**REFERENCE LETTER**

**Subject:** Stephen Davison Reference

Dear Ms. O’Malley,

I have been acquainted with Stephen Davison for three years, in his capacity as a web designer for my small business. He completely overhauled my website and has been responsible for its ongoing maintenance and search engine optimization as well.

Stephen’s design and optimization, I believe, are largely responsible for the dramatic increase in traffic to my site, and for the resulting increase in profits for the business. He is easy to work with, thinks creatively, and effectively communicates his ideas. He has been a true game-changer in identifying and enhancing the areas of my website that weren’t performing as well as they could have, and thus he has my highest endorsement.

If you have any additional questions or need clarification, please feel free to contact me.

Best regards,

Tawny Birkenstock   
tawny.birk@email.com   
555-555-5555