ERIC SCHWARTZMAN

Groundbreaking White Paper Exposes Shortcomings of Google Search Technology

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In a shocking revelation, marketing consultant Eric Schwartzman and search engine optimization expert Ted Kubaitis uncovered a clandestine negative search engine optimization technique employed by drug dealers to peddle dangerous substances, including cocaine, heroin, and methamphetamine, on prominent websites of government institutions, universities, and reputable news media outlets.

The story made headlines today, with Business Insider featuring it as their lead story, shedding light on the alarming discovery. This groundbreaking revelation stems from a newly released report by Eric Schwartzman, aptly titled Negative SEO: Understanding Black Hat SERP Sabotage Techniques. The report dives deep into negative SEO and exposes the gamut of nefarious methods used to compromise the integrity of search engine results pages (SERPs).

Eric Schwartzman, principal at digital marketing consultancy Schwartzman & Associates, played a pivotal role in bringing this issue to the forefront by alerting Business Insider investigative reporter Katherine Long to the exploit, initially identified by Ted Kubaitis, the founder of SEO Tool Lab, who is one of the sources in Schwartzman?s white paper.

Schwartzman, Kubaitis, and Long are available to discuss the profound implications of the news and the shocking details of how drug dealers have exploited a Google loophole, effectively hijacking websites of all kinds.

The report delves into nine techniques used in negative SEO, including Google policy violations, denial of indexing attacks, copyright violations, entity poisoning, narc SEO, data theft or contamination, customer frustration, click fraud, and technical resource depletion.

It investigates the motivating factors behind negative SEO, focusing on the targeting of low-value websites and instances of mismanagement. The report also reveals self-inflicted negative SEO resulting from premium domain acquisition, topical confusion, poor naming choices, frequent site updates, analysis paralysis, website cannibalization, rank volatility, and inadequate security measures.

Schwartzman?s white paper on preventing negative SEO attacks offers a comprehensive exploration of negative SEO, shedding light on tactics, motivations, and unintentional actions that impact online visibility and reputation. It is a valuable resource for professionals navigating the complexities of online marketing and search engine optimization.

Negative SEO: Understanding Black Hat SERP Sabotage Techniques is a stark reminder of the constant evolution of online threats and the critical need for vigilance in safeguarding the digital landscape. Eric Schwartzman is a Los Angeles-based marketing consultant, and Ted Kubaitis is a renowned SEO expert. Together, they have brought to light a significant security issue that demands immediate attention and action.

White Hat vs. Black Hat SEO

White hat SEOs buy into Google?s notion of organic rankings. They focus on generating the best content and respect Google?s best practices. Black hat SEOs believe the investment of time required to craft high-quality content is a fool?s errand and focus on topical relevancy and backlinks. But in reality, these two camps are not separate. Top SEOs in competitive sectors operate in a sort of gray zone, selectively practicing a bit of both.

If Google?s recommendations were sufficient, SEOs wouldn?t manipulate the algorithm to rank websites. But the algorithm is relatively easy to trick, and those who do it well enjoy an unfair advantage. The playing field is anything but level. In competitive markets, publishing the best content with the right keywords is insufficient to win top rankings. As Eric Schwartzman?s white paper reveals, many SEOs actively manipulate search

rankings without creating a stitch of worthwhile content.

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