

109 Kings Quarry Lane
Saint Augustine, FL 32080-5960

May 20, 2015

Damalak Associates Web Design
P. O. Box 2572
Covina, CA 91722

Dear Rick:

The first year of your services to me has come to an end and it is time for me to decide whether or not to renew my contract.

In summary:

- I write novels. My publisher recommended that I set up a web site to assist in marketing my books. The publishing industry is in the throes of radical changes, not the least of which are the growth of sales of books in electronic form (eBooks) and the prevalence of computer-savvy readers who do their buying on the internet.
- You did an excellent job of registering my web site, designing it to provide information to my prospective readers about me and my book, "PV-11 *et sequitur*," and providing blog and forum capabilities. The technical challenges you surmounted, such as adapting the book's cover to form the site's main page and attaching a video trailer provided by the publisher, were, in my estimation, beyond the capabilities of many web site developers; yet, you did them quickly and effectively.
- You read "PV-11" and used insights you gained from this to improve the effectiveness of the website as a marketing tool. I think it is a telling statement that my publisher told me that your product was the best of its kind that they have seen.
- You have done an outstanding job of maintaining my site. This included providing usage statistics and other reports, monitoring the site to detect malicious activity, removing extraneous blog posts and setting up measures to preclude their recurrence. Thus, you minimized the time I needed to devote to spend on keeping track of activity and averted potential downtime.

Because of your level of design expertise, artistic judgement, and dedication to providing follow-on support, I am not only pleased to renew my contract and have you expand the site to accommodate my next book, I will be happy for you to use me as a reference for prospective clients.

Sincerely,

A handwritten signature in black ink, appearing to read "William A. Keefe". The signature is fluid and cursive, with a large initial 'W' and 'K'.

William A. Keefe
Author