trainingcost.com

Independent corporate training cost research: program pricing from vendor sources. Operated by Digital Signet (UK).

Who reads it

Thirteen hundred visits a month pricing training programs, LMS platforms and facilitator rates - L&D and revenue leaders with named budgets - and about 80 fetches a day by ChatGPT and Perplexity answering the same questions.

Notable: the site ranks position 9.5 on "**linkedin learning cost**" (591 impressions/28d). A founding-sponsor placement sits in front of that intent every day.

Traffic and trajectory (28 days to 18 October 2026; Google Search Console + GA4)

SEARCH IMPRESSIONS
31,640
last 28 days

SESSIONS (GA4)
1,327
491 engaged (37%), 1m 58s average

USED BY AI TO ANSWER A QUESTION
2,208
ChatGPT and Perplexity, 28 days to 19 October 2026; 64 visits clicked through

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/2026-training-cost-benchmarks	452	15
/linkedin-learning-pricing	5,552	12
/benchmarks	997	10

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
training cost	17.9	85
linkedin learning cost	9.5	591
atd state of the industry report 2026	3.3	3
coursera enterprise pricing	11.3	127
how much do companies spend on training per employee	12.3	3

The AI-citation layer

- **Used 2,208 times by ChatGPT and Perplexity to answer someone's question in the 28 days to 19 October 2026**: about 79 a day, and about 90 a day in the latest week, steady at 550 to 670 a week since mid September. A further 3,349 fetches by their AI-search indexers (OAI-SearchBot, PerplexityBot). Cloudflare logs, nightly warehouse pull; scanner paths and our own tooling excluded. Page fetches, not people.
- **64 sessions/month arrive from AI assistants** (Gemini 27, ChatGPT 26, Claude 7, Copilot 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 training category. Competing providers remain unsponsored data.
- A disclosed strip across the reference, plus a labelled note below the calculator results in the sponsor's words. Never inside a result or a ranking; 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: **trainingcost.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.

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