

PageTraffic Selected As A Finalists for the 2011 Red Herring 100 Asia Award

Summary: PageTraffic was one of the frontrunners for the prestigious Red Herring Awards 2011. Its selection as a Red Herring 100 Asia finalist is a true testimonial to the innovation and quality of service that the company has stood for during the last nine years.

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.

Navneet Kaushal, CEO, Page Traffic, considers unwavering commitment to quality and creation of value for the client in changing environments as prime factors for its success. "The shifts in global economy have forced companies across the world to reduce marketing costs. Our streamlined processes and target oriented marketing solutions have helped our clients do that without any negative impact on the ROI."



Finalists for the 2011 edition of the Red Herring 100 Asia award are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecommunications, security, Web 2.0, software, hardware, biotech, mobile and other industries completed their submissions to qualify for the award.

“ **PageTraffic has been selected by Red Herring as one of the innovative private companies in Asia for the year 2011. PageTraffic was chosen from a pool of hundreds of successful companies by the Red Herring editorial team.** ”

"This year was very rewarding," said Alex Vieux, publisher and Chairman of Red Herring. "The global economic situation has abated and there are many great companies producing really innovative and amazing products. We had a very difficult time narrowing the pool and selecting the finalists. PageTraffic shows great promise therefore deserves to be among the Finalists. Now we're faced with the difficult task of selecting the Top 100 winners of Red Herring Asia. We know that the 2011 crop will grow into some amazing companies that are sure to make an impact."

2011 has been the year of growth for PageTraffic . It 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 company's aggressive, yet, quality-centric approach has helped it scale up remarkably 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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