



Mark J. Lukes
Fine Print Imaging
1306 Blue Spruce Drive
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March 8, 2016

Re: Letter of Recommendation for Jay Casper

To Whom It May Concern:

I would highly recommend Jay Casper for any position that requires strong marketing skills, especially skills that focus on web Search Engine Optimization.

I am the founder and owner of a fine art printing company that began in 1975. As our business moved into the digital era in the early to mid 2000's, it became obvious that although we already had a well-designed website, we weren't attracting the kind of customers we wanted. Basically, we decided we were missing an equally effective web marketing strategy. After we conducted an extended search for assistance, a close business friend encouraged us to contact Jay Casper, a Search Engine Optimization specialist that he had used to grow his business.

In one simple sentence, Jay saved Fine Print Imaging! Joining us in 2008, he carefully and thoroughly crafted and refined a marketing plan designed to increase our web site exposure. We began seeing positive results in just a few months, and after six months, the number of contacts from qualified potential customers was at an all time high! Because of Jay Casper's efforts in 2008, our company now is consistently at or near the top for every search word or phrase that is important to us. We've attracted valuable customers throughout North America and are still growing.

I strongly encourage you to give the utmost consideration to utilizing Jay Casper's skills in helping you grow your business. I know that I will be forever grateful to Jay for all that he has done for our business. I suggest that you give Jay the opportunity to do the same for you.

Sincerely,

Mark J. Lukes
President, Fine Print, Inc.

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