

# Media Kit

# page traffic

GET NEW CUSTOMERS EVERYDAY



page  
traffic

Get New Customers Every Day

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<https://www.pagetraffic.com>

## Page Traffic

"Get New Customers , Everyday"



## More Customers. We have moved beyond traffic.

**Traffic**.The destiny of your online business depends on it. But this is only part of the truth. The bigger goals demand that every trail in your campaign should lead to More Customers and generate Higher ROI.

Since 1999, PageTraffic has been enabling diverse websites attract unprecedented amount of traffic and attain ever greater levels of conversions. Our method is to integrate search engine optimization and marketing with intelligent content and site architecture. Believing in a combination of human sensitivity and cutting edge technology, we specialize in developing total conversion processes.

**WhyPageTraffic?** Because when it comes to search engine marketing, we see the bigger picture and neatly piece together fragments too. As a result of our passion, technological expertise and relentless efforts, we have emerged as one of the most trusted SEO destinations and an outsourcing giant.

We have been recognized as a leading destination for assured search engine marketing services and cost-effective, innovative outsourcing solutions. We have earned the trust of more than five hundred distinguished clients from across the world ranging from SMEs to enterprise businesses.

## Recent Clients

Parature  
Stellar  
Infozech  
Made To Order

Schedule View  
Ace Project  
Aryan Florist  
300 Yards  
Planet Icthus  
UK Plasma TV  
Airways Hotel  
Ramada Encore  
Indianwedding.com  
GAIA  
Pick Your Trip  
SKL Services  
AllStar Health  
Zhealth Publishing

### CONTACT:

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## Core Expertise



We have delivered more than satisfactory results to a very diverse list of clients over the years. We have developed an expertise in search engine optimization, link building and pay per click campaign management and ROI conversion.

**Search engine optimization** is a holistic art. There are more than hundred factors which affect the ranking of a site. And the relative importance of these factors keeps changing. We know this better than others. That's why we never ignore the basics, never stop watching and analyzing the trends and never fail in attaining desired rankings.

**Quality link building** just got tougher. But we have always been ready. Our link builders are trained to the most stringent standards. We also have multiple levels of quality checking to ensure that the links that our clients get confirm to the highest standards.

So many webmasters have attempted to make the best of **pay per click management**. Some have succeeded, some have not. However, our comprehensive PPC management has delivered the results to our clients, consistently.

**Higher and bigger ROI** is the objective of many online enterprises. And that is exactly what we specialize in. We ensure better traffic through better rankings on search engines and help you attain better conversion rates by working on your online property.

## Testimonial

### Customembossers

We have used other search engine marketing companies with very poor results. Page Traffic has kept our company in the top spots in Google keeping our phones ringing and our website providing excellent revenues. I highly recommend Page Traffic!

Duke M Chung  
[www.parature.com](http://www.parature.com)

### Parature:

Page Traffic has been #1 in helping us optimize our rankings across different search engines. Their services are both cost-effective and outstanding. We continue to expand our business relationship with Page Traffic and would be happy to recommend them to anyone who is looking to improve their search engine marketing.

Duke M Chung  
[www.parature.com](http://www.parature.com)

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## Natural search engine optimization

"It's Organic, It's Good"



**N**atural search engine optimization is the most ideal method of maximizing visibility in the major search engines as Google, Yahoo! and MSN. This ensures free traffic, better conversion rates and higher returns on investment.

Natural SEO is a tough and unpredictable process. We take out whole of the risk and part of the unpredictability out of your SEO campaign by following proven White Hat methods only.

We know what it takes to be at the top of search engines, even as the algorithms keep changing. Our comprehensive optimization process ensures that you remain relatively immune to the flux in rankings.

Our passion for excellence is reflected in PageTraffic Client Center, where you get updated and summarized ranking reports 24x7.

We also offer access to the PageTraffic Project Management System to our clients. This state of the art system enables synchronized and real time project collaboration, target setting, daily progress review, secure sharing of files and easy interaction. Thus, with us you get the advantage of technology.

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## Link Building Services

"High Quality Links , Guaranteed"



**Q**uality links are one of the most well established modes of impressing the search engines. But the norms related to links have changed and tightened. Thus even if it remains an effective method, it is no longer an easy one.

Thanks to our uncompromisingly stringent link building method, our clients have remained safe from the link spamming penalties and earned the benefits of highest quality links. Whether it's one way or reciprocal links.

The links that we select are without doubt related by theme, relevant and of high value. These are exactly the type of links that search engines value.

While we have moved to automation in many other sectors, we still depend on human technology when it comes to link building. Because it takes patience, perseverance and skill to select the top quality links among hundreds of irrelevant ones.

Trust us to deliver links that serve as valuable resources for your website.

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## Full Time Offshore Employees

"Grow Your Profit Margins , Not Tesions"



The growth of your company demands that you spend less time on micro-management as management of your office and personnel. But how else would you keep your site up-to-date and tuned to the latest demands?

The answer is our full time offshore employees. We provide trained and experienced professionals who work full time for you. Thanks to our base in India, our services are highly cost-effective. Depending upon your requirement, you can choose a-

- » Full time SEO Consultant
- » Full time Link Builder
- » Full time Web Developer
- » Full time Web Designer

Total Web Management Team (Comprises of a full time SEO consultant, a full time content writer and a full time designer/developer)

Your employees work exclusively for you 8 hours per day, 5 days per week. We offer you exclusive access to the PageTraffic Project Management System. This state of the art system enables synchronized and real time project collaboration, target setting, daily progress review, secure sharing of files and easy interaction.

Thus you are ready to render expert care to your online properties without the drudgery and tension related to management of on-the-premise personnel, higher overhead expenditure and maintenance of infrastructure.

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## Copywriting Services

*"The Power Of Words "*



While everything else on your website helps form an impression, your web copy is the very human conversation that you hold with your visitors. Thus, this is the important element in the conversion of your visitor.

Web copy is commonly understood to have the twin purposes of satisfying the search engine spiders as well as the visitors. While the issue of balancing these elements has been discussed to the point of over saturation, very few have explored the dimension improving these aspects.

However, at PageTraffic, we have enriched the science of impressing the search engines and the art of conversion as well. How?

We have moved beyond keyword enrichment to incorporate keyword phrases and optimize for something called Latent Semantic Indexing (LSI). Major search engines use LSI to ensure that your page is really all about what it claims to be. That is why we use keyword phrases and terms that are semantically related to your important keywords.

Our copywriters are actually conversion specialists. They follow numerous methods, such as, textual links, call to action words, points of resolutions and revolving doors to entice your visitor to move deeper into the website. Eventually, it's all about turning your visitor into your customer. Trust our copywriters to do precisely that.

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## Pay Per Click management



**PageTraffic** is a premier Pay Per Click management company known for its extensive industry experience in managing Google Adwords campaigns with an excellent success rate. We have an experienced team of dedicated professionals and campaign managers to launch, deploy and maintain Pay Per Click Campaigns, effectively.

We follow a four fold process to ensure maximum returns from your PPC campaigns. It comprises of

- ➔ PPC Keyword Research
- ➔ PPC Bid Management
- ➔ PPC Copywriting
- ➔ PPC ROI Tracking and Analysis

Our PPC campaigns are highly targeted and totally returns oriented. Successful Pay Per Click campaigns require clear strategy and sharp business acumen. PageTraffic's campaign managers consistently monitor bids, ongoing ROI and manage your budget for a successful PPC campaign.

**Pay Per Click PPC campaigns** launched and managed by PageTraffic, are the easiest, smartest and fastest solution that delivers immediate returns on investment (ROI). Whether you are a SME or a large enterprise, our experienced team of campaign managers will have your Pay Per Click campaign up and running in no time.

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## SEO Process

"The Power Of Process"



Our holistic SEO process consists of 7 steps, which are-

- » **Initial Analysis** - The goal is to understand your goals and objectives, intensive analysis of the website and competition.
- » **Keywords Research** – We use Page Traffic's proprietary tool TrafficKey to identify the most targeted keywords for promoting your website.
- » **Optimizing Web Pages** - We optimize your site by incorporating keyword rich content and carrying content modifications on each page of the site.
- » **Building Link Popularity** – Our stringent procedure ensures that you get only the highest quality links.
- » **Meta Tag Code Optimization** – It involves analysis of code and rewriting the title tag, description tag, and keyword tag. This may also include code optimization and clean-up.
- » **Manual Directory Submissions** - Our SEO specialists manually submit your website to all major search directories.
- » **Generating Reports & Tracking Rankings** on major search engine - It includes monthly search engine position reports for you to review how your company is ranked on major search engines.

However, the best thing is like search engine algorithms, our approach is never constant. We continually tweak and adapt the process to suit the changing requirements.

Thus no matter how the search engines evolve, we ensure that you carry no unwanted risks.

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## Company Profile



**F**ounded in 2002, PageTraffic is one of the very first and leading SEO companies in India. We are also amongst the first SEO companies to become [member of W3C](#). However, we have come a long way in all these years. Today we have earned our position as one of the most trusted SEM companies in the world.

PageTraffic has served more than 9000 clients and delivered par-expectation results for over 12000 campaigns. We comprise of more than 80 creative individuals who are experts in their own fields and are passionate to accomplish the project objectives.

Since the very beginning, we have combined the power of holistic method with the application of safe white Hat technologies to get stable rankings for our diverse clients. Due to the positional vantage of India, we have been offering expert search engine marketing services at really competitive prices.

**P**ageTraffic has also been offering innovative outsourcing solutions to companies around the world. Supported by the unparalleled ease of PageTraffic Project Management System, our offshore clients experience effortless collaboration and superior management leading to high quality output.

## Memberships & Affiliations



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## Team Management



**PageTraffic** brings together more than 80 creative individuals who are passionate about what they do. One additional specification is that they are experts in their own fields. The team of PageTraffic comprises of -

### Navneet Kaushal, Founder and CEO

Navneet is the founder and CEO of PageTraffic. A leading search engine strategist, Navneet helps clients maintain an edge in search engines and the online media. He has helped value-conscious businesses build site traffic, increase the user base, boost web sales and bolster customer satisfaction.

### Marketing Team

The marketing team spots not just the requirements but also the trends in market.

### SEO Team

The SEO team always tries harder. Be it tough keywords, algorithm changes or SEO strategies, they are more into anticipating the trends and doing the right things.

### Programming Team

Our programmers are adept at streamlining processes. They are passionate and tireless experts whom you give problem and you won't have to wait too long to wait for a solution.

### Link building Team

These days it takes more astuteness, more perseverance and more skill to get valuable links. Thanks to our expert and experienced link building team we are ready.

### Designing Team

The stress in our designing team is on creativity, functionality and latest trends. So it's never pure aesthetics that drives any conceptualization.

### Copywriting Team

Our copywriting team is always one of the first to explore and implement newer methods of ranking and conversions. From LSI and revolving doors points of resolution, we are already doing it.

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Contact Us



Search engine optimization is getting more and more complex. And the rankings all the more elusive. Let Page Traffic simplifies the process. Get in touch with us today!



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