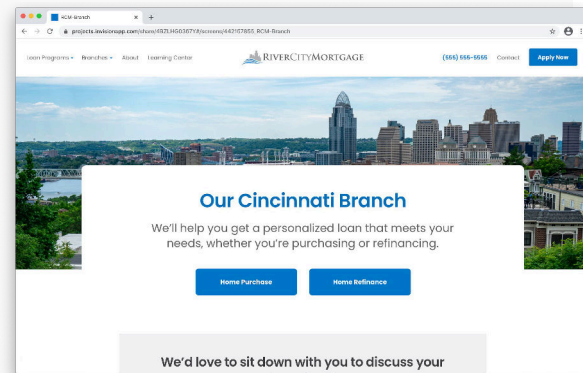
River City Mortgage, a traditional Midwest mortgage lender with multiple branches, was looking to grow its online mortgage marketing and consumer-direct mortgage lead generation.

River City Mortgage had unsuccessfully worked with other marketing agencies, but they never had the mortgage lending expertise to be effective. Kaleidico, with over 15 years of deep mortgage marketing experience, was a refreshing contrast. We came turn-key with proven strategies to generate mortgage leads quickly. No need for hand-holding or educating. We were able to immediately jump into crafting strategies and tactics to increase mortgage lead flow.

Our initial mortgage lead growth plan focused on three areas: sales process improvement, tactical website conversion optimization opportunities, and new traffic generation strategies to grow their online presence in the communities their branches serve and attract the customers they can best help.

Nick Hunter
President, COO

513-631-6400
nick@rchomeloans.com



Marquee Funding Group

Marquee Funding Group, a California private money lender, was looking to grow their owner-occupied mortgage lending with a consumer-direct mortgage marketing strategy.

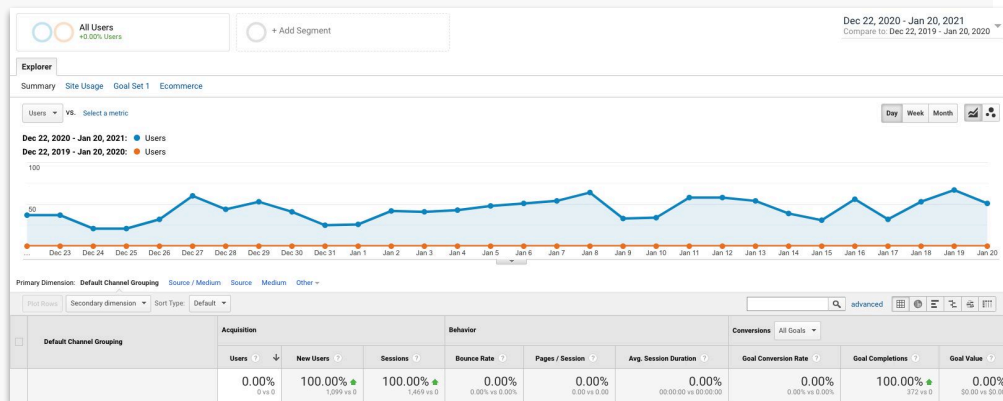
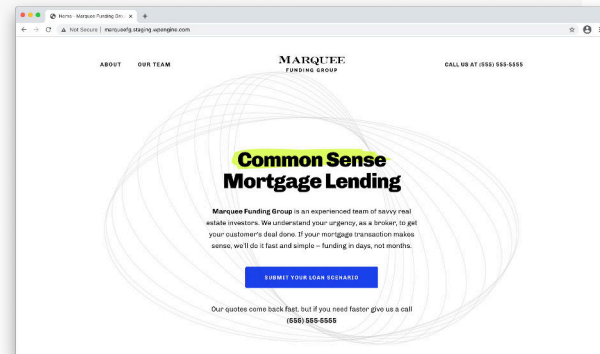
Marquee initiated a competitive search for an agency with mortgage marketing expertise and discovered Kaleidico's unit positioning and experience. We began our relationship with a limited, 30-day strategy engagement.

From this collaborative process, Marquee and Kaleidico developed a growth plan that included three areas of focus: sales process improvement, tactical website conversion optimization opportunities, and new traffic generation strategies to grow their online presence and customer audience.

New website coming this month →

RJ Solovy
President / Broker

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rjsolovy@marqueefg.com



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Section Five

Recent Law Firm Case Studies

Grover Lewis Johnson

Grover Lewis Johnson was repositioning their law firm. They came to Kaleidico to reimagine their brand - a new culture, new partners, and new practice areas.

Kaleidico designed a brand the captured Grover Lewis Johnson's passion for fearlessly and empathetically defending their clients in legal market that avoids the toughest cases.

Jill Cheladyn

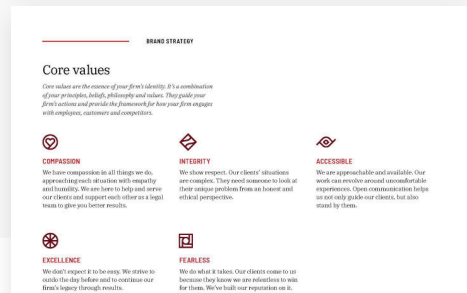
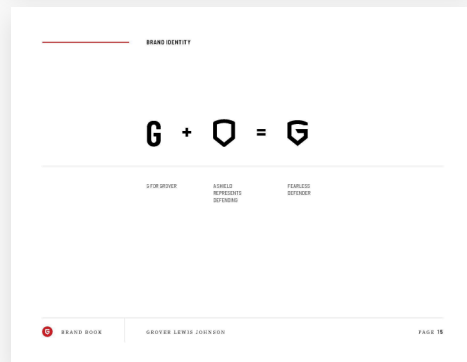
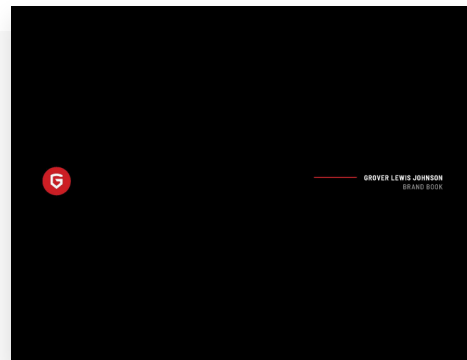
Human Resource Manager

616-552-9516

jcheladyn@groverlewisjohnson.com



GROVER LEWIS JOHNSON



Grover Lewis Johnson

Grover Lewis Johnson approached Kaleidico to reposition their law firm. New partners and expanding practice areas made their brand and their website ineffectual and undifferentiated in the highly competitive legal marketplace..

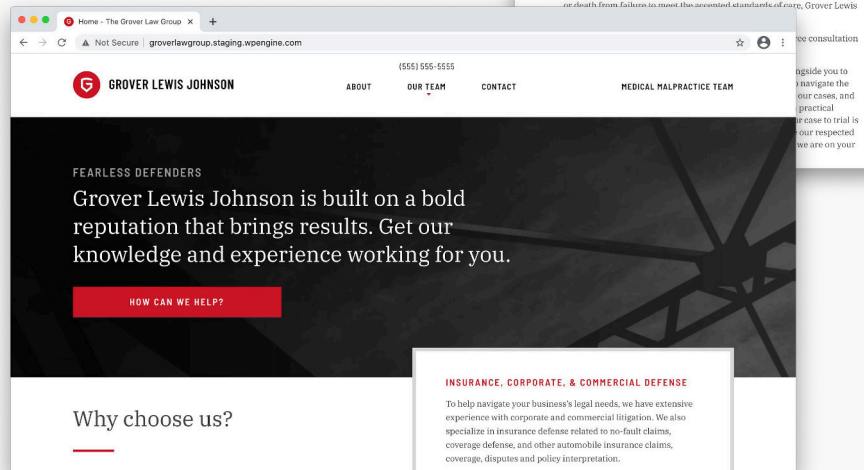
Kaleidico became Grover Lewis Johnson primary marketing department. Starting with a full rebranding and then a website redesign and lead generation program..

Jill Cheladyn

Human Resource Manager

616-552-9516

cheladyn@groverlewisjohnson.com



HSPRD

HSPRD came to us with a website design that was pragmatic, but of an older aesthetic. In our mobile-first, and often mobile-only, world this was frustrating to online visitors.

Kaleidico designed and developed a lightning fast, mobile-friendly design that accommodated numerous practice areas and hundreds of pages of legacy content.

[Visit the website →](#)

Brenda Pascoe

Marketing Coordinator

312-604-2618

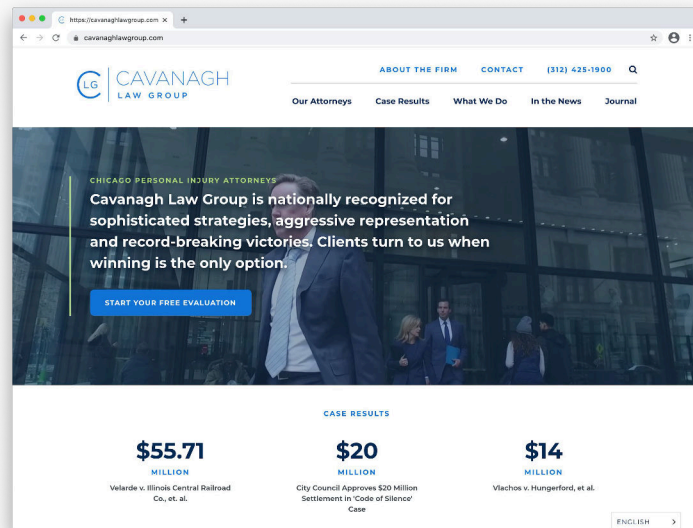
bpascoe@hspllegal.com



High Profile Chicago Law Firm

Chicago's personal injury legal market is one of the most competitive in the nation. One of these top law firms approached Kaleidico to redesign their website to better showcase their high profile cases and successful outcomes.

Kaleidico designed and developed a law firm website that became a highly effective PR platform - showcasing news coverage, press conferences, and high-profile case results.



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Section Six

Other Recent Case Studies

Detroit College Match

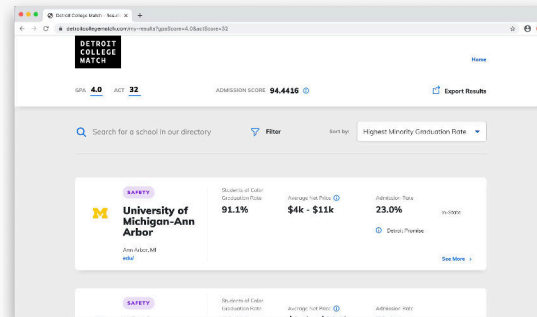
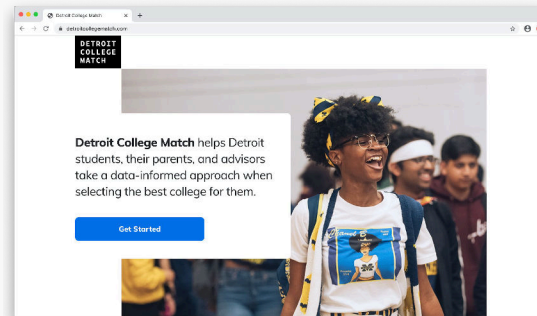
Students in the Detroit area have unique opportunities when applying to college. The students who typically go on to college have great GPA scores but test poorly on standardized tests.

To help these students, their parents, and advisors take a data-informed approach selecting the best college for them, Kaleidico partnered with DetroitCAN to move their previous excel document into an easily accessible web experience.

[Visit the website →](#)

Ashley Johnson PHD
Director of Detroit College
Access Network

313-600-1596
ajohnson@detroitcan.org



The Citizens Research Council of Michigan

Citizens Research Council of Michigan, like many of our clients, had a website that had aged to a point of making it inaccessible to most of their web visitors - all using mobile devices. Making decades of policy research unusable to their customers.

Kaleidico, designed and developed a website that was not only beautiful, but worked beautifully for their customers.

[Visit the website →](#)

Eric Lupher
President

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elupher@crcmich.org



DECA Health

DECA came to Kaleidico to build a website design system and platform to support the efficient design, build, and launch of over 30 pain clinic websites across the nation.

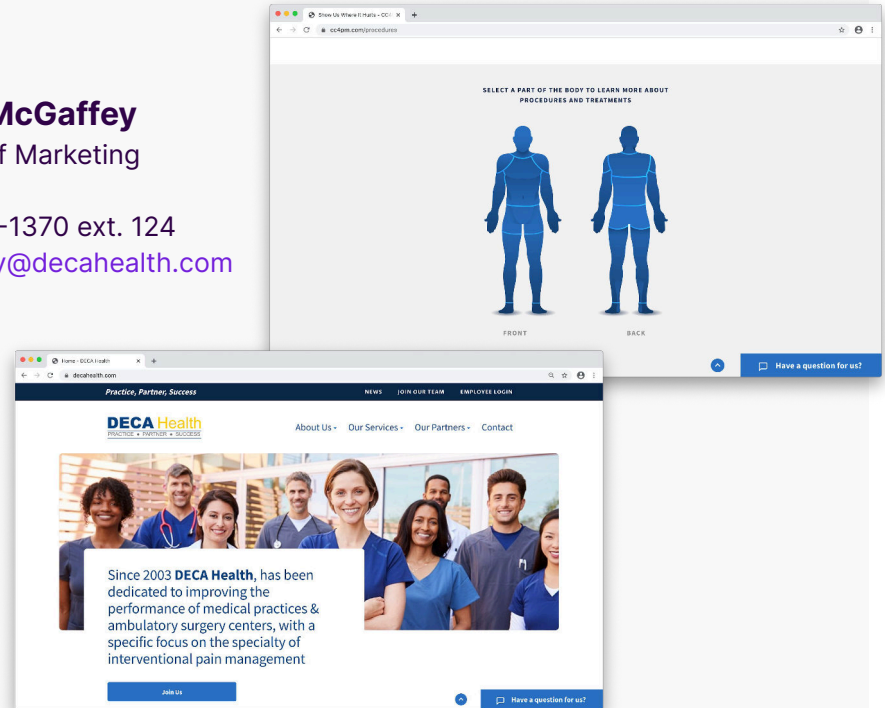
Kaleidico designed and developed a custom theme and Wordpress platform that is built for flexibility and reusability as their business and locations rapidly expand.

[Visit the website →](#)

Emilee McGaffey

Director of Marketing

(419) 843-1370 ext. 124
emcgaffey@decahealth.com



PIXO Apex

PIXO VR engages kaleidico for SEO, content, and landing page optimization design support.

Our efforts propelled them into a leadership position online for VR training and a variety of search terms and content related to VR content and target industries. Kaleidico has also assisted in a recent product and market position pivot.

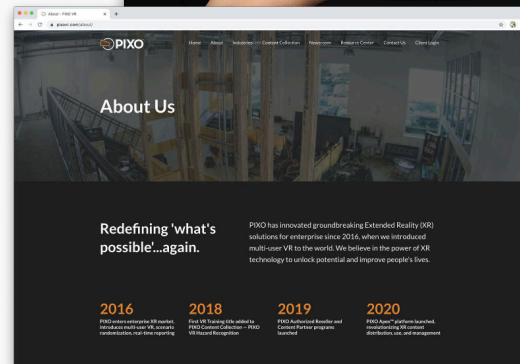
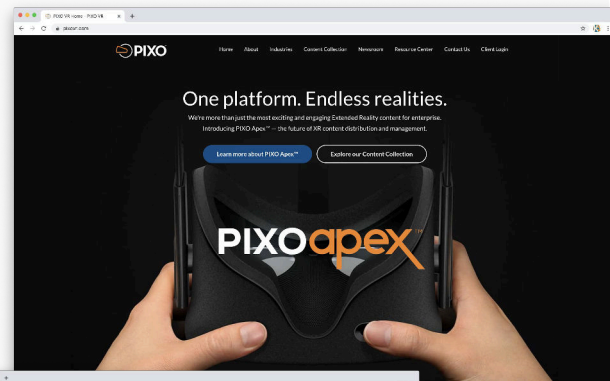
Visit the website →

Marco Maceri

Director of Marketing

(248) 996-8298

marco.maceri@pixovr.com



Censys

Kaleidico has been Censys' primary web development and digital marketing strategy and execution partner.

Our team has rebuilt their website twice as they have repositioned their product and market focus. We lead their paid advertising campaigns, from Google Ads to LinkedIn and support their very dynamic startup digital marketing needs.

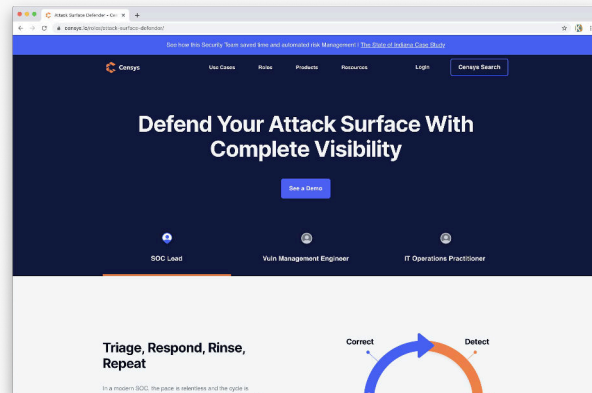
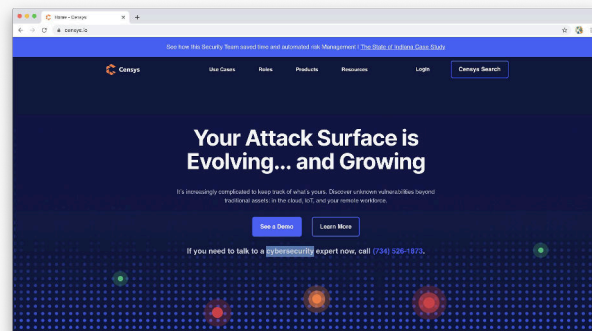
[Visit the website →](#)

Rachel Benson

Vice President of Marketing

(517) 402-4743

rachel@censys.io



Nutshell

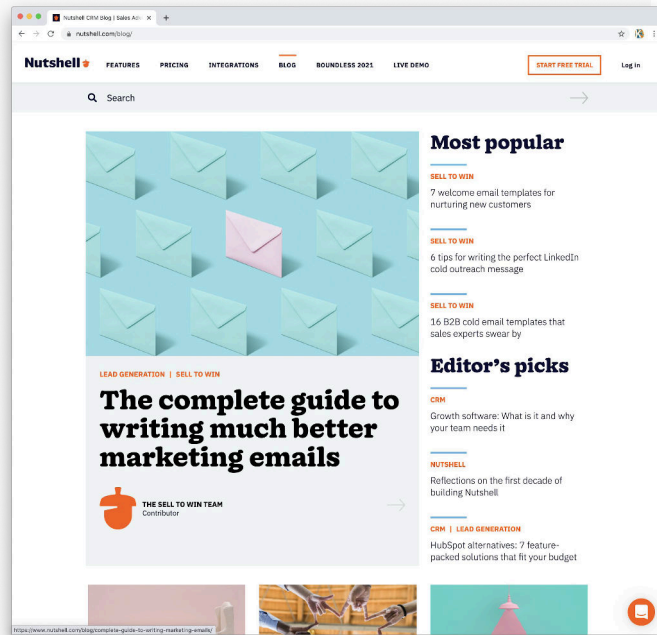
Nutshell engaged Kaleidico to develop a custom, heavily branded blog user experience.

This development project was focused on create several unique and custom features designed to increase engagement and lead generation and capture. Kaleidico continues to support this platform with custom feature development.

[Visit the website →](#)

Rebekka Kuhn
Brand Design Lead

rkuhn@nutshell.com



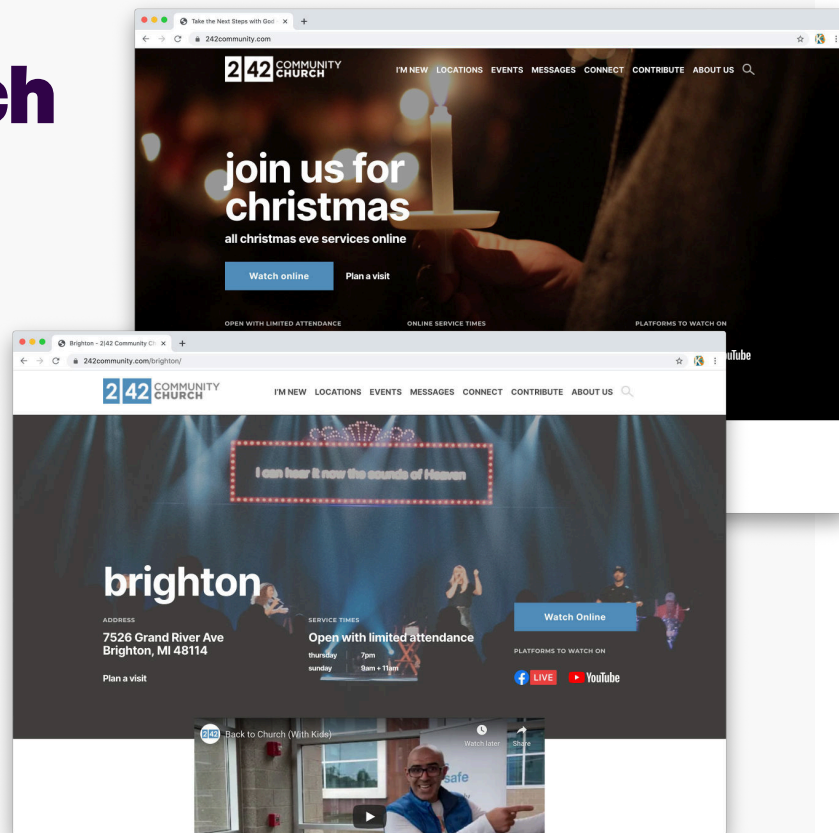
Case Study

2|42 Community Church

Kaleidico redesigned and developed 242community.com after a severely botched Wordpress redesign by another agency. Our expertise was enlisted during a critical moment as this large, multi-campus church moved to 100% online services, literally overnight.

Kaleidico continues to support 2|42 with design, development, and marketing services.

[Visit the website →](#)



Case Study

Emmett Plastic Surgery

Emmett Plastic Surgery ran through several *bargain* SEO agencies - never getting the outcomes they were promised. Instead, they were left with a disorganized mess of unintelligible SEO pages.

Kaleidico consolidated/rewrote one power page to gain immediate Google search ranking for their primary keyword, in a matter of weeks.

[Visit the website →](#)

Rankings Overview 1 - 100 (100) ⓘ

Buy more keywords		+ Add keywords	Actions	Positions	Estimated traffic	Visibility	All for denverfaceandbody.com				
	<input type="checkbox"/>	Keyword		Pos. Nov 28	Pos. Dec 4	Diff	Visibility	Diff	Est. traffic	Diff	URL
>	<input type="checkbox"/>	breast augmentation surgery		83	41	↑42	0.016%	+0.011	0.01	+0.01	https://www.denverfaceandbody.com/breast-augmentation-surgery
>	<input type="checkbox"/>	top denver breast augmentation pros and cons 2016		73	44	↑29	0.016%	+0.008	0	0	https://www.denverfaceandbody.com/breast-augmentation-pros-and-cons-2016
>	<input type="checkbox"/>	breast augmentation reddit		51	29	↑22	0.023%	+0.009	0	0	https://www.denverfaceandbody.com/breast-augmentation-reddit
>	<input type="checkbox"/>	breast augmentation near me		70	56	↑14	0.012%	+0.004	0	0	https://www.denverfaceandbody.com/breast-augmentation-near-me
>	<input type="checkbox"/>	breast lift and augmentation		72	59	↑13	0.011%	+0.004	0	0	https://www.denverfaceandbody.com/breast-lift-and-augmentation
>	<input type="checkbox"/>	denver breast surgery		72	60	↑12	0.011%	+0.003	0	0	https://www.denverfaceandbody.com/denver-breast-surgery
>	<input type="checkbox"/>	breast augmentation with reddit		47	40	↑7	0.017%	+0.002	0	0	https://www.denverfaceandbody.com/breast-augmentation-with-reddit
>	<input type="checkbox"/>	best denver breast surgery denver		13	8	↑5	0.096%	+0.058	0	0	https://www.denverfaceandbody.com/best-denver-breast-surgery-denver
>	<input type="checkbox"/>	top rated breast implants		16	11	↑5	0.055%	+0.022	0	0	https://www.denverfaceandbody.com/top-rated-breast-implants
>	<input type="checkbox"/>	denver breast augmentation surgeons		31	26	↑5	0.025%	+0.003	0	0	https://www.denverfaceandbody.com/denver-breast-augmentation-surgeons
>	<input type="checkbox"/>	top breast augmentation surgeons in denver		40	35	↑5	0.020%	+0.003	0	0	https://www.denverfaceandbody.com/top-breast-augmentation-surgeons-in-denver
>	<input type="checkbox"/>	best breast surgery denver co		14	10	↑4	0.060%	+0.025	0	0	https://www.denverfaceandbody.com/best-breast-surgery-denver-co
>	<input type="checkbox"/>	breast lift		5	1	↑4	1.000%	+0.833	0.12	+0.10	https://www.denverfaceandbody.com/breast-lift
>	<input type="checkbox"/>	best denver breast augmentation		10	6	↑4	0.113%	+0.052	0	0	https://www.denverfaceandbody.com/best-denver-breast-augmentation
>	<input type="checkbox"/>	best denver breast		16	12	↑4	0.041%	+0.008	0.05	+0.01	https://www.denverfaceandbody.com/best-denver-breast

Section Seven

Client References

Mike Carroll

VP of Growth
(734) 794-2636
mike@marketingsupply.co

Mike came to Kaleidico to redesign their content experience to create a more informative and educational experience for web visitors.

Our goal was to design an experience that created higher engagement and conversion from content.

Eric Lupher

President
(734) 542-8001
elupher@crcmich.org

Eric came to Kaleidico to redesign an enormous content library of Michigan Policy research dating back to the 1900s.

Our goal was to honor the heritage and value trapped in their old website and make it accessible to citizens.

Emilee McGaffey

Director of Marketing
(419) 843-1370 ext. 124
emcgaffey@decahealth.com

Emilee came to Kaleidico to build a website design system and platform to be deployed to over 30 pain clinic websites across the nation.

Our goal was to create a flexible and reusable design.

Jill Cheladyn

Human Resource Manager
(616) 552-9516

jcheladyn@groverlewisjohnson.com

Jill came to Kaleidico to reimagine their brand - a new culture, new partners, and new practice areas.

Kaleidico designed a brand the captured Grover Lewis Johnson's passion for fearlessly and empathetically defending their clients in legal market that avoids the toughest cases.

Jessica Manna

President Digital Strategy & Innovation

(561) 702-0552

jessica.manna@fairwaymc.com

Jessica came to Kaleidico to design a new consumer direct website for Fairway Independent Mortgage Corporation.

Since then we have supported multiple corporate and branch digital marketing initiatives from web design to lead generation.

Marco Maceri

Director of Marketing
(248) 996-8298

marco.maceri@pixovr.com

Marco came to Kaleidico to build their PIXO VR website and to develop their lead generation program.

We currently continue to support this savvy startup with strategy, SEO, content development, and email marketing.

Section Eight

Project Investments

Website Redesign

- Strategy + Design
- Development
- QC
- Copywriting

Starting Investment

\$30,000

Lead Generation Program

- SEO Program
- Content Program
- Google Ads
- Email Marketing

Monthly Investment starts at

\$5,000

Lead Generation Program+

- Creative Direction
- SEO Program
- Content Program
- Google Ads
- Ad Creative
- Facebook Ad
- Email Marketing
- Website Optimization
- CRM Optimization

Monthly Investment starts at

\$10,000

KALEIDICO

Ask us anything.

Bill Rice

FOUNDER/CEO

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Kelley Nowak

BUSINESS DEVELOPMENT

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