



Independent reference for internal developer portal costs: Backstage, OpsLevel, Port and peers. Operated by Digital Signet (UK).

Who reads it

Visitors price the internal-developer-portal decision - OpsLevel pricing, portal definitions, platform costs. A tiny audience, but it is the audience: almost nobody researches IDP pricing without a project behind it.

Notable: the site ranks position 6.7 on “opslevel pricing” (50 impressions/28d). A founding-sponsor placement sits in front of that intent every day.

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

SEARCH IMPRESSIONS	SESSIONS (GA4)	AI-ASSISTANT SESSIONS
1,133	44	0
last 28 days; period-on-period 40.9%	8 engaged (18%), 2m 22s average	AI-citation layer building

The pages the audience returns to

PAGE	IMPRESSIONS / 28D	CLICKS
/backstage-cost	30	2
/opslevel-vs-backstage-cost	382	2
/cortex-vs-opslevel-cost	191	1

The sponsorship strip sits on every one of them.

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

QUERY	POSITION	IMPRESSIONS
opslevel pricing	6.7	50
api management pricing	47.1	12
backstage cost insights	28.5	2
backstage license	10.8	6
backstage vs cortex	47.5	4

Sponsorship

- **One slot, category-exclusive.** One sponsor in the IDP category - Backstage-ecosystem and portal vendors locked out while you hold it.
- 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: developerportalcost.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.