



## Letter of recommendation

Microcredit company "Centrofinans Group" LLC expresses its gratitude to Kissa Irina for professional support in the promotion of our project <https://centrofinans.ru> in Yandex and Google search engines. The company cooperated with Kissa Iryna from October 2016 to June 2019, during this period she performed the following tasks:

- promotion of the project in search engines Yandex and Google,
- comprehensive SEO audit;
- processing of the semantic core;
- analysis of competitors in our niche;
- analysis of behavioral factors;
- usability analysis;
- analysis and building up of quality referral mass;
- internal and external optimization;
- preparation of recommendations for the launch of our new projects;
- other important tasks.

**Thanks to the work carried out in the period of our cooperation, it was possible to achieve the following results:**

1. Traffic growth in search engines in 2017: Google increased by 90.32%, traffic in Yandex increased by 92.94%.
2. Traffic growth in search engines in 2018: Google grew by 89.93%, Yandex traffic grew by 131.78%.
3. The share of Google traffic in the total traffic from search engines has increased by 10%
4. The quality mass of links has increased by 2 times!
5. The number of indexed pages increased, in Yandex they increased by 48.09%, in Google by 180.56%.

Despite the remote mode of work, Kissa Iryna worked practically as a full-time employee, constantly reporting on the work performed, assigned tasks to relevant specialists and monitored their execution. The results showed that despite this format of cooperation, the approach to work was organized and responsible. While working on our project, we were convinced that working with Iryna brings significant results!

For my part, I can recommend entrusting Kissa I.V. performing the duties of an Internet marketer as a highly qualified specialist who knows all the features and stages of promotion, is able to control all stages of this work and respond in time to changes in search engine algorithms.

Deputy General Director  
Ilya Ilyin

A handwritten signature in black ink, appearing to be "Ilya Ilyin", written over a light blue grid background.