

Entrepreneur and Author Alfred Goldberg Provides an Introduction to SEO

This past May, The Hive was pleased to host an entrepreneurial group discussion with Mr. Alfred Goldberg. Before we highlight the significant takeaways from that discussion, it is essential to provide some background about Mr. Goldberg and his expertise in marketing.

Mr. Goldberg attended Jesuit High School, Hillsborough Community College, and the University of South Florida. In 2022, he was one of the people to help get the Best of Tampa Bay Volume 2 published. His marketing firm, Absolute Marketing Solutions, will celebrate 25 years in business next year. He is also the Vice President of Tampa Bay Wave; according to their website, they are “Florida’s #1 Accelerator and tech startup support organization.

<https://absolutemarketingsolutions.com/> The organization started as a meetup in 2008. Its mission “is to help entrepreneurs transform innovative ideas into real-world solutions and scalable businesses, fueling important social and economic change in Tampa Bay and elsewhere”. He also serves as president of the Tampa Bay chapter of the American Marketing Association.

The presentation began with Mr. Goldberg outlining the purpose of SEO. According to Mr. Goldberg, SEO is the art and skill of helping your website rank in search engines for particular terms your customers are searching for. He then

described two types of SEO: Black or White Hat. Alfred made sure to make clear that the good guys perform the White Hat type of SEO, and it does not violate Google's terms of use. In contrast, individuals engaged in Black Hat often take shortcuts, which can eventually lead to your site being permanently deleted from Google. Once a site has been removed from Google's index, there is nothing to do but start over. According to Alfred, Google does not sell SEO. It is important to avoid any email that claims to guarantee a particular ranking for a search term. He advises that when engaging any SEO professional, you do your research and due diligence before selecting someone.

During the presentation, he talked about a key concept known as an algorithm. The algorithm is how Google determines what search results to show for a particular key phrase. It is the heart and soul of Google and is constantly being updated to provide better quality service. Next, he offered a great deal of background on the different types of searches one can conduct depending on how specific or vague one's search terms are. He emphasized that Google is a contextual search engine, and although it is one of the most popular search engines in use today, it is not perfect. For example, it does not know how specific you are being if you type in hamburger. That is why it can give you results ranging from the history of the dish to results that include recipes on how to make one. The search engine, however, will get "smarter" the more specific your

search term is. After providing a basic overview of SEO, the presentation focused on how to use it effectively.

As stated earlier, there are two types of SEO, but there are also two different forms of SEO: on-page and off-page. “On-page is the traditional, most prevalent form of SEO, and off-page SEO are any activities you do that are not directly part of your website, which largely embeds backlinks, which are links from other websites to your website.” One tip Alfred gives about backlinks is to make sure they are correct; don’t hire someone who will provide you with backlinks for the sake of having them. Google pays attention to the quality of your site’s backlinks, which differs from what they used to do. In short, Alfred summarizes the importance of backlinks by comparing them to buying followers on social media. If one buys followers, it doesn’t mean their site is worth visiting; the same is valid with backlinks. If one buys backlinks just for the sake of having them, they are less effective than using a backlink relevant to your site's content. In short, it comes down to one word: relevance. Even though this is a basic introduction to SEO, Alfred talked about two advanced concepts: trust scores and domain authority. We will provide further resources at the bottom of this blog post for those interested in learning more about these concepts.

To summarize the concept of trust scores and domain authority, he recommends that if you produce original content, you offer

it to businesses or publications that have already established high domain authority and trust scores. It's about generating content that people want to read. You can do this by guest posting for other publications relevant to your niche. To end the discussion of off-page, Alfred advises that you should be cautious about the type of backlinks you get on your website and the number of backlinks. Creating backlinks and off-page SEO is about developing quality relationships with people who develop content similar to yours.

Before the discussion ended, Alfred gave a brief overview of on-page SEO and cautioned that SEO is about understanding what your business offers and what it sells. On-page SEO is just as important as off-page, but it has to do with how your website looks and performs, i.e., loading speed, the amount of content on each page, and other factors. Alfred ended the discussion by cautioning that anyone who wanted to learn more about SEO could do so by reading articles or books on the subject. We thank Mr. Goldberg for this informative and exciting look at a concept that will most certainly become more important as time passes.

Resources

Absolute Marketing Solutions:

<https://absolutemarketingsolutions.com/>

Check a Website's Trust Score to Know if It's Legitimate:

<https://seotoolspark.com/blog/check-website-trust-score>

What Domain Authority Is (and Isn't), and How to Increase It:

<https://blog.hubspot.com/marketing/domain-authority>