



Independent guide to helpdesk software for small businesses, free tiers included. Operated by Digital Signet (UK).

Who reads it

The searches are "best free customer support software" for small companies - the top of the exact funnel every helpdesk vendor's growth tier is priced for. The reference is young; the founding slot is priced for what it measures today.

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

SEARCH IMPRESSIONS 2,197 last 28 days	SESSIONS (GA4) 8 last 28 days	AI-ASSISTANT SESSIONS 0 AI-citation layer building
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The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/ai-features	2	0
/tco	2	0
/zoho-desk	4	0

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
best free customer service software	28.5	11
best free customer support software	36.8	12
cost of zendesk	67.7	6
customer service software for small business free	46.5	159
customer service software free	45.9	16

Sponsorship

- **One slot, category-exclusive.** One sponsor in the helpdesk category while the slot is 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: helpdeskforsmallbusiness.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.