

[Your Name]

[Your Phone Number] | [Your Email Address]

[Your Portfolio Link/LinkedIn Profile]

[Date]

[Hiring Manager Name]

[Company Name]

[Company Address]

Re: Referral for SEO Specialist Position - [Your Name]

Dear *[Hiring Manager Name or "Search Committee"]*, I am writing to express my interest in the SEO Specialist position at *[Company Name]*. I was encouraged to apply for this role by *[Referrer Name]*, who currently serves as *[Referrer's Job Title]* at your company and suggested that my background in organic growth would be a strong match for your team. In my previous role at *[Previous Company]*, I successfully managed SEO strategies that resulted in a *[Percentage]%* increase in organic traffic and a *[Percentage]%* improvement in conversion rates for high-priority keywords. My expertise spans technical SEO audits, comprehensive keyword research, and data-driven content optimization using tools such as *[Tool Name, e.g., Ahrefs, SEMrush, or GSC]*. I have long admired *[Company Name]*'s approach to *[mention a specific company project or industry niche]*. With my technical proficiency and the professional recommendation from *[Referrer Name]*, I am confident in my ability to contribute to your digital visibility and long-term search engine performance. I have attached my resume for your review and look forward to the possibility of discussing how my skills can benefit *[Company Name]*. Thank you for your time and consideration. Best regards, *[Your Signature]* *[Your Printed Name]*