

Making Money While We Sleep: Switching Paradigms from Dollars-for-Hours Consulting to Income-Generating Assets

*Stephan Spencer,
Founder and President, Netconcepts*



Traditional search engine optimization, SEO, consulting tends to take a dollars-for-hours approach, where high-priced advice is meted out and - with some luck - high rankings follow. Such a model is less than ideal for both client and agency: for the client, the ROI on their consulting spend is unpredictable, and for the agency, scaling up a consulting business is expensive. By inventing an SEO technology called GravityStream that is scalable and performance-based, Netconcepts changed the paradigm.