



Independent SOC cost research: tooling, salaries and build-vs-buy economics. Operated by Digital Signet (UK).

Who reads it

Visitors price Sentinel, SOC salaries and detection engineering - security leaders budgeting an operations capability. Build-vs-buy is decided on these numbers, and managed vendors win the "buy" side.

Notable: the site ranks position 8.0 on "threat detection engineer salary" (23 impressions/28d). A founding-sponsor placement sits in front of that intent every day.

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

SEARCH IMPRESSIONS	SESSIONS (GA4)	AI-ASSISTANT SESSIONS
15,065	453	11
last 28 days; period-on-period 15.2%	148 engaged (33%), 1m 6s average	ChatGPT 4, Gemini 4, Perplexity 2, Claude 1

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/ (front door)	1,485	5
/microsoft-sentinel-cost	3,096	4
/mssp-rfp-template	191	4

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
how much does microsoft sentinel cost	8.3	16
sentinel pricing	10.1	111
threat detection engineer salary	8.0	23
"splunk siem cost"	3.1	16
+	6.0	2

The AI-citation layer

- 11 sessions/month arrive from AI assistants (ChatGPT 4, Gemini 4, Perplexity 2, Claude 1): 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 SOC 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: securityoperationscost.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.