



February 17, 2005

To Whom It May Concern,

Jesse Gersenson has done a tremendous job in helping our website achieve a #1 ranking on all of the major search engines.

Our previous SEO company made changes to our site in February of 2004 which subsequently got us banned on Google and other search engines. Prior to this we were consistently appearing on page 1 of Google searches.

After almost a year, this SEO company still could not get us back on Google. As a retail Jewelry store it was imperative that we appear on the search engines during the holiday season.

Jesse took over the job in mid-November of 2004. Within weeks, the ban was lifted from Google, MSN and others. By late December we were appearing on page 1 for many of our keywords, and by the end of January 2005 we were the top listing on page 1 for almost all of our keywords.

The number of visitors to our website has increased, and with Jesse's help we also started a pay-per-click campaign which has brought additional traffic to our website.

I would highly recommend Jesse Gersenson for SEO work. His prices were reasonable and he was able to achieve all of our goals within a short period of time. Feel free to contact me if you have any questions.

A handwritten signature in blue ink that reads "Michael Gilman". The signature is fluid and cursive.

Michael Gilman
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