

January 12, 2012

To whom it may concern,

This is a letter of recommendation is for Hector Cisneros and Website Know How, Incorporated. About a year ago, I asked Hector if he could help me update my website plus improve my organic search engine ranking. We were already on page one but near the middle of the page on one search engine and near the bottom on another search engine. I also had questions about social media and blogging. He listened to all that I had to say.

Hector answered my questions in a straightforward fashion. He also did something else that I think it's essential for a technology based solution. He asked me lots of questions. After that first meeting, we agreed to meet again, and that he would provide me with several proposals to meet my needs.

A week later we met again, and I was amazed at how comprehensive and cost effective Hector's proposal was. It covered every aspect of my marketing needs. Hector had an idea of my basic budget, so his proposal was designed to be completed in phases as my budget would allow. I signed that agreement and Hector began working on our account that day.

To make a long story short, when Hector took over our website was dated and need to be refreshed. Hector immediately refreshed the elements we asked him to change that week. We received about 183 hits per day on average before Website Know How took over the management of our site. Hector's new plan was to increase the "back links" and "posting" to raise our organic ranking. However, he told me that this would take several months. At the same time, he stated that he would be implementing Twitter, "as a push technology" to drive more traffic to our site. At the end of the second month, our daily average was up to 704 daily hits. This is more than 3 times the traffic we had before. Since then our traffic has never dropped below 563 hits per day. What was surprising to me is that Website Know How accomplished this in one month!

For Social media, we had Website Know How create and manage a new Twitter account. We also wanted consistent language for all our Social Media Profiles. We had them create and implement a new profile for all of our accounts. Their service allowed us to double the number of LinkedIn connects in about 60 days. It also allowed us to add more Facebook followers. The new Twitter account they created grew for us at a phenomenal rate.

Before we hired Hector and Website Know How, we had another Twitter account that was being managed by another professional. After 6 months that Twitter account had only grown to about 270 followers. The Twitter account that Hector setup and managed grew to 1140 followers in 30 days! This account is still showing rapid and steady growth. Hector say's that this Twitter account is helping him drive traffic to our website. It's also helping to improve our organic ranking.

Three months after taking over the management of our websites SEO service, Hector has been able to get us to the top position in Google Search. We are now in the top five positions on all the major search engines for the key words we choose. Our previous website provider did an admirable job at getting us on the first page of several of the search engines, but they were never able to get us to the number one position. Website Know How delivered, as promised, in three months. I know he can't always keep us at the number one position, but so far, Website Know How is doing exceedingly well.

I can tell you that Hector's company has been remarkably responsive in meeting our needs. They have also been able to do this on our limited budget. Everything they do is measured so that we can evaluate its effectiveness. Currently, we have plans to revamp our website adding features that will allow us to increase our visitor conversion rate. This is all possible because of Website Know How's approach. Their motto is to "Create • Implement • Measure • Get Results", and that is exactly what they do.

If you're looking for a company that will provide you honest consultation, (not just make promises you want to hear), Call Hector. If you're looking for a company that will provide a solution based on your budgetary needs, Website Know How is your solution. Last but not least, if you're looking for a company that will produce results based on planning, creativity, fast implementation, strong tracking and achieves what they promised then call Hector at Website Know How Incorporated. They will make it happen for you.

If you wish to call me about this recommendation, call me at 904 880-8818

Sincerely,

William Walker
President
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