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To Whom It May Concern

I am pleased to write to you in support of Jesse Gersenson as a search engine optimization consultant. As a ecommerce web designer and developer, I have worked with Jesse on several client projects as well as our own website, www.papermojo.com. Jesse has an in-depth knowledge of the art of site optimization and his work has always increased ranking, even in the initial stages of the SEO process.

Jesse's approach to SEO addresses optimization at many levels, and is tailored to the goals of the client and the structure of the existing site. I have found his strategies to be very sound and in line with accepted best practices while still possessing a uniqueness that provides superior results. In all cases, the sites he has worked on have climbed in search ranking rather rapidly. He addresses each search engine's individual needs and focuses specific techniques for maximize the results within each one.

Jesse and I have always been able to find compromises between SEO needs and my page designs that provide the right balance to meet all goals. I do not hesitate to refer his services to my most valued, long-term clients.

Sincerely

Shelly Gardner-Alley
Chimera Studio