



Independent HIPAA compliance cost research: audits, BAAs and 2026 penalty schedules. Operated by Digital Signet (UK).

Who reads it

Visitors research HIPAA costs, BAA pricing and 2026 penalties: healthcare organisations doing must-do compliance work. Fear of the fine plus a named budget is the strongest buying state in compliance.

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

SEARCH IMPRESSIONS 5,037 last 28 days; period-on-period 297.6%	SESSIONS (GA4) 87 29 engaged (33%), 48s average	AI-ASSISTANT SESSIONS 4 ChatGPT 4
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/penalties	1,430	4
/aws-hipaa-cost	1,030	2
/accountable-hq-cost	42	1

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
aws baa cost	3.9	14
hipaa fines 2026	9.0	11
hipaa penalties 2026	9.2	11
45 cfr § 164.502(e)	2.5	2
accountable hq	10.0	2

The AI-citation layer

- **4 sessions/month arrive from AI assistants** (ChatGPT 4): 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 HIPAA-compliance 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: hipaacompliancecost.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.