

Asheville SEO Consultant Warns Businesses About Dangerous Marketing Practices

Unveiling the Risks: How Private Blog Networks (PBNs) Endanger Small Businesses and Undermine Ethical SEO Practices



Asheville, North Carolina Jan 10, 2025 ([Issuewire.com](https://www.issuewire.com)) - Integris Design, a leading [Asheville-based SEO agency](#), is raising the alarm about unethical digital marketing practices that could put small businesses at risk. Techniques like Private Blog Networks (PBNs)—a black-hat SEO strategy designed to manipulate search engine rankings—are being used by some digital marketing agencies, potentially

jeopardizing their clients' online presence.

"Many small businesses have no idea they're being pulled into a dangerous cat-and-mouse game between SEO agencies and Google@," said Ken Carroll, founder at Integris Design. "While PBNs may offer short-term gains, they can lead to devastating long-term consequences, including penalties, loss of rankings, and even de-indexing from search results altogether."

The Dangers of Private Blog Networks (PBNs)

Private Blog Networks are collections of websites created or purchased by SEO agencies to generate backlinks and artificially boost a client's search engine rankings. However, these tactics violate Google's Webmaster Guidelines and are considered part of a larger scheme to game the system.

Businesses caught in this "cat-and-mouse game" face two possible outcomes, both detrimental:

- 1. If Detected by Google:** Websites benefiting from PBNs risk losing rankings, being penalized, or even being de-indexed—effectively disappearing from search results.
- 2. If the SEO Contract Ends:** Agencies often control the PBN links and can remove them, causing rankings to plummet and leaving the business to start over.

"Small businesses often trust their SEO providers to act in their best interest, but the reality is that some agencies prioritize quick wins over sustainable, ethical strategies," said Ken Carroll.

Integris Design's Ethical Approach to SEO

Integris Design advocates for white-hat SEO practices that align with Google's guidelines and deliver long-term results. These practices include:

- Building backlinks organically through high-quality content.
- Optimizing website structure and user experience for better performance and rankings.
- Leveraging local SEO strategies to help businesses stand out in competitive local markets like Asheville, NC.

"Our mission is to empower small businesses to achieve sustainable growth without taking shortcuts that could harm their reputation or search engine visibility," added Ken Carroll. "Ethical SEO may take longer, but it provides lasting results that protect and enhance a business's online presence."

Resources for Businesses

Integris Design recently published an in-depth guide, "The Dangerous Game of Digital Marketing: What Every Business Owner Needs to Know," which explains the risks of black-hat SEO practices like PBNs and offers actionable advice for avoiding them.

To read the complete guide and learn more about Integris Design's SEO services, visit [by clicking here](#).

About Integris Design

Integris Design is a full-service design and marketing agency based in Asheville, NC, specializing in custom web design, ethical SEO strategies, and digital marketing solutions. Since 2006, the company

has helped businesses grow their online presence with innovative, sustainable strategies tailored to their unique needs.

For more information, visit [Integrus Design](#).



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