



To whom it may concern;

I am writing this letter to wholeheartedly recommend Mr. Cristobal Varela for any role related to SEO . I had the privilege of working closely with Cristobal during his tenure as our SEO Lead, and I am truly impressed with his expertise and dedication in the field. Cristobal played a pivotal role in enhancing our team's understanding of SEO, going above and beyond to ensure that we comprehended the nuances and importance of various SEO techniques. He provided in-depth explanations and guidance, which greatly

contributed to our team's proficiency. Specifically, he shed light on the significance of sitemaps and structured data, emphasizing how they can positively impact our website's visibility and ranking in search engine results. His ability to simplify complex concepts made it easier for our development team to implement these strategies effectively.

Moreover, Cristobal's professionalism, transparency, and patience were exemplary. As an SEO Lead, he consistently demonstrated a high level of professionalism in his interactions with the technical team. His transparency in explaining SEO strategies and their potential outcomes instilled confidence in our team. Furthermore, his patience in addressing our queries and concerns, no matter how simple or complex, made him a pleasure to work with.

In conclusion, I have no hesitation in recommending Cristobal Valera for any SEO-related position. His expertise, commitment to knowledge sharing, professionalism, and exceptional communication skills make him an asset to any team. I am confident that he will continue to excel in his career and contribute significantly to the success of any organization fortunate enough to have him on board.

If you have any further questions or require additional information, please do not hesitate to contact me at jair.huaman@applydigital.com

Sincerely,

JAIR ORLANDO HUAMAN BELLIDO

Technical Lead

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