onboardingcost.com

What it costs to onboard an employee in the US: screening, drug tests, I-9 and E-Verify, training and time to productivity. Operated by Digital Signet (UK).

Who reads it

Readers price what it costs to bring someone on: drug tests, background checks, I-9 and E-Verify, and the full onboarding bill, most of all in healthcare. That budgeting moment is when a screening or onboarding vendor wants to be seen.

Notable: the site ranks position 3.2 on "**remote employee onboarding software pricing**" (169 impressions/28d). A sponsor placement sits in front of that intent every day.

Traffic and trajectory (28 days to 23 November 2026; Google Search Console, Bing Webmaster Tools + GA4)

GOOGLE SEARCH IMPRESSIONS

14,503

last 28 days, up 36.5% on the previous 28. Bing: 1,632 impressions, 26 clicks

VISITS FROM SEARCH, AI ASSISTANTS AND LINKS (GA4)

296

145 engaged (49%), 3m 42s average

USED BY AI TO ANSWER A QUESTION

220

ChatGPT, Claude and DuckDuckGo's assistant, 28 days to 23 November 2026; 1 visit clicked through (counted in visits)

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/drug-test-cost	4,602	33
/i-9-and-e-verify-cost	1,653	6
/background-check-cost	1,603	6

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
remote employee onboarding software pricing	3.2	169
onboard costs	16.7	101
cost of employee onboarding calculator	14.2	61
onboarding calculator	15.7	41
how much does e verify cost	7.7	30

The AI-citation layer

- **Used 220 times by ChatGPT, Claude and DuckDuckGo's assistant to answer someone's question in the 28 days to 23 November 2026**: about 8 a day, and about 8 a day in the latest week, weekly totals of 48, 36, 78 and 58, oldest first. A further 418 fetches by their AI-search indexers (OAI-SearchBot, PerplexityBot, Claude-SearchBot). Cloudflare logs, nightly warehouse pull; scanner paths and our own tooling excluded. Page fetches, not people.
- **1 sessions/month arrive from AI assistants** (Gemini 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 screening and onboarding; no competing vendor is promoted while you hold it.
- A disclosed strip across the reference, plus a labelled note below the calculator results in the sponsor's words. Never inside a result or a ranking; 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: **onboardingcost.com/sponsorship**.

Precedent

- Category-exclusive 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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