

PageTraffic's CEO, Navneet Kaushal, Is Guiding a 18-Year-Old Company into a Rapidly Changing Future: GoodFirms



Incepted in 2002 and based in New Delhi, [PageTraffic](#) is a [search engine marketing firm](#) with a sales office in Chicago. The company has achieved notable search engine rankings and phenomenal traffic inflows for clients from the most assorted range of industries. PageTraffic doesn't specialize in any industry; instead, it specializes in getting new clients every day.

Moreover, PageTraffic applies ethical and customized approaches to ensure that each client is found for the most competitive keywords and gets the most qualified traffic. Furthermore, the company holds the exclusive memberships of W3C, IIMA, Dunn & Bradstreet, and the Search Marketing Association of North America. It has also obtained the prestigious Web Awards 2006, amongst many other industrial accolades for the sheer focus on performance.

The company's objective is to empower e-businesses and generate maximum ROI with effective Internet marketing solutions. With a unit of 95 professionally trained SEO consultants, PageTraffic caters to around 400 campaigns every month.

The professional team of digital marketers helps online businesses get better returns on their marketing expenditure by selling more goods on e-commerce sites, dominating local businesses' geographic areas, and creating a better brand reputation for corporate entities.

*The **GoodFirms** unit interviewed Mr. Navneet Kaushal, the CEO of PageTraffic, in which he boasted the accomplishments of the company and other aspects which led it to reach the heights. The company started with three members and is now having more than 90 experienced and skilled professionals on board. Having its offices in different locations such as Chicago, New Delhi, Mumbai, Noida, and London, PageTraffic is known for its ethical business practices and work quality.*

"I am the founder and CEO of PageTraffic," says Navneet at the start of the interview. Shedding light on his role Navneet explains: "My role is to mentor the team members and to work closely with the marketing and business development department." Focused on clients' success, Navneet overlooks the marketing department. He is also a blogger and fond of traveling worldwide, evangelizing Search and SEO.

The company has thrived in the few years, with a notable feat in a digital industry subject to the market's twists and turns. But even with this, the necessity of accommodating with an ever-transforming industry has not dwindled. Navneet proudly mentions that "There are three things that make us stand out in the market - experience, an expert team and ability to produce tangible results."

Moreover, professionals at PageTraffic have catered to almost all industries, amongst which manufacturing, BFSI, legal, home improvement, food, fashion, and beauty are the main niches. Navneet takes pride while mentioning that with quality solutions and services, PageTraffic has around 85% of clients' retention.

Navneet continues with the interview and elaborates on its services, viz - digital marketing, and web development services. PageTraffic is the leading digital marketing agency globally, and the GoodFirms team has the track record to prove it. No matter what marketing goals clients pursue,

PageTraffic's expert unit helps them increase their bottom line with an SEO campaign designed explicitly for their business. A custom SEO campaign with PageTraffic targets on-page and off-page SEO, including keyword research and content execution, to help clients' most valuable audience find them online.

Every business is unique. The marketers' team has to face challenges and difficulties each time, and new solutions are demanded. It keeps the team's exposure, and experience refreshed every day. Providing quality solutions requires high-level skills, coordination, and problem-solving. Navneet also mentions that "The most pleasant thing is that each project is a concerted attempt from the whole team." Thus, delivering goal-oriented and measurable campaigns to the clients endows PageTraffic as one of the leading [digital marketing agencies](#) at GoodFirms.

The reviews displayed below are the evidence of the quality service offerings rendered at PageTraffic.



They Really Know How To Promote Your Business!

★★★★★ Reviewed on 1/7/19 by Manoj Kotak

Role: Business Development Manager at Flexi Web 2 print

We Approached them to make our product / service visible and help us generate genuine leads and that's exactly what they did.





Best Overall SEO Experience

★★★★★ Reviewed on 1/7/19 by David Jacobs

Role: Management Team at Events BSB Company LLC
(Anytickets.com)

PageTraffic help us rank for over 50k keywords in a very short time. The quality of work and communication has been commendable. We found their SEO knowledge superior to other agencies we tried. I will recommend them over and over again. For us they are the best SEO Company in the world.



Apart from digital marketing services, PageTraffic also caters to clients with robust web solutions enabling them to boost the ROI of their respective businesses. The expert group of developers believes that the website creates the first impression of the clients' brands. A good website pays off in the long run and helps clients' attract their target audience's attention, which eventually converts into sales.

The in-house team of web developers has mastered the art of creating websites that innovate, engage, and deliver results through a mixture of human-centric approach and development ingenuity. Smart choices of most advanced technologies and deployment of standardized coding frameworks help the team ensure that the processes and solutions are scalable and future-proof. Thus, providing robust and enchanting user experience to the clients endows PageTraffic to get dubbed as one of the top [web development companies in Chicago](#) at GoodFirms.

Having read the in-depth conversation between Navneet and the interviewer, one can also go through the [detailed interview](#) at GoodFirms.

About GoodFirms

Washington, D.C. based GoodFirms is an innovative B2B Research and Reviews Company that extensively combs the market to find software development and digital marketing companies amongst many other technology firms that offer the best services to their customers. GoodFirms' extensive research process ranks the companies, boost their online reputation, and help service seekers pick the right technology partner that meets their business needs.

About the Author

Anna Stark is a staff writer with GoodFirms – a Washington D.C. based B2B Research Company that bridges the gap between service seekers and service providers. Anna's current role includes gauging companies' performances and their key attributes and putting them into words. She firmly believes in the magic of words. She is always looking for new strategies and ideas that companies have gladly embraced and exclusively shines a light on those to make their identities shine brighter on GoodFirms and the World Wide Web.