MEDIA KIT · NOVEMBER 2026

Reach small businesses at the moment they choose a provider

MerchantCompare.com.au, SMECompare.co.uk and SMBCompare.com: independent comparisons of payments, banking and business software in Australia, the United Kingdom and the United States.

At a glance

We compare products businesses pay for every month, from payment providers and POS systems to accounting, payroll and US business bank accounts. Every price is checked at the provider's own site, and our calculators show each business what it would actually pay. Our audience is growing fast: 1,709 visitors in our markets in October, up from 630 in July, 256,068 Google Search impressions in October, and our pages are cited as a source by ChatGPT, Microsoft Copilot, Google Gemini and AI Overviews, Perplexity and Claude.

138,826
Times Microsoft Copilot has cited our pages in its answers

52,924
Appearances in Google AI Overviews and AI Mode in the last three months

15%
Of our visits arrive from AI assistants such as ChatGPT

256,068
Google Search impressions in October

2.5x+
Growth in monthly visitors, July to October

2,232
Different questions Copilot has answered from our pages

7,036
Search terms where we rank on page one of Google

2,185
Cost calculations run by visitors

ABOUT US

Comparisons built on verified prices, not opinions

Every provider we list has a detailed record of its published prices, fees and features, checked at the source. Every table on our sites is calculated from that record, so readers trust what they see.

2026
Launched

19
Comparison categories

425
Provider listings

12,000+
Prices and features compared

SITE	MARKET	CATEGORIES	PROVIDERS	PAGES
merchantcompare.com.au	Australia	15	134	251
smecompare.co.uk	United Kingdom	13	137	235
smbcompare.com	United States	17	154	252
All sites			425	738

Personalised costs, not star ratings

Readers enter their own sales volume, team size or balance and see what each provider would cost their business, plans and fees included.

Checked at the source, every month

Prices come straight from each provider's own pricing page, never from review sites. Every listing is re-checked monthly, and every change is reviewed by a person before it goes live.

Trusted by leading affiliate networks

APPROVED PUBLISHER ON

Impact · PartnerStack · Fintel Connect · Awin · CJ

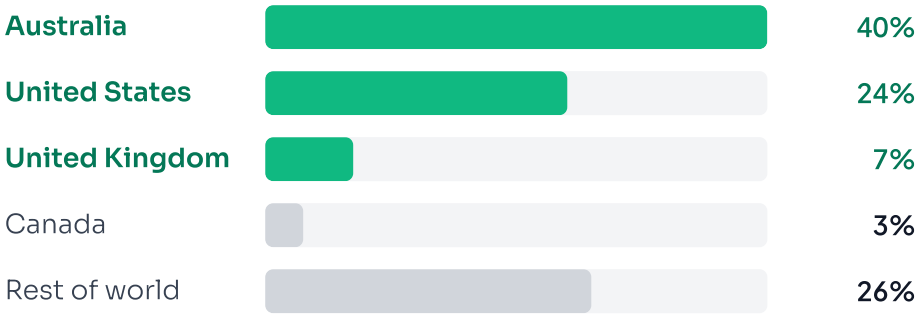
We also create co-branded content with brands. It is always clearly labelled, editorially independent and never affects our rankings.

OUR AUDIENCE

Business owners, ready to buy

Our readers arrive with a decision to make: a card terminal, a payroll system, a bank account. They compare fees, pricing and fit, then click through to the provider that suits them.

Where our visitors are, worldwide



83%
Browse on desktop, researching during the working day

74%
Are in Australia, the US, the UK, Canada or New Zealand

What they are looking for

READER	REAL SEARCHES THAT BRING THEM TO US
Retailers and cafe owners	"till payments", "hike pos", "Zeller POS hardware"
Merchants reviewing card fees	"clover fees", "Tyro online checkout"
Sole traders and small firms	"how much is xero per month", "choosing accounting software for small business"
Employers running payroll	"Employment Hero earned wage access review", "payroll software for accountants"
Online sellers	"printify australia", "Brightpearl vs Linnworks"

High intent, by design

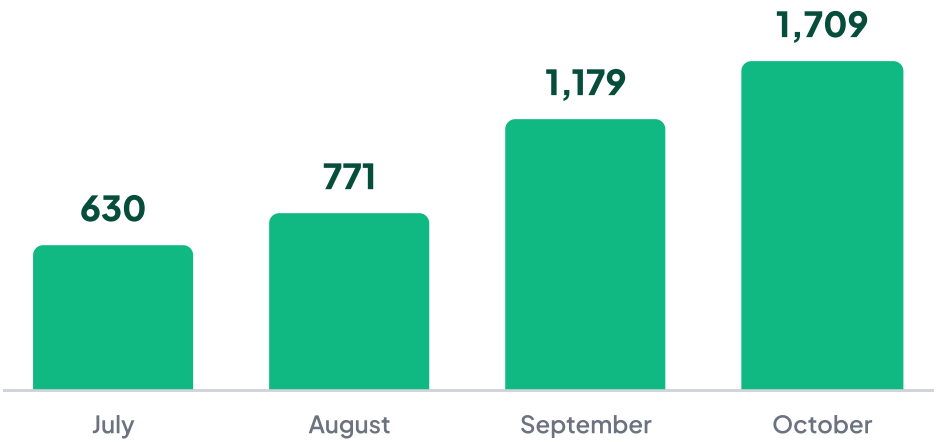
Nobody reads a payments fee comparison for fun. Our readers are choosing a provider, and they come to see what each one would cost their own business.

REACH AND GROWTH

A fast-growing audience

Monthly visitors have grown more than two and a half times since July, and October was our biggest month yet on Google Search.

Unique visitors a month, in our markets



On page one of search

We rank on page one of Google for **7,036** search terms, and on page one of Bing for more than 1,600.

ALL SITES	JULY	AUGUST	SEPT	OCT
Unique visitors in our markets	630	771	1,179	1,709
Sessions	690	851	1,276	1,866
Page views	1,000	1,121	1,679	2,416
Google Search impressions	117,416	198,590	220,091	256,068

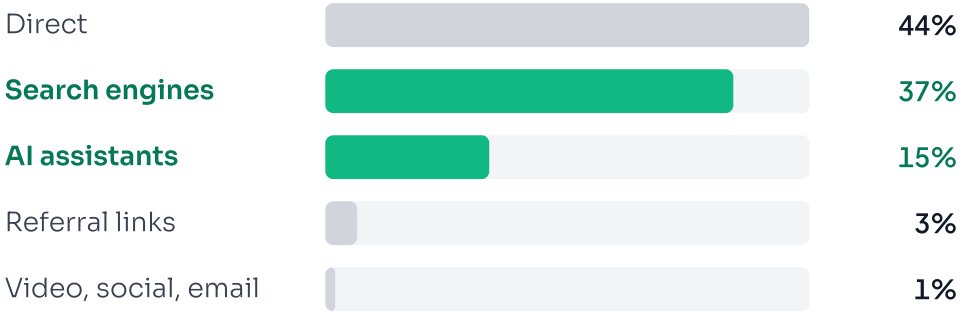
VISITORS BY SITE	JULY	AUGUST	SEPT	OCT
Australia	443	613	871	1,151
United Kingdom	40	65	142	193
United States	147	93	166	365

TRAFFIC SOURCES

100% earned traffic

We run no paid advertising, no brand bidding and no incentivised traffic. Readers find us through search, through AI assistants that quote us, through links, or come back directly.

Share of visits by source



One visit in seven comes from AI

ChatGPT, Gemini, Copilot, Perplexity and Claude all send us readers who were given our page as the source for their answer. This channel is already bigger than referrals, social and email combined.

Strong on Google and Bing

674,749 Google Search impressions across our three sites in the last three months, plus a growing audience on Bing.

AI SEARCH VISIBILITY

A trusted source for AI assistants

When a business owner asks an AI assistant about fees, pricing or which provider to choose, the answer often comes from our pages, with a link back to us.

138,826
Microsoft Copilot citations of our pages

52,924
Google AI Overview and AI Mode appearances, last three months

37,785
Copilot citations in October, our highest month

Copilot citations a week

Cited on **2,232** different questions from **499** of our pages.

Our most cited pages

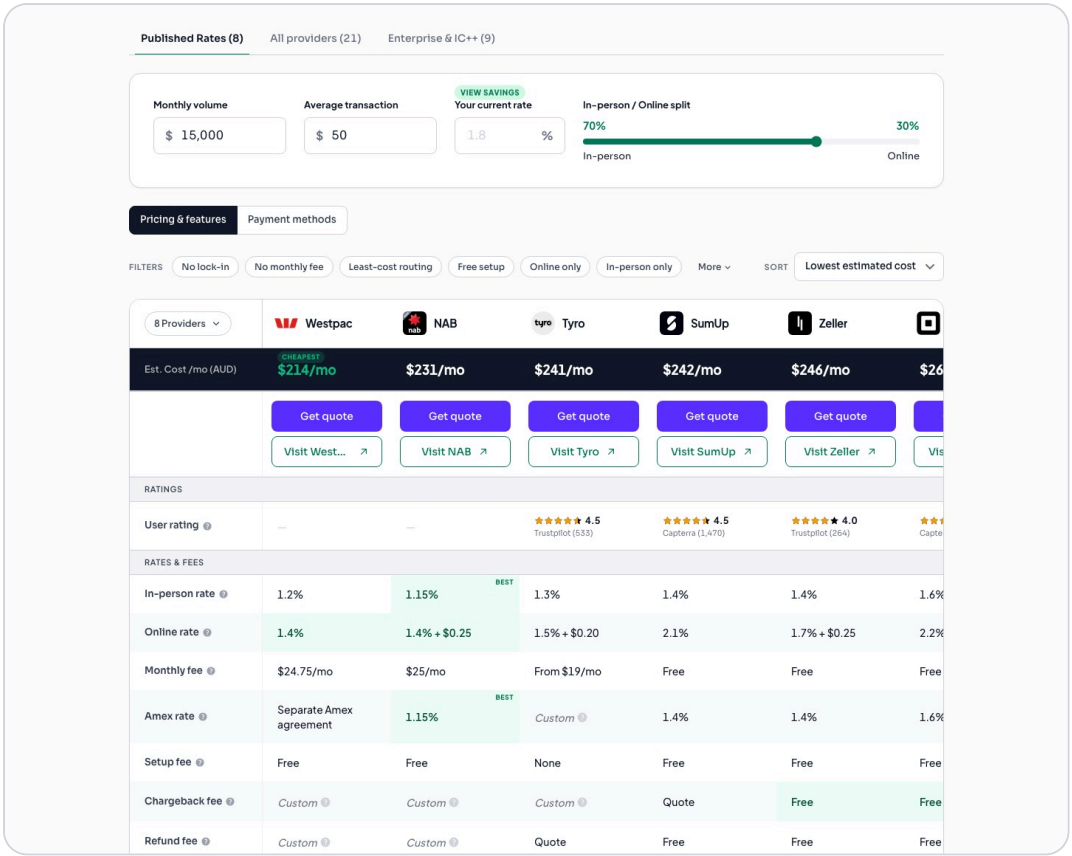
Accounting software for small business	4,443
Merchant fees in Australia guide	2,369
Australian merchant fees report	2,220
POS systems for retail	2,154
Xero, provider page (UK)	1,877
Accounting software for sole traders	1,866

Copilot citations per page, last three months. Buyer guides, market reports and provider pages lead: the pages that answer "what should I choose?" and "what will it cost?"

SPOTLIGHT · OUR STRONGEST CATEGORY

Australian payments and merchant services

Where Merchant Compare began. Twenty-one Australian payment providers, from the big four banks to Tyro, Square, Zeller and SumUp, costed for each merchant's own sales, card mix and average sale wherever the provider publishes its rates.



20
POS systems compared

21
Payment providers compared

Surcharge rules, explained

Our credit card surcharge calculator ranks on page one of Google and was our most clicked page in Australia over the last three months, helping merchants work through the new rules on card surcharging.

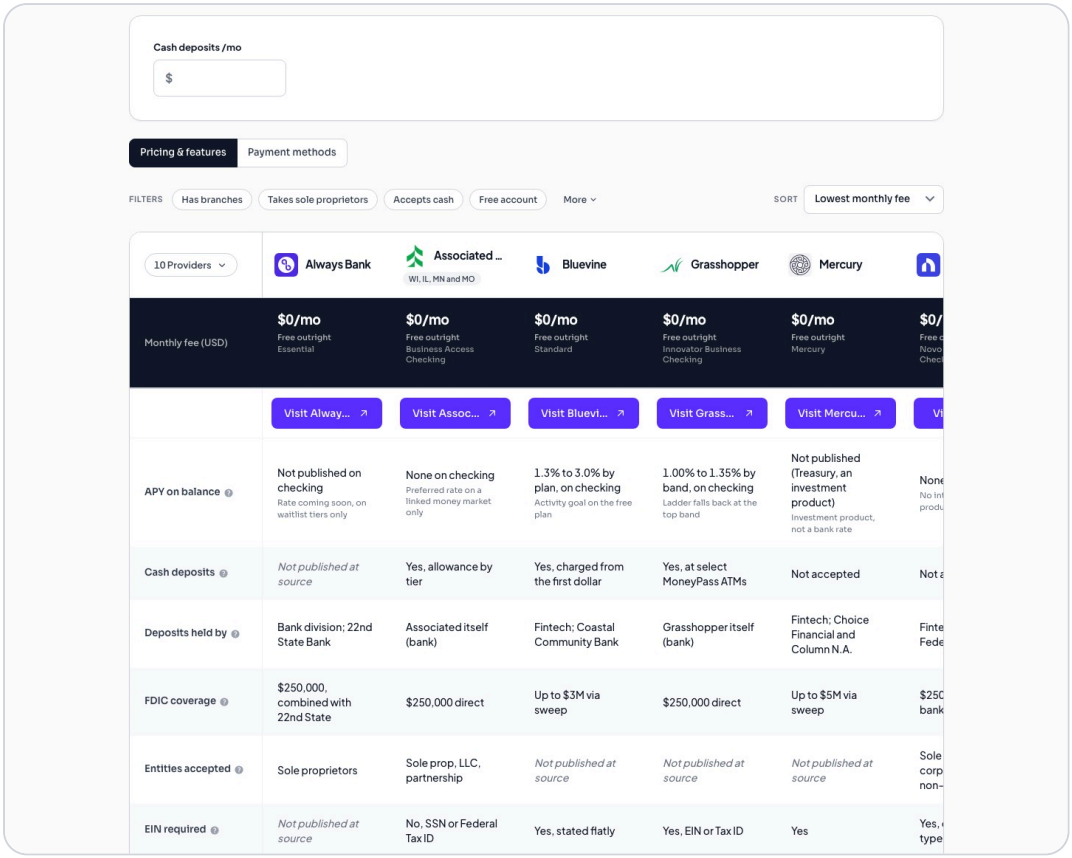
Now expanding to the UK and US

The approach that works here, verified prices, personalised costs and the page formats AI assistants cite most, is now powering our UK card machine and US payment provider comparisons.

SPOTLIGHT · US BUSINESS BANKING

US business bank accounts: the real cost of "free"

Part of our US banking coverage on SMBCompare.com, alongside business savings accounts and credit cards. Many business checking accounts are only free above a minimum balance, the advertised rate is often on a separate savings product, and some accept no cash.



11
Banks and fintechs, side by side

30+
Details compared per account

Fee waivers, spelled out

We show the fee each account charges and what it takes to stop paying it.

Chase, Mercury, Relay, Novo, Bluevine and more

National banks and fintech accounts for sole proprietors and LLCs, compared on deposit protection, FDIC cover, eligibility, cash handling and interest.

OUR CONTENT

700+ pages covering every step of the buying decision

Every category is covered in several formats, because "what does Xero cost?" and "which POS suits a cafe?" need different answers.

PAGE TYPE	WHAT IT HELPS READERS DO	PAGES
Comparison tables	Compare every provider in a category, costed for their business	45
Provider pages	See one provider's full pricing and features	406
Buyer guides	Find the best fit for their type of business	59
Category guides	Understand how pricing works and what to watch for	45
Head-to-head comparisons	Decide between two providers, such as Xero vs MYOB	79
Pricing guides	See what one provider really costs, plan by plan	31
Alternatives pages	Find a better fit when a provider no longer works	16
Articles, reports and calculators	Follow the market and work out surcharges and super	41

Categories

Payment providers · Card machines · POS systems · Marketplace payments · Business bank accounts (US) · **Business savings accounts (US)** · **Business credit cards (US)** · Accounting software · Payroll software · HR software · On-demand pay · CRM software · Email marketing · E-commerce platforms · Inventory management · Online course platforms · Print on demand · AI website builders · AI phone answering

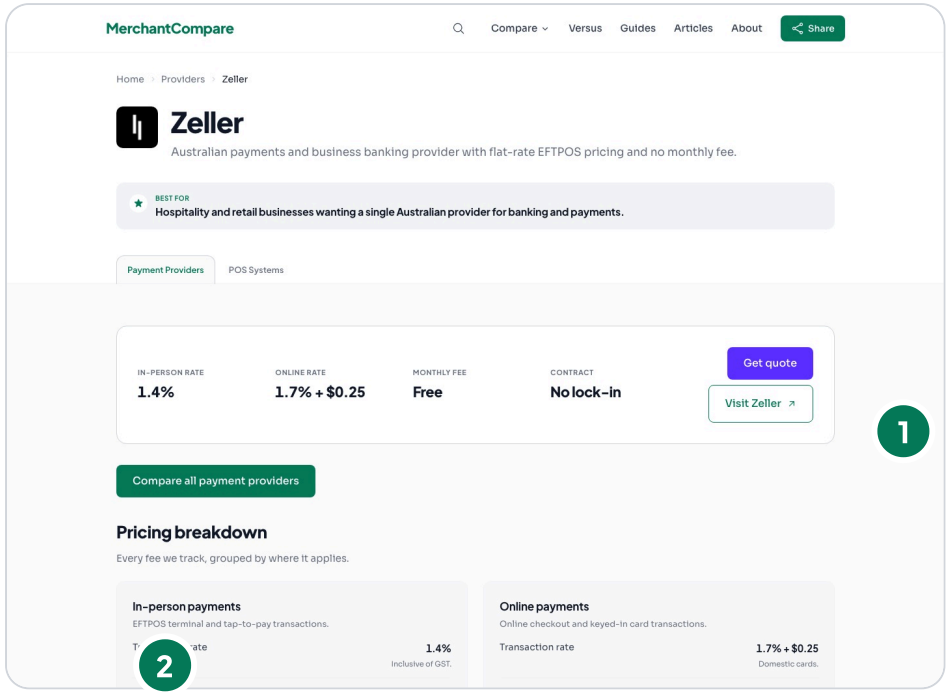
Designed to be used

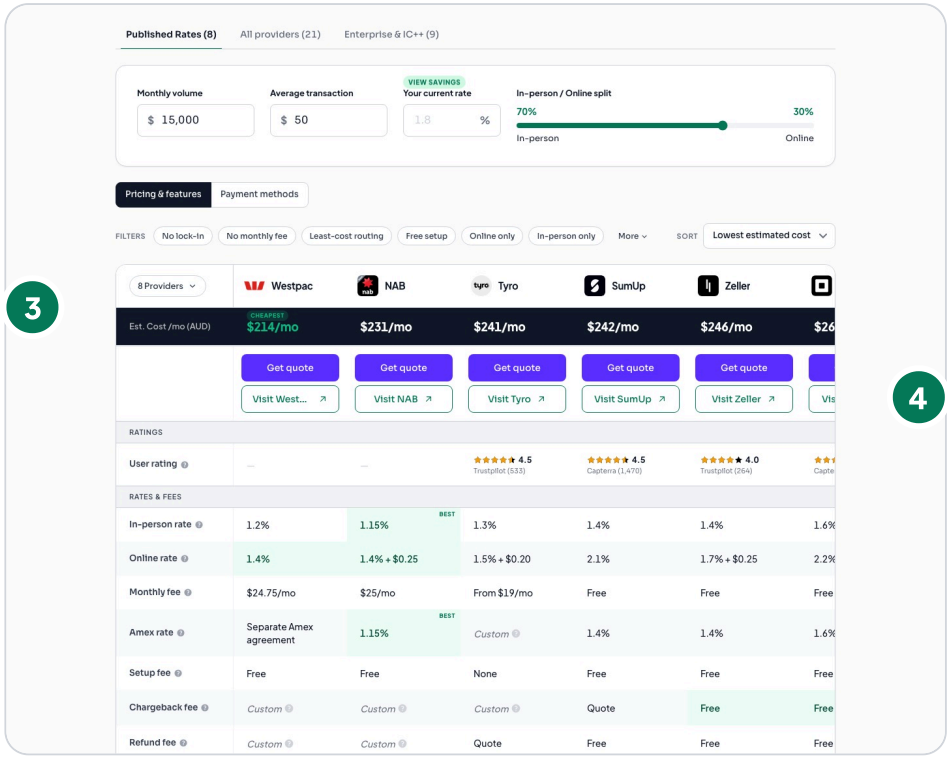
Real provider logos, original article imagery, and interactive tables and calculators on almost every comparison. No stock placeholders.

YOUR BRAND ON OUR SITES

See your brand in action

A payments provider listing, as readers see it today. Every provider we list appears in these same places; as a partner, your tracked link sits behind the buttons.





1 **Your provider page**
A "Visit" button beside your headline rates.

2 **Your full pricing**
Every fee, checked at your own site.

3 **Your comparison table row**
Costed for each reader's own business.

4 **A tracked button in the table**
Plus buyer guides, head-to-heads and pricing guides where you fit.

WORKING WITH US

Partner with a publisher readers trust

Your link appears wherever your product already appears on its merits: your table row, your provider page and the guides where you fit. Readers reach it with a purchase already in mind.

425
Providers listed across three markets

2,185
Cost calculations run by visitors

What we look for in a partner

Pricing we can check on your own site, and a product small businesses in our markets can sign up for.

Let's work together

sales@merchantcompare.com.au

Rankings are never for sale

Our tables are ordered by each provider's published prices for the reader's own business. Partnerships don't change that order, and that independence is why readers trust the click they make.

Brand safe and compliant

A commission disclosure on every page. No brand-term bidding, no coupon or cashback sites and no incentivised traffic. Every offer is checked against your own landing page before it goes live.

Clean, accurate tracking

Your affiliate links are used exactly as issued, and automated traffic is filtered out before it ever reaches your tracking.