

Letter Of Recommendation

To Whom It May Concern

My name is Gia Bella Persello, I am the Social Media + Online Sales Manager at Metelerkamps Appliances in Knysna. I have worked directly with Afsana and the Endor by Design team since the beginning of 2023 when we were in need of website maintenance.

Since then, we have come a long way, Afsana and her team designed and developed a brand-new website that perfectly captured the Metelerkamps brand and our love for homeware, premium appliances and imported fireplaces. Having a well-designed website has allowed us to showcase our products effectively and increased our presence in the E-Commerce space, which would have not been possible with our original website.

Afsana also started managing our Google Ads, which has been the biggest contributor to our increase in sales and overall presence online. She has created multiple campaigns depending on our marketing objectives as well as progress reports for each one.

Endor also eventually took control of our hosting and domain as we were having serious issues with our previous service provider and our website would constantly go down with no explanation. The transfer was smooth, we had little to no downtime and since the transition we have had no issues pertaining to hosting.

Endor is also responsible for the maintenance of our website which includes regular updates, back-ups and security. On top of the regular maintenance, I am always assisted promptly and professionally regarding queries, changes to the website and given valuable insights on how we can further increase our user experience.

It has been a pleasure to work with Afsana and the rest of her team and I would highly recommend Endor by Design for any company, big or small wanting to expand their business online as well as those needing expert help with Google Ads.

Please feel free to contact me on 044 382 0274 or giabella@metelerkamps.co.za for any further information.

Best Regards

Gia Bella Persello

Metelerkamps