



MEDIA KIT · SEPTEMBER 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: 1,602 visitors in August and 1,600 in the first three weeks of September, 198,590 Google Search impressions in August, and our pages are cited as a source by ChatGPT, Microsoft Copilot, Google Gemini and AI Overviews, Perplexity and Claude. 12.3% of our visitors click through to a provider.

89,304

Times Microsoft Copilot has cited our pages in its answers

24,298

Appearances in Google AI Overviews and AI Mode in the last three months

14%

Of our visits arrive from AI assistants such as ChatGPT

198,590

Google Search impressions in August

+53%

Growth in monthly visitors, July to August

12.3%

Of visitors click through to a provider's site

3,337

Search terms where we rank on page one of Google

1,162

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

17

Comparison categories

390

Provider listings

13,558

Verified prices and features

SITE	MARKET	CATEGORIES	PROVIDERS	PAGES
merchantcompare.com.au	Australia	17	133	224
smecompare.co.uk	United Kingdom	13	136	202
smbcompare.com	United States	15	121	198
All sites			390	624

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

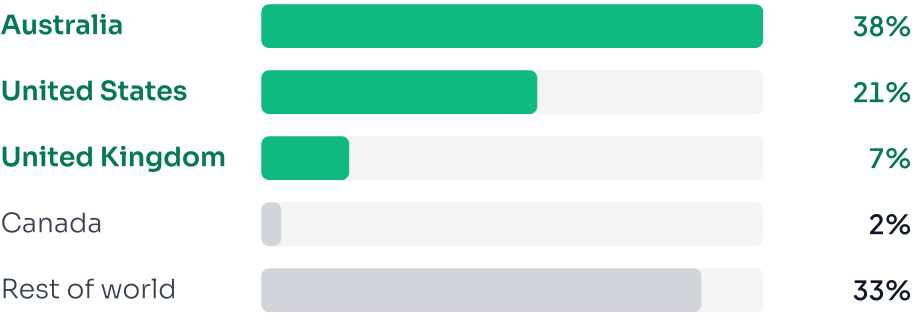
We also create co-branded content with brands. It is always clearly labelled, editorially independent and never affects our rankings.

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



84%

Browse on desktop, researching during the working day

67%

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

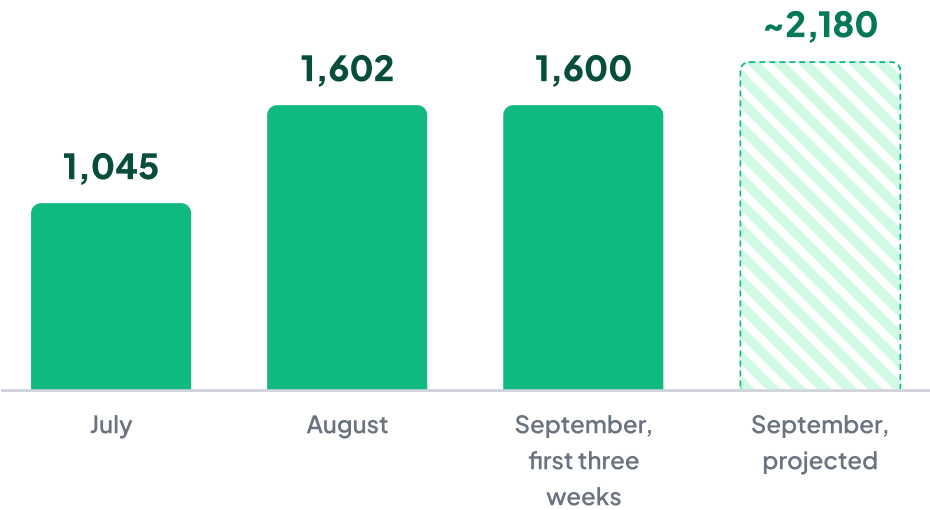
Nobody reads a payments fee comparison for fun. Our readers are choosing a provider, which is why 12.3% click through to one.

REACH AND GROWTH

A fast-growing audience

Monthly visitors grew 53% from July to August, and September is on track to set a new record.

Unique visitors a month



On page one of search

We rank on page one of Google for **3,337** search terms, and on page one of Bing for more than 1,600.

ALL SITES	JULY	AUGUST	SEPT, 3 WKS
Unique visitors	1,045	1,602	1,600
Sessions	1,129	1,694	1,697
Page views	1,571	2,062	2,126
Google Search impressions	117,416	198,590	155,269

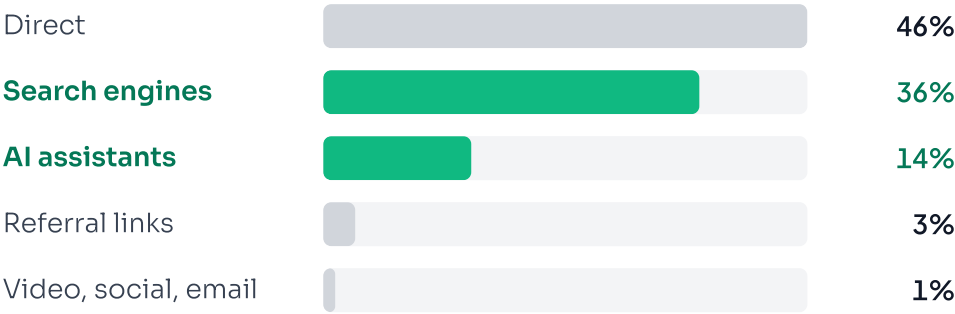
VISITORS BY SITE	JULY	AUGUST	SEPT, 3 WKS
Australia	702	1,007	877
United Kingdom	138	378	371
United States	205	217	352

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

494,802 Google Search impressions across our three sites in the last three months, plus a growing audience on Bing.

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.

89,304

Microsoft Copilot citations of our pages

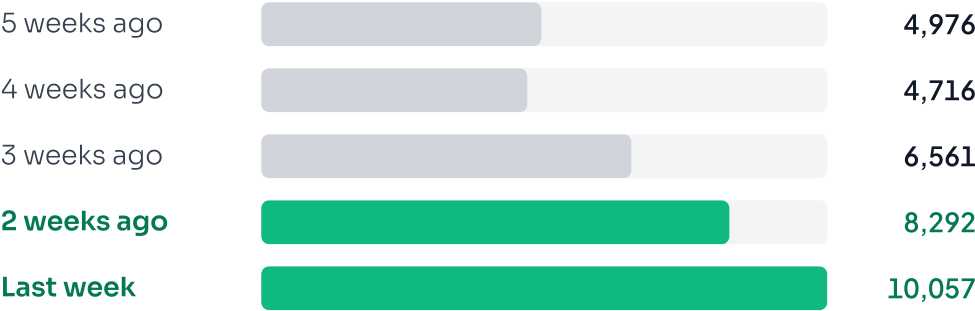
24,298

Google AI Overview and AI Mode appearances, last three months

+58%

Copilot citations, last 28 days against the 28 before

Copilot citations a week



Cited on **1,653** different questions from **381** of our pages. Google's AI appearances doubled in the last 28 days.

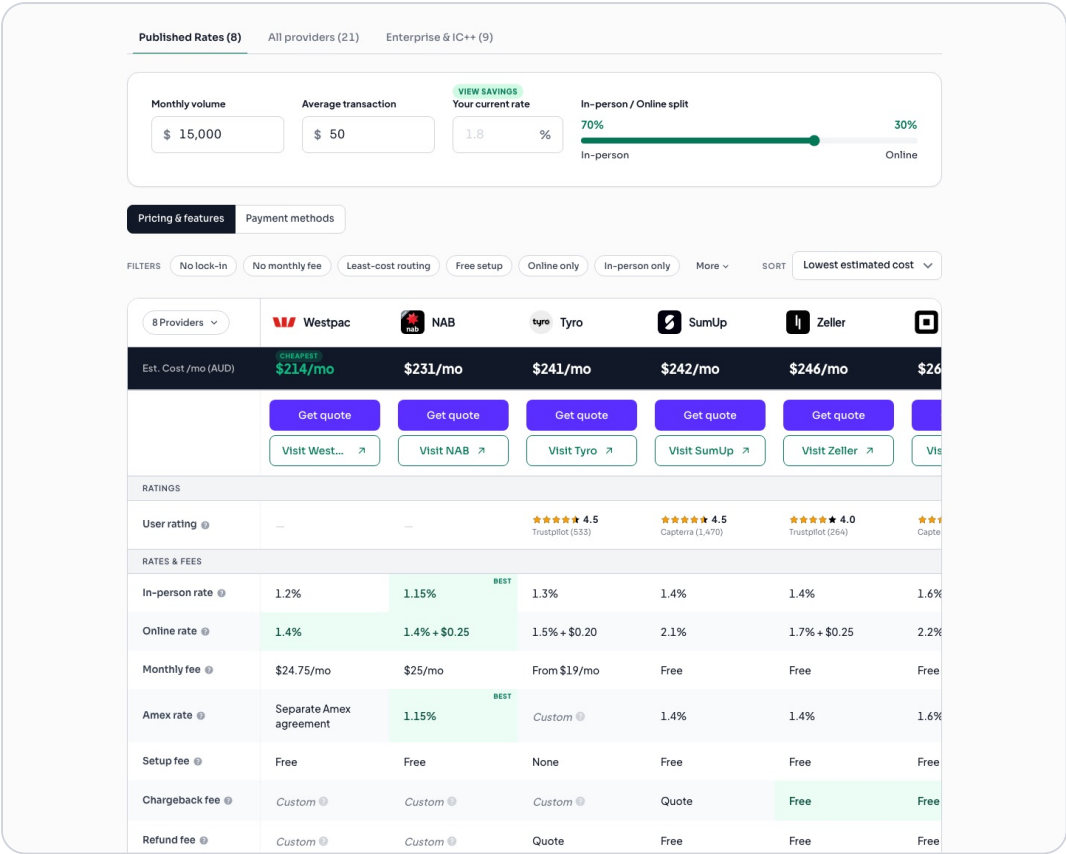
Our most cited pages

Accounting software for small business	5,815
Zeller, POS systems	3,562
Zeller, payment providers	3,415
Tyro, payment providers	3,336
Payroll software for small business	2,693
Clover, payment providers (US)	1,823

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

Australian payments and merchant services

Where MerchantCompare 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.



51%

Of our Australian Copilot citations are for payments, POS and card pages

21

Payment providers compared

Ready for the surcharge change

Our credit card surcharge calculator ranks on page one of Google and is our most clicked page in Australia, helping merchants plan as the rules on card surcharging change.

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.

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

Our newest comparison, on SMBCompare.com. 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. We show what each account really costs.

Cash deposits /mo

\$

Pricing & features

Payment methods

FILTERS

Has branches

Takes sole proprietors

Accepts cash

Free account

More

SORT

Lowest monthly fee

10 Providers

Always Bank

Associated ...
WI, IL, MN and MO

Bluevine

Grasshopper

Mercury

Monthly fee (USD)	\$0/mo Free outright Essential	\$0/mo Free outright Business Access Checking	\$0/mo Free outright Standard	\$0/mo Free outright Innovator Business Checking	\$0/mo Free outright Mercury	\$0/mo Free outright Novo
	Visit Alway...	Visit Assoc...	Visit Bluevi...	Visit Grass...	Visit Mercu...	Visit Novo...
APY on balance ⓘ	Not published on checking Rate coming soon, on waitlist tiers only	None on checking Preferred rate on a linked money market only	1.3% to 3.0% by plan, on checking Activity goal on the free plan	1.00% to 1.35% by band, on checking Ladder falls back at the top band	Not published (Treasury, an investment product) Investment product, not a bank rate	None No info
Cash deposits ⓘ	Not published at source	Yes, allowance by tier	Yes, charged from the first dollar	Yes, at select MoneyPass ATMs	Not accepted	Not accepted
Deposits held by ⓘ	Bank division; 22nd State Bank	Associated itself (bank)	Fintech; Coastal Community Bank	Grasshopper itself (bank)	Fintech; Choice Financial and Column N.A.	Fintech; Novo
FDIC coverage ⓘ	\$250,000, combined with 22nd State	\$250,000 direct	Up to \$3M via sweep	\$250,000 direct	Up to \$5M via sweep	\$250,000 bank
Entities accepted ⓘ	Sole proprietors	Sole prop, LLC, partnership	Not published at source	Not published at source	Not published at source	Sole corp non-prop
EIN required ⓘ	Not published at source	No, SSN or Federal Tax ID	Yes, stated flatly	Yes, EIN or Tax ID	Yes	Yes, if type

10

Banks and fintechs, side by side

35

Details compared per account

Fee waivers, calculated

A business enters its balance and cash deposits, and we apply each bank's waiver rules to show the monthly fee it would really pay.

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

600+ 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	43
Provider pages	See one provider's full pricing and features	386
Buyer guides	Find the best fit for their type of business	35
Category guides	Understand how pricing works and what to watch for	43
Head-to-head comparisons	Decide between two providers, such as Xero vs MYOB	59
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 and calculators	Follow the market and work out surcharges and super	20

Categories

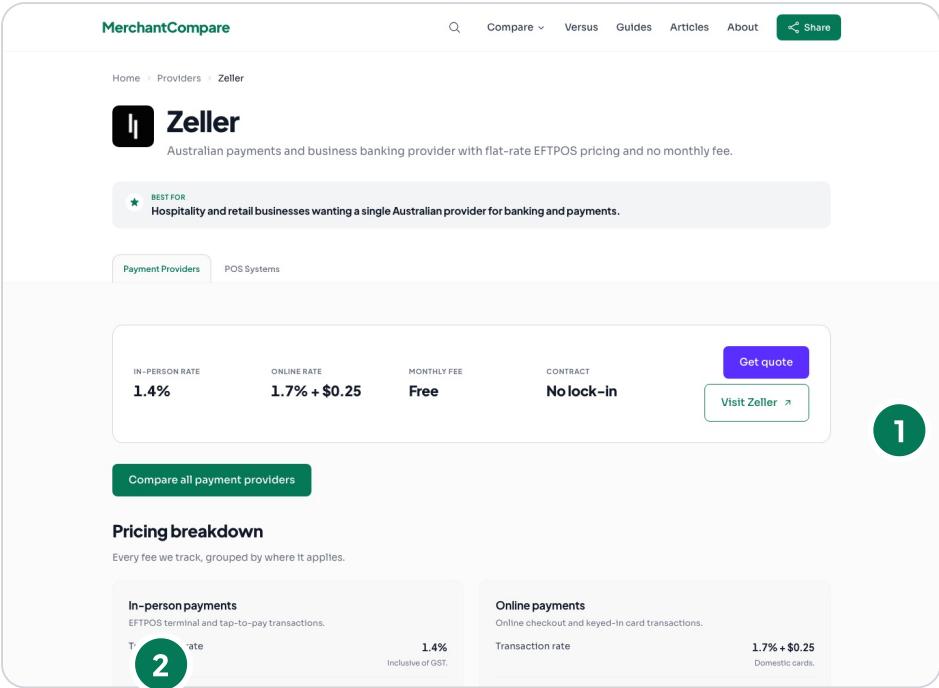
- Payment providers
- Card machines
- POS systems
- Marketplace payments
- Business bank accounts (US)
- Accounting software
- Payroll software
- HR software
- On-demand pay
- CRM software
- Email marketing
- E-commerce platforms
- Inventory management
- Online course platforms
- Print on demand
- AI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

Designed to be used

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

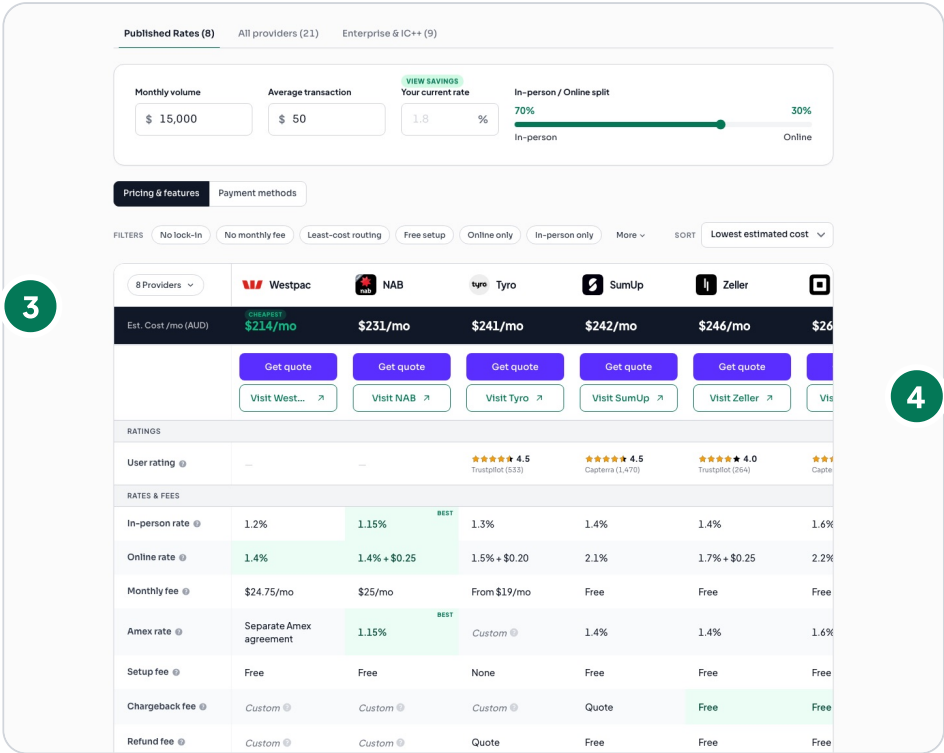
See your brand in action

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.

12.3%

Of visitors click through to a provider

1,162

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, no incentivised traffic and no unsolicited email. 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.