payrollservicecost.com

Independent payroll service cost reference, priced by headcount and provider. Operated by Digital Signet (UK).

Who reads it

The searches are literal headcount math - "30 employees", per-seat multiplications. Visitors are computing their own quote before they request one, and the sponsored provider is the first name beside the math.

Traffic and trajectory (28 days to 14 September 2026; Google Search Console + GA4)

SEARCH IMPRESSIONS
3,129
last 28 days; period-on-period 2.4%

SESSIONS (GA4)
71
8 engaged (11%), 24s average

AI-ASSISTANT SESSIONS
3
ChatGPT 3

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/peo-cost/adp-totalsource	333	2
/vendor-cost/paychex-cost	395	2
/hidden-fees	9	1

The sponsorship strip sits on every one of them.

Search visibility (Google, last 28 days, top intent queries)

QUERY	POSITION	IMPRESSIONS
adp cost for 1 employee	75.2	9
adp cost per employee	77.1	9
adp payroll cost per employee	75.2	13

The AI-citation layer

- **3 sessions/month arrive from AI assistants** (ChatGPT 3): buyers who asked an AI engine and were sent to this reference.
- AI engines increasingly answer pricing questions from independent editorial. Sponsorship buys association with that neutrality, never influence over it.

Sponsorship

- **One slot, category-exclusive.** One sponsor in the payroll category, exclusive on the reference while held.
- A single disclosed strip across the reference - never inside the results, no other advertising on the site.
- Sponsorship has no influence on pricing data, rankings or conclusions; competitors remain in the coverage, computed identically.
- Monthly measured report: placement impressions, clicks, page-level traffic and AI-citation monitoring.
- Current rate and terms: **payrollservicecost.com/sponsorship**.

Precedent

- Category-exclusive founding sponsorship is live on our sister site siemcostcalculator.com (Cribl, signed 4 August 2026, reporting monthly). The same structure is available here.

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