

**[Your Name]**

[Your Phone Number] | [Your Email]

[Portfolio URL / LinkedIn Profile]

[Date]

**[Hiring Manager Name]**

[Company Name]

[Company Address]

Re: Referral for [Job Title] - [Referrer Name]

Dear [Hiring Manager Name],

I am writing to express my interest in the [Job Title] position at [Company Name], as recommended to me by [Referrer Name], who currently serves as [Referrer's Position] within your organization. Having followed [Company Name]'s recent [specific SEO campaign or industry milestone], I am eager to apply my expertise in search engine optimization to help scale your organic growth.

In my previous role at [Previous Company], I worked closely with [Referrer Name] on [mention a project or shared context]. During my tenure as an SEO specialist, I achieved significant results that align with your current goals:

- Increased organic traffic by [Percentage]% through [specific strategy like technical audits or content optimization].
- Improved keyword rankings for high-intent terms from [Position] to [Position].
- Managed a backlink profile growth of [Number] authoritative domains per month.

[Referrer Name] mentioned that your team is currently focusing on [specific challenge, e.g., international SEO or Core Web Vitals]. My experience in [specific skill] allows me to contribute immediately to these initiatives while maintaining a data-driven approach to ROI.

I have attached my resume and a brief portfolio of SEO case studies for your review. I would welcome the opportunity to discuss how my background in [specific niche] can support [Company Name]'s search visibility objectives.

Thank you for your time and consideration.

Best regards,

[Your Name]