



Independent CI/CD cost reference: runner pricing, vendor comparisons, self-hosted economics. Operated by Digital Signet (UK).

Who reads it

The queries are vendor pricing head-to-heads: Bitbucket self-hosted, CodeBuild, runner economics. This is the CI buying committee doing its homework, and the sponsor is in the room.

Notable: the site ranks position 6.1 on “codebuild pricing” (128 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
15,548	497	19
last 28 days; period-on-period 37.6%	98 engaged (20%), 35s average	AI-citation layer building

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/ (front door)	1,747	13
/bitbucket-data-center-cost	1,743	8
/runner-cost	340	6

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
bitbucket datacenter pricing	6.1	8
bitbucket self hosted runner pricing	9.6	12
codebuild pricing	6.1	128
"ap-northeast-1" "nat gateway" "\$0.062"	5.8	4
"eu-west-2" "nat gateway" "\$0.052"	2.0	4

The AI-citation layer

- **19 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 CI/CD category across the reference, category-exclusive 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: cicdcost.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.