Management Bio

Navneet Kaushal
Founder & CEO
Summary

Navneet Kaushal is the founder and CEO of PageTraffic, a top ranked Internet marketing company founded in 2002. Navneet founded his first company in 1999, while he was still doing his MBA and made his first million within next two years. Currently, he multi-tasks between being an entrepreneur, blogger, author & editor of journals and speaker. He also works as an advisor and consultant with many large companies.

Navneet is a trusted authority in the search engine marketing industry. He helps value-conscious businesses build site traffic, increase the user base, and boost web sales and bolster customer satisfaction. Under his guidance, PageTraffic has become one of the foremost companies specializing in SEO, PPC, SMO and Web Development.

Regarded as one of the leading authority in SEO and search engines in India, he is known for his no nonsense advice amongst his clients. A perfectionist by disposition, he is the archetype Aquarian boss. Driven and process phonetic, he relentlessly works on the SEO process at PageTraffic and introduces new measures on a regular basis.

Navneet launched the PageTraffic Blog in 2006, which has over 2000 subscribers today. He is also featured at Web Pro News, Search Newz, Website Notes, DevWebPro, SEO Article, Article 99, and Web Help Now among many others. You can also read his recent interview at: TOPSEOs and some of his recent quotes at The Seattle Times, Hindustan Times, Livemint.

Navneet is a much sought after speaker at prestigious events. A few of his most recent engagements were Ad tech, New Delhi and Click Asia Summit, Mumbai & SES, New Delhi.
Publications

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- “Search Engine Review: Blekko” by Navneet Kaushal on SearchNewz, December 30, 2010
- “Google Adds Hacked Site Notification” by Navneet Kaushal on SearchNewz, December 23, 2010
- “Google Updates Webmaster Tool For The Holiday” by Navneet Kaushal on SearchNewz, December 14, 2010
- “Google Removes Keyword Tool From Beta Status”, by Navneet Kaushal on DevWebPro, October 1st, 2010
- “Arranging Your Analytical Data In A Meaningful Manner”, by Navneet Kaushal on DevWebPro, August 18, 2010
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- “Two Keyword Research Tools You Need” by Navneet Kaushal on Website Notes, December 29, 2009
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- “How To Get Your Mobile Site Indexed With Google”, by Navneet Kaushal on Website Notes, November 19, 2009
- “Easy Ways To Find Your Site’s Amount Of Backlinks”, by Navneet Kaushal on DevWeb-ProItaly, November 19, 2009
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- “Featured in CEO Spotlight Archives on topSEOs, May 01, 2009
- “BJP edges Congress in cyberspace poll campaign”, by Navneet Kaushal on Hindustan-times, February 28, 2009
- “Online Retailers Set Focus on SEO Strategies” by Navneet Kaushal on EcommerceTrends, January 22, 2009
- “Google Adwords Console & API Going Offline”, by Navneet Kaushal on WebProNews, January 10thJanuary 08, 2009
- “Microsoft's sophisticated ad system has some catching up to do”, by Navneet Kaushal on SmallBusinessNewz, December 22, 2008
- “Banner Bummer?: Can online display ads be successful in India?”, by Navneet Kaushal on Alootechie, December 09, 2008
- “Can online election campaigns become politically correct in India?”, by Navneet Kaushal on Alootechie, November 23, 2008
- “A meritocratic system allows new sites to overthrow old ones”, by Navneet Kaushal on Livemint, September 08, 2008
- “Google Now Blocking Automated Rank Checking Software”, by Navneet Kaushal on IT-ProWire, August 07, 2008
- “Microsoft Talks About 'BrowseRank'- Beyond PageRank?”, by Navneet Kaushal on SearchNewz, July 30, 2008
- “New Website Health Check SEO Tool!”, by Navneet Kaushal on SEOArticle, July 11, 2007
- Yahoo Bebo Partnership Sparks Acquisition Rumors”, by Navneet Kaushal on SearchViews, June 25, 2007
- “Six great sites for keeping track of search engine news”, by Navneet Kaushal on Pandia, June 19, 2007
- “Microsoft's sophisticated ad system has some catching up to do”, by Navneet Kaushal on TheSeattleTimes, May 7, 2007
- “Microsoft adCenter - An Overview”, by Navneet Kaushal on SearchNewz, March 27, 2007
Contact Information

Mailing address:

Navneet Kaushal
15th Floor, Eros Corporate Tower
Nehru Place
New Delhi -110019

Email: navneet@pagetraffic.com

Blog: www.pagetrafficbuzz.com