



Independent GDPR compliance cost research for SMBs: software, DPO and audit economics. Operated by Digital Signet (UK).

Who reads it

The searches are "affordable gdpr compliance" and "average cost" - SMBs that must comply and want the cheapest defensible route. That is the volume segment privacy-compliance platforms are built to capture.

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

SEARCH IMPRESSIONS 606 last 28 days	SESSIONS (GA4) 112 25 engaged (22%), 23s average	AI-ASSISTANT SESSIONS 0 AI-citation layer building
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/faq/	219	1
/ (front door)	244	0
/audit-cost/	67	0

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
affordable gdpr compliance	65.5	4
average cost of gdpr compliance	65.9	8
compliance cost	80.5	4
cost of gdpr compliance	68.6	37
gdpr and iso 27001 mapping	43.8	25

Sponsorship

- **One slot, category-exclusive.** One sponsor in the privacy-compliance category 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: gdprcompliancecost.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.