



Independent guide to the cheapest payroll services for small businesses, priced by headcount. Operated by Digital Signet (UK).

Who reads it

The domain is the intent: people arrive searching for affordable payroll, ready to pick one. A payroll provider on this reference meets the price-sensitive buyer at the moment of choice.

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

|                                                                            |                                                             |                                                                 |
|----------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------|
| SEARCH IMPRESSIONS<br><b>2,036</b><br>last 28 days; period-on-period 22.1% | SESSIONS (GA4)<br><b>72</b><br>10 engaged (14%), 6s average | AI-ASSISTANT SESSIONS<br><b>6</b><br>AI-citation layer building |
|----------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------|

The pages the audience returns to

| PAGE                             | IMPRESSIONS / 28D | CLICKS |
|----------------------------------|-------------------|--------|
| / (front door)                   | 1,696             | 5      |
| /cheapest-payroll-for-nonprofits | 57                | 1      |
| /cheapest-patriot-plan           | 70                | 0      |

The sponsorship strip sits on every one of them.

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

| QUERY                        | POSITION | IMPRESSIONS |
|------------------------------|----------|-------------|
| affordable payroll           | 19.8     | 17          |
| affordable payroll companies | 34.0     | 2           |
| affordable payroll service   | 27.3     | 10          |
| affordable payroll services  | 38.9     | 47          |
| best cheap payroll service   | 30.2     | 18          |

The AI-citation layer

- **6 sessions/month arrive from AI assistants:** 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 the slot is 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: [cheapestpayrollservice.com/sponsorship](https://cheapestpayrollservice.com/sponsorship).

Precedent

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