Hi George and Vance,

I’m taking a class this semester called Web Management and E-commerce. We’ve been asked to find companies that would let us use their sites to implement some e-commerce strategies to boost the sites search engine rankings. We wouldn’t actually be changing your live site, but copying the files to a test server to test some changes. Would you be okay with this? There’s a letter attached from the class professor with further explanation. Please contact the professor or me if you have any questions. Thank you for considering my request.

Sarah Hough

January 12, 2008

To Whom It May Concern:

My name is Dot Lestar and I am a professor at Arizona State University. I teach Web site development courses to senior and graduate students. This semester I am teaching a course entitled “Web Management and E-commerce”. In this course my students are to locate an existing Web site to work with. Their goal is to create a well-designed e-commerce interface using Yahoo, Google or Paypal engines. And to optimize the site for the 3 most popular search engines, in other words to move the site to the first 10 listings based on a related key work search.

The students will not modify your site with out you direct permission. The student sites will be developed on test server. If you like the final results you may work with the student team to integrate there work into your existing Web site.

If you have any question about the class, the students or the projects, please do not hesitate to contact me personally (dot@asu.edu) If you do not wish to participate. I thank you for your time in considering this offer. If you choose to work with us we will need an email or letter giving us permission to use content on your site in our projects.

Cordially

Dot Lestar

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“Typos are very important to all written form. It gives the reader something to look for so they aren’t distracted by the total lack of content in your writing.” – Randy K. Milholland