

PageTraffic Wins Red Herring Top 100 Asia Award

Summary: On October 19, 2011, PageTraffic won the prestigious Red Herring 100 Asia 2011 Award, thereby becoming one of the select few digital marketing companies who have received this honor. PageTraffic CEO Navneet Kaushal received the award at the ceremony in Hong Kong in the presence of hundreds of founders and heads of technology companies.

PageTraffic, one of the leading digital marketing companies in Asia, got the distinction of winning the Red Herring 100 Asia 2011 Award. The award recognizes PageTraffic's stellar service standards and consistent success in meeting client's marketing objectives.

The award was conferred at an event in Hong Kong. Founders and CEOs of hundreds of leading companies from Asia were present at the event. Navneet Kaushal, CEO, Page Traffic, received the award and credited the company's clear focus on value offering and high standards in service as the major winning factors.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across Asia. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.



“**"The competition for the award was a tough and it is an honor to emerge as a winner. It's also immensely satisfying to see that our efforts to improve the service standards in the tough economic times have been rewarded,"** said Navneet Kaushal. ”

For this year's awards, winners were chosen from 228 finalists who made their presentations to a group of venture capitalists, investors and entrepreneurs. All these finalists were first assessed based on their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. The stringent standards have made it one of the most prestigious awards today.

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Asia to the Top 100 Winners. We believe PageTraffic embodies the vision, drive and innovation that define a successful entrepreneurial venture. PageTraffic should be proud of its accomplishment, as the competition was very strong."

PageTraffic is known for bringing about changes that are adopted by the rest of the industry. "Many of our innovations have become industry standards now. We are the first to offer Full Time SEO Consultants in 2004 and one of the first to launch a white label project management system for our resellers. Our services are built around our client's objectives and ways of keeping them ahead of the competition," added Navneet Kaushal.

In 2011, PageTraffic has opened a new office in UK, a development center in Noida, India, expanded its SEO services, upgraded web design services and launched SEO/SEM Training & Consultation services. The Red Herring award adds to the company's long list of recognitions and accreditations which it has received over the years.

About PageTraffic

PageTraffic founded in 2002 is a premier search engine marketing company with head office in New Delhi and sales office in Chicago, London and Noida. Trusted for result-oriented and effective SEO services, Page Traffic provides search engine optimization, web design, social media and PPC management services. PageTraffic is also known for its unique full time offshore consultants offerings under which dedicated SEO consultant works offshore 40 hrs a week exclusively for a client. The company has above 700 satisfied clients from all over the world.

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