
Letter of Recommendation for Jon Barrett

I am pleased to provide a Letter of Recommendation for Jon Barrett, with whom I have had the privilege of collaborating as an SEO Analyst and Technical Writer for the Dust Safety Science and DustEx Research Ltd. team.

Jon has taken on the writing of technical website articles for our team, google my business profile, social media sharing and has contributed to several other content development initiatives. He has very strong research and technical writing skills and I am continually impressed by his dedication to produce high-quality work.

In addition, Jon has also worked on the following with our team:

- **Completed Standard Operating Procedures, (SOP), for the company website SEO project management, action plan, and the final review checklists process.**
- **Implemented the A.I.D.A. model for Copywriting, researched, extracted, wrote, proofread, and edited new Business Profiles, company CEO Biographies, and technical content.**
- **Authored, proofread, and produced News Press Releases, Posts, Blogs, and Classified Ads, per Google E.E.A.T. guidelines, and the A.I.D.A. model for Copywriting. This technical writing and digital marketing process is for optimized SEO content, to increase Google S.E.R.P. results.**
- **Introduced and visually presented the inception of an A.I. LiveChat on the Dust Safety Science Website, to increase the customer user experience, problem solve and increase customer engagement, and increase conversion rates. As a result of the first-day release of the A.I. LiveChat, a new customer inquiry, was procured.**

In short, Jon has demonstrated a strong ability to delve into complex technical subjects, distill key insights, and present them in a clear and engaging manner.

I highly recommend Jon to anyone seeking a dedicated and highly skilled collaborator in the realm of technical writing. His technical writing, digital marketing, copywriting, and graphics designing expertise, professionalism, and commitment to excellence make him an invaluable asset to any team or project.



Chris Cloney, Managing Director
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