

DMAi Partners With PageTraffic to Host SEO 2014 Master Class at DMAi Convention 2014 on January 23, 2014

Summary: DMAi and PageTraffic have partnered to host the SEO Master Class at DMAi 2014 Convention. Navneet Kaushal, a trusted authority in the search engine marketing industry will share his insights in the workshop.

Uncover the changing trends in SEO; join the SEO Master Class at the DMAi 2014 Convention to be held on January 23, 2014 at the Radisson Blu, Delhi. The leading digital search agency of India PageTraffic and DMAi have partnered to host the 3 hours' Exclusive "SEO 2014 Master Class" on the second day of the most comprehensive event for the marketing practitioners. The event is endorsed by DMAi, and all attendees will be given a Live Certificate. Navneet Kaushal, the Founder & CEO of PageTraffic will lead the master class and train the attendees on "the best practices for creating a successful scalable SEO campaign".



Navneet Kaushal, CEO PageTraffic and host of SEO Master Class said, "Search is heading in a direction that could not have foreseen before. It has turned into a technically more complex amalgamation of varied elements such as mobility, circles, location etc. along with content marketing link earning, long-tail keywords and more. The Master Class will help marketers in planning a more productive SEO campaign. It will focus on handling site indexing, content & code issues, content marketing, link earning, competitor analysis, and measuring & auditing your SEO performance."

“ **The Master Class will help marketers in planning a more productive SEO campaign.** ”

Scheduled on the Day 2 of DMAi 2014 Convention, the workshop will train attendees on how to do technical SEO Audit, keyword-to-page mapping keeping Hummingbird update in mind, latest link building strategies, social media for SEO and more. Vatsal Asher, CEO Dmai further added, "It is apt to end the second day of the convention with a thorough training on the principles of search engine optimization. Navneet Kaushal, the lead presenter of the SEO Master Class is a trusted authority in the search marketing industry and it's great to have him at the DMAi 2014 Convention. Live Certification will be given

to all the attendees of the SEO Master Class, which will be an add-on to their domain expertise."

SEO is constantly changing and evolving. The old ways of optimization no longer work, making it essential for SEO professionals to think ahead and upgrade them according to the changing trends. PageTraffic has been consistently striving to spread awareness about Search Engine Optimization in India & across the globe. The SEO Master Class, endorsed by DMAi is an attempt by both the entities to provide in-depth understanding and long-term vision to SEO professionals and enthusiastic amateurs to built a rewarding career in the world of search marketing.

DMAi 2014 Convention brings together a holistic learning experience. 2014 convention brings 15-targeted Conference streams, powerful Keynote sessions, in- depth Master classes, Hall of Fame, Marketing Leader of the Year Award and much more. With the leading lights of marketing arena slated to contribute to the occasion, the industry watchers are predicting it to be a colossal event. Participation in the event will help marketers peek into the future of marketing and prepare themselves to make the leap. Register for the DMAi 2014 Convention.

About DMAi

Direct Marketing Association India is an apex, non-profit body founded in 1992. With the motive to make marketing relevant and provide sustained customer engagement, DMAi creates self-regulatory and ethical conduct standards for Data Driven, Marketing and Advertising Community. DMAi has also conducted two annual global conventions and established a credible Awards & Recognition program.

About Navneet Kaushal

Navneet Kaushal a search evangelist, is the CEO and founder of PageTraffic. A trusted authority in search marketing industry, Navneet helps businesses build site traffic, expand user base, boost web sales and achieve customer satisfaction. A much sought after speaker at prestigious events, Navneet has been associated with SES, SEMPO, Pubcon, Ad tech, Click Asia Summit, TFMA, Global Youth Marketing Forum and more

About PageTraffic

PageTraffic is an award winning digital marketing agency of India. Started in 2002, the agency has worked with more than 2000 clients from its offices in New Delhi, Mumbai, Chicago and London. PageTraffic specializes in offering SEO, PPC , Social Media and Web Development to mid-sized businesses & enterprises.

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