INTERNATIONAL DRIVERS ASSOCIATION

internationaldriversassociation.com

September 03, 2026

To Whom It May Concern,

Re: Letter of recommendation for Adrielle Rivera — Link Building / SEO & Community Management

I am pleased to recommend Adrielle Rivera for the Link Builder position. Adrielle worked with the International Drivers Association (IDA, internationaldriversassociation.com) for December 2023-March 2025, where he ran our link-building and community management program. I am writing because the results are measurable: the domain's backlink profile grew substantially on his watch, in one of the hardest environments to earn links — a YMYL ("your money or your life") market where Google holds brands to the highest trust standard and where careless link acquisition is actively penalized.

Measured results (Ahrefs, verified 2026-09-03)

• Referring domains grew from ~2,700 to ~5,100 during 2025 — an 88% increase in a single year, and from just under ~2,000 to ~5,100 across the period of his involvement (~170% cumulative growth).

• The domain reached its highest Domain Rating of 65 during the active build-out, holding the 64–65 band through the program's strongest months.

• Top-3 Google placements grew from 380 to 1,012 between January and September 2025 (+166%), and top-10 placements from 2,380 to 3,233 (+36%) — the trending-up window of his tenure.

(Full before/after comparison — monthly series, year-on-year and trending-up windows — is available in the accompanying Excel file:
IDA_Adrielle_Rivera_BeforeAfter_Metrics_2026-09-03.xlsx.)

Link building

Adrielle approached link building the right way for a high-scrutiny market: quality and relevance over volume, journalistic/editorial sources over shortcuts, and relentless follow-through based on what the data said was working. [INSERT 2–3 specifics he can stand behind — e.g., number of quality backlinks he personally secured, notable domains/campaigns or digital-PR placements, guest-post/hub relationships, broken-link or HARO-style wins, and any link types he managed (citations, directories, partnerships).] He was consistent: I could count on his outreach cadence

month after month, which is exactly what link programs need to compound.

Community management

On community management, Adrielle owned our presence on Reddit [add other platforms if relevant]. He was the voice of the brand in the communities where travellers ask the questions our guides answer — [insert the actual subreddits he managed (e.g., r/travel, r/expat, r/InternationalDrivingPermit) and, if you have them, scale figures such as threads answered per week, engagement, or referral impact]. He walked the line that community managers must: genuinely helpful, transparent about affiliation where required, and never spammy. That discipline is rare — most people either under-engage or over-promote — and it built a repeatable source of trusted referral traffic and natural link interest for the site.

Why he's ready for a link-building role

A good link builder isn't someone who can place links — it's someone who can plan campaigns, persist through rejection, read performance data, and stay within what Google actually rewards. Adrielle demonstrated all four at IDA, with real, verifiable growth in the domain's link profile as the outcome. He is organized, honest in his reporting, and easy to work with. I would rehire him without hesitation.

Please feel free to contact me if you would like to discuss this in more

detail.

Sincerely,

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International Drivers Association

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