



September 8, 2011

To whom it may concern:

It is my pleasure to recommend the web design services of Lucas Shaffer and his team at Stand and Stretch. Lucas designed a complex web site for me which encompasses various functions: it features vouchers for special offers on various services, interactive features such as videos and blogs, quick links for easy navigation within the site, and social media plug-ins so users can share information within their online networks. The result was a clear, attractive comprehensive design. Lucas achieves his results through a multi-faceted approach.

Comprehensive Approach

Lucas began his task by meeting with me to go over what I hope to achieve by redesigning my site. He then developed a comprehensive marketing plan and proceeded to present each aspect clearly. He is well versed not only in computers but also in the marketing aspect of business. In my case, his professional experience as a social media professional enabled him to understand how to promote my business on online sites such as Facebook, Twitter, YouTube, Foursquare and more. In addition, he was in tune with the details of marketing aspects of my industry. For instance, since I have established my company as the tanning experts in the local market, he recommended that I focus my energy on writing educational blogs that would increase the traffic coming to my website and support the perception of my expertise. He kept an eye on minor but important practical details such as advising me to simultaneously integrate a customized Facebook page when I launched my new website to increase the number of fans on my Facebook business page as well as number of visits to the new website.

Appeal of Site

Lucas produced a site for me that is extremely well focused, visually attractive and easy to navigate. Even unsophisticated computer users have no problem finding their way around the site. It is streamlined and uncluttered, yet communicates a large amount of information. It shows intelligence, creativity, logic, artistic merit and meticulous attention to detail.

Impressive Professional and Personal Credentials.

Lucas' experience is by no means restricted to website design. He has had vast experience with professional and business people and has an excellent grasp of their work. As a qualified professional with twelve years of web development experience, he continues to further his knowledge by earning additional certifications in Hootsuite and Inbound Marketing. Lucas has presented at multiple social media workshops, chaired professional marketing committees and worked with business professionals in various community organizations; he knows how to promote diverse work in an effective manner.

On a personal level, Lucas is always pleasant, patient, highly reliable and extraordinarily thorough. He is creative, yet always open to suggestions. He is readily available to answer questions and to give explanations which facilitate the understanding of web sites, computers, the Internet and site statistics.

Prior to consulting him, I had consulted another web development professional. The result had been a visually unfocused design unclear as to its purpose. After months of frustrating communication, I finally parted ways losing thousands of dollars in research and design fees. In contrast, I am most pleased with the web site that Lucas created for me. Lucas and his team were easy to work with and saw my intended purpose even when I couldn't clearly articulate my vision for the site. I have received a great number of unsolicited laudatory comments by people who have seen it. If you wish to see for yourself, you can find it at: www.newlifetanningcenters.com.

Lucas is an excellent web designer and I whole heartedly recommend him for your website design needs. If there is any question regarding my recommendation please contact me at any time.

Sincerely,

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