

AI discovery study

Findings, six comparator reviews, ranked sources and a practical page blueprint.

Study	Coverage
Questions and answers	44 exact prompts; 352 saved answers
Markets	Ten UK situations; one US domestic situation
Tools	ChatGPT, Gemini, Perplexity and Claude
Observations	Two per exact question/tool pair
Study date	22 October 2026

How to use this report

Start with the findings and situation table. Use the comparator reviews to understand the public evidence available to a buyer. The source tables connect those observations to domains and the raw pack lets you inspect every exact answer. The blueprint turns the priority UK employer route into editable work.

Counts describe the saved sample. Different companies may be recommended in the same answer; totals are not exclusive shares. Public capability claims and proposed copy remain subject to factual approval.

The 11 buyer situations

ID	Hiring situation	Collection	JGA recommendations
S01	First global payroll leader	UK	23/32
S02	Confidential leadership replacement	UK	13/32
S03	US employer hires a US Payroll Director	US	4/32
S04	Payroll systems transformation	UK	15/32
S05	Post acquisition payroll integration	UK	20/32
S06	Leadership after control failures	UK	19/32
S07	UK Payroll Manager replacement	UK	25/32
S08	US parent hiring a UK EMEA leader	UK	26/32
S09	Payroll provider transition	UK	22/32
S10	Interim cover and permanent succession	UK	14/32
S11	Small UK team adds a Senior Payroll Specialist	UK	27/32

Four exact questions, four tools and two observations sit behind each row. English (UK) is used for the ten UK situations and English (US) for S03.

Variation across repeats

Across 176 exact question/tool pairs: 80 recommend JGA in both observations, 48 in only one and 48 in neither. Preserve both responses when judging coverage; a single positive response is not proof of consistent inclusion.

The findings

The US domestic director situation needs its own evidence

JGA is recommended in 4/32 US Payroll Director observations. Robert Half appears in 27/32 and Frazer Jones in 21/32. The US situation is a different buyer task from the ten UK situations, so this is not an isolated test of geographic effects.

Evidence situations: S03 | Related actions: A01

Ordinary hiring is a strength worth protecting

JGA appears in 25/32 Payroll Manager replacement observations and 27/32 Senior Payroll Specialist growth observations. Portfolio appears in all 32 in each. These results support improving employer evidence and conversion around existing relevance, not treating JGA as invisible everywhere.

Evidence situations: S07, S11 | Related actions: A02

Leadership and transition briefs are less consistently connected to JGA

JGA appears in 13/32 confidential leadership, 15/32 systems transformation and 14/32 interim/succession observations. Relevant comparator pages make practice leads, hiring models and transformation responsibilities explicit. The study suggests testing more specific proof and scope; it does not establish why an individual model chose a firm.

Evidence situations: S02, S04, S10 | Related actions: A03

A recommendation can change between observations

Across 176 exact question/product pairs, JGA appears in both observations for 80, in one for 48 and in neither for 48. Preserve the two answers and their conditions. A single positive answer is insufficient evidence of stable coverage.

Evidence situations: | Related actions: A06

Cited material is scattered across several JGA pages

Observed supporting citations reach the UK homepage in 37 answers, the team page in 28, London jobs in 28, the test-labelled page in 22 and the payroll service page in 16. These are answer-level counts and incomplete capture can only reduce observed totals. A clear employer hub can connect those existing surfaces.

Evidence situations: | Related actions: A02, A04

More confident wording is not the same as stronger evidence

The collected answers include uncited capability claims, historical directories, live adverts, related service pages and publisher testimonials. The report distinguishes these from independent verification. The goal is to supply inspectable facts that match the buyer task, not to manufacture a higher-sounding AI score.

Evidence situations: | Related actions: A03, A05

Six detailed competitor comparisons

Each review combines the saved recommendation appearances with separately inspected public pages. It is not a quality ranking of recruiters.

Firm	UK / 320	US / 32
Portfolio Payroll	227	1
Frazer Jones	231	21
Oakleaf Partnership	144	1
Middlemore	102	3
Hays	120	1
Robert Half	50	27

JGA: 204 of 320 UK answers; 4 of 32 US answers. Reserve and conditional recommendations are included under the same rules.

Portfolio Payroll

Payroll specialism with separate buying routes

Where the fit is relevant

Most directly relevant to ordinary UK payroll replacement and growth hiring, while also presenting temporary and executive options. Its visibility should be compared with JGA by situation, not read as proof of better recruiters.

What its public evidence makes visible

The employer service page makes hiring models and process steps easy to distinguish. That gives a prospective buyer concrete questions about briefing, assessment and contract type.

What that evidence does not establish

Largest-specialist claims, network depth and screening promises are not independently verified placement outcomes. A broad payroll page cannot validate every adjacent claim in a generated answer.

Implication for JGA

Make JGA's permanent-hire process equally explicit, with separate operational and leadership briefs. Protect the replacement and growth categories where JGA already appears frequently.

Practical next move

Add an approved example of a Payroll Manager replacement and a Senior Payroll Specialist growth hire, with the actual scope, assessment and outcome.

The Portfolio Group and Portfolio Payroll are grouped for these payroll recommendations; their displayed names remain in each answer.

Public pages inspected

Portfolio recruitment services | <https://www.theportfoliogroup.com/payroll/recruitment-services/>

Frazer Jones

Named payroll leadership expertise plus international reach

Where the fit is relevant

The most frequent comparator in this collected set, particularly relevant to confidential leadership appointments and interim-to-permanent succession. Its payroll positioning also extends to operational hiring.

What its public evidence makes visible

A payroll practice page, dedicated consultation page and named practice-lead profile connect service scope with a clear buyer route. These are distinct page surfaces rather than one generic corporate description.

What that evidence does not establish

Named specialists and candidate testimonials strengthen inspectable context, but do not establish a superior candidate pool or independently audited delivery. Generated company-affiliation claims must be checked separately.

Implication for JGA

JGA needs visible evidence of how a confidential leadership mandate and a dual interim/permanent search are run. Practice expertise should connect to employer outcomes and relevant case material.

Practical next move

Publish a client-approved leadership search example with confidentiality safeguards, geography, role level, mandate boundaries and dated results.

Some model answers assign inconsistent parent-group affiliations. Those statements are retained as raw output and are not adopted as research findings.

Public pages inspected

Frazer Jones payroll practice | <https://www.frazerjones.com/payroll/>

Frazer Jones payroll consultation | <https://www.frazerjones.com/get-in-touch/book-a-consultation/payroll/>

Frazer Jones practice lead | <https://www.frazerjones.com/consultants/john-obrien/>

Oakleaf Partnership

Payroll capability supported by role-and-sector examples

Where the fit is relevant

Relevant where payroll hiring overlaps HR, benefits, pensions or international leadership. Its presence in the transformation situation is a useful comparator to JGA's broader payroll claims.

What its public evidence makes visible

The capabilities page names operational and global roles, hiring models, and anonymised role/sector placement examples. It provides more specific evidence objects than an undifferentiated expertise statement.

What that evidence does not establish

The placement examples and statistics are self-published; their dates, cohorts and outcomes are not independently audited here. Vacancy labels and salary units also require checking before reuse.

Implication for JGA

Use approved JGA examples to connect role, operating problem and geography. Avoid relying on aggregate retention or review figures without definitions.

Practical next move

Build a compact evidence table for systems transformation and UK operational hires, each linked to a dated, client-approved case summary.

Oakleaf and the occasionally generated Oakwood name are not silently merged.

Public pages inspected

Oakleaf payroll capabilities | <https://www.oakleafpartnership.com/business-areas/payroll/payroll-capabilities>

Middlemore

Payroll transformation, governance and vendor-change language

Where the fit is relevant

A close comparator for systems transformation and control remediation. Its public remit is broader than a senior-only label and includes operational through leadership hiring.

What its public evidence makes visible

The payroll-search page connects roles to HRIS implementation, data/testing, governance, vendor consolidation and post-implementation work. Post-search reporting is also described.

What that evidence does not establish

These are service claims and a stated method, not evidence that every named capability has a verified placement or a measurable advantage. Published global coverage does not guarantee availability in a specific country.

Implication for JGA

JGA can describe the employer's actual problem more precisely: inherited payrolls, control ownership, systems change or supplier transition. Avoid replacing useful detail with another generic global-payroll headline.

Practical next move

Add a problem-to-role matrix and one approved transformation or remediation case, showing what the appointed leader was responsible for.

The study records no Middlemore recommendations in S07/S11, but that absence is not proof the firm cannot undertake those hires.

Public pages inspected

Middlemore payroll search | <https://middlemore.co.uk/payroll-search/>

Hays

Regional payroll coverage within broad finance recruitment

Where the fit is relevant

A strong ordinary UK Payroll Manager replacement comparator. Its broader finance reach is relevant to regional hiring, but not automatically to every global executive mandate.

What its public evidence makes visible

Separate employer finance and candidate payroll pages specify payroll roles, UK coverage and permanent/interim/contract recruitment. The employer page also covers finance transformation.

What that evidence does not establish

General payroll job pages and old directory entries do not independently establish current consultant strength, availability or completed global-head placements. Candidate-facing copy is not itself a buyer case study.

Implication for JGA

JGA should make regional operational hiring easy to understand, including location, working pattern and required payroll-system experience, then connect that scope to an employer enquiry.

Practical next move

Improve the permanent-hire brief and regional internal links, with dated role examples rather than repeated city-keyword pages alone.

Historic Hays Payroll Management directory wording remains historical evidence, not a current guarantee.

Public pages inspected

Hays finance recruitment | <https://www.hays.co.uk/recruitment/accountancy-finance>

Hays payroll jobs | <https://www.hays.co.uk/jobs/accountancy-finance/payroll>

Robert Half

US domestic role visibility plus broad finance hiring

Where the fit is relevant

The main comparator for the US Payroll Director situation. Its UK operational hiring evidence must be kept separate from US director-level evidence.

What its public evidence makes visible

The US director results page describes permanent multi-state leadership roles. UK finance recruitment pages explain hiring models and assessment options. A separate UK payroll case supplies publisher-reported outcomes.

What that evidence does not establish

An advert proves advertised activity, not a successful placement. The UK 12-hire case is not a US Payroll Director case; generic job indexes do not support every generated technical claim.

Implication for JGA

JGA's US website should explain a domestic US Payroll Director mandate directly, with the correct entity, contact, role remit and approved local evidence, rather than assuming global payroll wording is enough.

Practical next move

Create or improve a US domestic leadership section after the US practice confirms its actual mandate coverage, process and releasable examples.

The public case numbers were matched to the publisher body, not independently verified.

Public pages inspected

Robert Half UK finance recruitment | <https://www.roberthalf.com/gb/en/finance-accounting-recruitment>

Robert Half US Payroll Director jobs | <https://www.roberthalf.com/us/en/jobs/all/payroll-director>

Robert Half payroll case study | <https://www.roberthalf.com/gb/en/insights/case-studies/finance/payroll-team-expansion>

ChatGPT source domains

Supporting citations only. Both observations combined; UK and US remain separate. Each domain counts once per answer, with tied ranks retained.

UK: 80 selected answers

2 incomplete source captures. Counts are observed frequency, not authority. Top eight domains below; every ranked domain and source role is included in the data files.

Rank	Domain	Answers
1	theportfoliogroup.com	67/80
2	frazerjones.com	54/80
3	jgarecruitment.com	45/80
4	oakleafpartnership.com	44/80
5	middlemore.co.uk	30/80
6	google.com	21/80
7	linkedin.com	15/80
8	mckinnontalent.co.uk	13/80

US: 8 selected answers

0 incomplete source captures. Counts are observed frequency, not authority. Top eight domains below; every ranked domain and source role is included in the data files.

Rank	Domain	Answers
1	roberthalf.com	5/8
2	frazerjones.com	4/8
3	cbh.com	3/8
3	connexasearch.com	3/8
3	friedmanwilliams.com	3/8
3	frontlinesourcegroup.com	3/8
7	accruepartners.com	2/8
7	theleppingtongroup.com	2/8

Gemini source domains

Supporting citations only. Both observations combined; UK and US remain separate. Each domain counts once per answer, with tied ranks retained.

UK: 80 selected answers

0 incomplete source captures. Counts are observed frequency, not authority. Top eight domains below; every ranked domain and source role is included in the data files.

Rank	Domain	Answers
1	jgarecruitment.com	39/80
2	frazerjones.com	34/80
3	theportfoliogroup.com	26/80
4	middlemore.co.uk	11/80
5	cartermorris.com	10/80
6	agencycentral.co.uk	7/80
7	markssattin.co.uk	6/80
8	mdh.co.uk	5/80

US: 8 selected answers

0 incomplete source captures. Counts are observed frequency, not authority. Top eight domains below; every ranked domain and source role is included in the data files.

Rank	Domain	Answers
1	frazerjones.com	3/8
1	searchsolutiongroup.com	3/8
3	talentfoot.com	2/8
4	directrecruiters.com	1/8
4	ebsrecruiters.com	1/8
4	forbes.com	1/8
4	frontlinesourcegroup.com	1/8
4	jobbright.ai	1/8

Perplexity source domains

Supporting citations only. Both observations combined; UK and US remain separate. Each domain counts once per answer, with tied ranks retained.

UK: 80 selected answers

4 incomplete source captures. Counts are observed frequency, not authority. Top eight domains below; every ranked domain and source role is included in the data files.

Rank	Domain	Answers
1	theportfoliogroup.com	74/80
2	frazerjones.com	49/80
3	linkedin.com	31/80
3	oakleafpartnership.com	31/80
5	gpa.net	27/80
6	kgarecruitment.com	26/80
7	hays.co.uk	18/80
8	mckinnontalent.co.uk	17/80

US: 8 selected answers

0 incomplete source captures. Counts are observed frequency, not authority. Top eight domains below; every ranked domain and source role is included in the data files.

Rank	Domain	Answers
1	roberthalf.com	7/8
2	linkedin.com	5/8
3	frazerjones.com	4/8
4	engagedheadhunters.com	3/8
4	talentfoot.com	3/8
6	kgarecruitmentinc.com	2/8
6	kornferry.com	2/8
6	scionstaffing.com	2/8

Claude source domains

Supporting citations only. Both observations combined; UK and US remain separate. Each domain counts once per answer, with tied ranks retained.

UK: 80 selected answers

1 incomplete source captures. Counts are observed frequency, not authority. Top eight domains below; every ranked domain and source role is included in the data files.

Rank	Domain	Answers
1	frazerjones.com	45/80
2	personneltoday.com	40/80
3	gpa.net	27/80
4	flippingbook.com	22/80
5	robertwalters.co.uk	20/80
6	aicpa-cima.com	17/80
6	dwp.gov.uk	17/80
6	itjobswatch.co.uk	17/80

US: 8 selected answers

0 incomplete source captures. Counts are observed frequency, not authority. Top eight domains below; every ranked domain and source role is included in the data files.

Rank	Domain	Answers
1	frazerjones.com	7/8
2	careergroupcompanies.com	6/8
2	roberthalf.com	6/8
4	gpa.net	3/8
4	inceed.com	3/8
6	addisongroup.com	2/8
6	cbh.com	2/8
6	kornferry.com	2/8

Which JGA pages are cited most?

30 JGA-owned page URLs support 133 distinct answers. There are 243 recorded citation occurrences. Each page is counted once per answer below; an answer can cite several JGA pages, so these rows are not additive.

JGA page	Answers	ChatGPT	Gemini	Perplexity	Claude
Homepage	37	0	27	9	1
Meet the team	28	20	0	5	3
London payroll jobs	28	22	6	0	0
Recruitment page at /recruitment-test/	22	12	0	10	0
Payroll recruitment service	16	0	9	5	2
Manchester payroll jobs	6	4	0	2	0
Payroll Implementation Jobs jgarecruitment	5	0	0	0	5
Payroll Manager jobs	4	0	1	3	0

Supporting citations only; both observations and markets combined. Of the 133 distinct answers, 130 are UK tasks and three are the US task. Counts are observed minimums where source capture is partial.

What this means for the next changes

The homepage, team and London payroll jobs pages appear more often than the UK payroll-recruitment service page. Make the relevant employer route easy to find from those existing pages. Keep jobseeker and employer navigation clear.

The /recruitment-test/ destination appears in 22 answers. Check its purpose, canonical destination and current content before deciding whether to update, consolidate or redirect it. Citation frequency alone is not a reason to remove a page.

The employer-page blueprint builds on a service page already cited in 16 answers. Add approved hiring examples and clear links to relevant leadership or ordinary-hiring briefs, then recheck the priority questions.

The complete 30-page ranking, tool and market breakdowns, answer links and seven additional pages found only in other source roles are in [data/jga-cited-pages.json](#). Use [data/jga-cited-pages.csv](#) for the ranking and [reports/jga-cited-pages.html](#) for the portable reading view.

Prioritised actions

Start with the UK employer hub and immediately available proof while the US practice validates its domestic offer. The action IDs below preserve links to the evidence; the ID number is not a predicted commercial return.

A02 | Turn the UK payroll service into an employer decision hub

Implement the supplied one-page blueprint, with operational versus leadership routes, realistic hiring triggers, what a buyer should provide and direct enquiry. Link from the homepage, team and London role pages.

Owner: UK practice lead + copy/editor + developer. Timing: First 10 working days after approval.

Acceptance: The page answers who it serves, what is recruited, geography, process, proof and next action. All new statements approved by JGA.

Measure: Employer enquiry completion and relevance, followed by a separately dated S07/S11 recheck.

A01 | Make domestic US leadership hiring explicit

Verify domestic US Payroll Director coverage, then add a dedicated section or page with entity, audience, role remit, multi-state operating context and one approved US search example. Link from the US homepage and payroll service.

Owner: US practice lead + website editor. Timing: First 10 working days after approval.

Acceptance: US practice signs off every capability claim; employer route works; geography and legal entity are unambiguous; no unsupported placement numbers.

Measure: Recheck the same four S03 prompts twice per tool as a separate dated follow-up. Track qualified US enquiries without promising uplift.

A03 | Publish two mandate-specific proof blocks

Create one confidential leadership/interim case and one systems/integration/governance case. Use anonymised clients if necessary, stating role, geography, hiring problem, JGA contribution, dates and defined outcome.

Owner: Payroll practice leads + client relationship owners. Timing: Weeks 2-3 after approval.

Acceptance: Client permission or approved anonymisation recorded; no invented logos or outcomes; unavailable metrics omitted.

Measure: Whether follow-up answers use the relevant page for the relevant mandate; citations alone are not treated as sales attribution.

A04 | Review overlapping pages and claim consistency

Review /recruitment-test/ against the service page before any consolidation. Align experience totals, named entities and dated award statements. Give the retention figure a denominator, period and method if retained.

Owner: Content owner + developer. Timing: Week 2 after approval.

Acceptance: One intended canonical destination per genuine duplicate, verified redirects/internal links if changed, retained originals or rollback plan, and no blind deindexing.

Measure: Search Console index/canonical checks by JGA; this public review cannot establish Google-selected canonicals.

A05 | Refresh authoritative third-party descriptions

Review existing professional-body, directory and public recruiter profiles that the tools actually cite. Correct entity, country, practice lead and current service scope through the normal owner/editor routes.

Owner: Marketing + partnership owners. Timing: Weeks 2-4 after approval.

Acceptance: Descriptions are factual, consistent and approved; no paid placement presented as an independent endorsement and no unsolicited mass submissions.

Measure: Record changed URLs and dates; monitor future citation use separately from recommendation changes.

A06 | Measure a fixed follow-up instead of selecting favourable examples

Freeze the changed-page list and rerun priority situations with identical prompts, country and declared product conditions. Preserve all answers, including omissions, and keep this separate from the baseline.

Owner: Riseklix analyst + JGA marketing. Timing: After agreed pages are live and discoverability is checked.

Acceptance: Both runs saved, dates/modes disclosed, source-domain and recommendation changes shown together; no guaranteed ranking or revenue promise.

Measure: Priority-question recommendation counts, cited pages, relevant enquiries and implementation completion. A before/after difference alone does not establish causality.

The page blueprint

<https://jgarecruitment.com/payroll-recruitment/>

The existing employer service page is already cited in 16 observed answers and fits the permanent-hire decision the user wants to win. It can serve as a durable hub across operational and leadership situations. The homepage receives more citations, but is broader; a city jobs page is primarily a role/location surface. Selection is a strategic judgement supported by observed citations, not a rule that the most-cited page must be rewritten.

Suggested title and description

Payroll recruitment for UK employers | JGA Recruitment

Discuss your next payroll hire with JGA Recruitment. Define the role, experience, location and hiring priorities for your UK payroll team.

Draft page copy

Payroll recruitment for your next UK hire

A payroll vacancy can mean replacing an experienced manager, adding capacity to a growing team, or appointing a leader for a more complex function. Start with the job that needs doing. Tell JGA about your payroll operation, the person you need and the outcomes the appointment must support.

What are you hiring for?

Replacing a Payroll Manager: capture the responsibilities, payroll calendar and knowledge that must transfer.

Adding a Senior Payroll Specialist: define hands-on processing, employee queries, systems and the support available in the team.

Appointing a payroll leader: clarify reporting lines, countries, control ownership, systems change and vendor responsibilities.

Interim cover: discuss the immediate continuity need separately from any permanent appointment.

Editorial approval: JGA must confirm exact role and interim capability before this draft is published; avoid implying every mandate can be accepted.

Give the search a clear brief

Share your location and working pattern, salary range, payroll population and frequency, software, in-house or outsourced model, reporting line, required experience and target start. For a replacement, include handover requirements. For growth, explain what the new hire will own rather than supervise.

Understand how your hire will be assessed

Ask your JGA consultant to explain the proposed search approach, how technical payroll and systems experience will be evaluated, how suitable candidates will be presented and how progress will be communicated. Agree the commercial terms and any replacement provisions before instructing the search.

Editorial approval: Replace this buyer-oriented draft with the practice's actual documented process after sign-off. Do not promise tests, timelines or guarantees that JGA has not approved.

See relevant payroll hiring examples

Add two approved case cards here: one ordinary UK replacement or growth hire and one leadership or change mandate. Each should state the role, employer context, location, problem, work undertaken, period and clearly defined outcome.

Editorial approval: This is an editorial instruction, not fabricated client-facing evidence. Do not publish placeholder case claims.

Speak to the payroll recruitment team

Brief JGA on your next payroll hire. Tell us the role, location and hiring priority, and ask to speak with the consultant responsible for that market.

Editorial approval: Link the CTA to the current employer enquiry route after confirming the form works. Do not repurpose a candidate CV form.

Frequently asked questions

What should we prepare before briefing a payroll recruiter?

A role scope, location and working pattern, salary, payroll population, systems, reporting line and expected start date. Explain which duties require hands-on processing and which require leadership or change experience.

How does a replacement hire differ from a growth hire?

A replacement brief needs continuity and knowledge-transfer priorities. A growth brief should explain the extra ownership and capacity the team needs. The required experience should follow those responsibilities.

What evidence should we ask an agency to provide?

Ask for relevant recent search examples, the consultant who would lead your mandate, how technical experience will be assessed, the search plan and written commercial terms. An advertised vacancy or review score alone does not establish a comparable placement outcome.

What if our role covers several countries or a supplier transition?

Describe the countries, operating model, control ownership and change responsibilities explicitly. Ask JGA to confirm whether its current practice and candidate network fit that specific mandate.

Facts to approve

- Approved examples and the right to publish them
- Actual assessment and search process
- Current geography and entity scope
- Retention definition/cohort/period if the figure is used
- Current named practice owner and employer CTA

Implementation

- Keep the page's existing canonical URL unless there is a separately approved migration plan.

- Link to it from the UK homepage, relevant team bios and London/other employer-relevant pages.
- Review /recruitment-test/ before deciding whether consolidation is warranted; both pages currently self-canonicalise and allow indexing in the public fetch.
- Preserve accurate existing structured data, then update it only to match approved visible content. No special AI schema or AI text file is a promised solution.
- Use the US domain for a separately approved domestic US offer; avoid claiming this UK page alone fixes US discovery.
- Check status codes, canonical, robots and working enquiry routes after publishing. Search inclusion and AI recommendations are not guaranteed.

Follow-up checks

- S07 and S11 for ordinary UK hiring
- S02/S04/S10 for leadership and change evidence
- S03 separately after US-specific work

No claimed uplift, response rate, lead volume, placement success, search ranking or model recommendation is guaranteed.

Targeted content opportunities

Six existing-page updates, three new UK articles/checklists and one US brief after domestic practice validation. Start with C01-C04. Keep the service-page blueprint and evidence collection alongside editorial work.

These briefs cover all eleven hiring situations. The selection considers buyer relevance, observed coverage, overlap with current content and the proof JGA can publish. Six topics already have useful guides, so their next step is a specific update rather than a second broad article.

ID	Topic / editorial task	Action	JGA recommendations
C01	Your Payroll Manager has resigned: a UK replacement and handover checklist	New UK checklist	S07 25/32
C02	Confidential payroll leadership search: the checks before candidate approaches	Update existing guide	S02 13/32
C03	Interim Global Payroll Director plus a permanent search: plan both briefs	Update existing guide	S10 14/32
C04	Hiring a Payroll Transformation Director: who owns the programme and the pay run?	New UK article	S04 15/32
C05	Adding a Senior Payroll Specialist to a small UK team: define the extra capacity	Update existing guide	S11 27/32
C06	Hiring after payroll control problems: what evidence should a leader demonstrate?	Update existing guide	S06 19/32
C07	Changing payroll provider: define the employer-side governance hire	Update existing guide	S09 22/32
C08	After an acquisition: scope the payroll integration leadership hire	Update existing guide	S05 20/32
C09	Your first global payroll leader: a global owner or a UK-based EMEA lead?	New UK article	S01 23/32; S08 26/32
C10	Hiring a U.S. Payroll Director: a domestic, multi-state hiring brief	Conditional US brief	S03 4/32

Full focus statements, outlines, proof requirements, exact questions, internal links and 29 research references are in [data/editorial-opportunities.md](#), [data/editorial-plan.json](#) and [reports/editorial-opportunities.html](#) in the research pack. The website links every situation to its brief.

The first four briefs

C01 | Your Payroll Manager has resigned: a UK replacement and handover checklist

Turn a resignation into a clear hiring brief: what must transfer, who protects the next pay cycle, which capabilities are essential, and how the incoming manager will be assessed. Keep the article centred on the employer's replacement decision.

Original asset: A one-page vacancy-and-handover brief, with owners and completion fields.

Study questions: S07-A 7/8; S07-D 6/8. Research: E01, E05, E17, E28.

C02 | Confidential payroll leadership search: the checks before candidate approaches

Build on the existing confidential-search guide with JGA-specific evidence: a disclosure-gate template, a conflicts/off-limits discussion and an anonymised mandate. Make it easier for an employer to evaluate the process before authorising approaches.

Original asset: A redacted disclosure-gate and search-governance worksheet reflecting JGA's real process.

Study questions: S02-C 3/8; S02-D 2/8. Research: E02, E18, E19.

C03 | Interim Global Payroll Director plus a permanent search: plan both briefs

Add a director-level dual-brief tool to the existing interim/permanent article. Explain interim authority, the permanent search owner, decision points and the handover evidence needed to keep the two appointments aligned.

Original asset: A two-column interim/permanent mandate and handover matrix.

Study questions: S10-B 4/8; S10-C 2/8. Research: E03, E12, E17, E19.

C04 | Hiring a Payroll Transformation Director: who owns the programme and the pay run?

Help buyers define a director who can own a multi-country programme while payroll continues. Separate programme accountability, BAU ownership and specialist systems work, then specify evidence of the candidate's personal contribution.

Original asset: A programme-stage ownership matrix plus interview evidence prompts.

Study questions: S04-A 2/8; S04-D 2/8. Research: E04, E13, E18, E25.

The current JGA guides already cover several underlying concepts. Add practitioner-owned tools and approved search examples. Keep the employer hub, correct enquiry route and geographic scope connected to each article. Proposed US content follows confirmation of the domestic practice offer.

Method and limits

1. Coverage

The study contains 44 locked English-language questions, four in each of 11 employer situations. Each was observed twice in ChatGPT, Gemini, Perplexity and Claude: 352 saved substantive answers. Earlier extra pilots and access blocks are outside that total.

2. Geography

320 answers were collected from London for UK situations; 32 from Ashburn for the US domestic Payroll Director situation. Collection locations are settings, not proof that each product used geography identically. The US task differs from the UK tasks, so the comparison does not isolate a geographic effect.

3. Actual consumer access

ChatGPT used logged-out Free guest access for 88 answers. Gemini used two logged-out Flash-Lite answers and 86 dedicated signed-in Free Auto/Temporary answers. Perplexity used 88 dedicated signed-in Free Search/Incognito answers. Claude used 88 dedicated signed-in Free/Incognito answers, with the recorded visible Sonnet 5.5 Medium label; repeat 2 records Manual. Hidden model identities are not inferred.

4. Interpretation of access

These consumer access conditions differ from the originally requested all-logged-out design. Read the findings as dated consumer experiences, not a controlled comparison of identical underlying models. Private or temporary chat does not itself mean logged out.

5. Recommendation rules

Recommendations include primary, reserve and conditional recruiter options. Passing body mentions and source-only appearances are separate. Two body mentions without a recommendation are excluded from the 208 recommendation total. A numbered category or process step is not treated as a numeric firm rank.

6. Name and entity rules

All four requested JGA name variants are tracked: JGA, JGA Recruitment, JGA Recruitment Group and James Gray Associates. A group-brand mention does not automatically identify the US operating entity. Three of four US-task JGA recommendations explicitly identify its US business; the fourth is a group-brand reserve recommendation with an unconfirmed US entity.

7. Repeat observations

Across 176 question/tool pairs, JGA is recommended in both observations for 80, only one for 48 and neither for 48. Repeats are not before-and-after measurements. Of 170 pairs with both submission times, intervals span 28.79-59.63 hours, median 37.27; six early pairs lack an exact submission timestamp and eight known pairs exceed the proposed 48-hour spacing.

8. Source domains

A domain is counted once per answer within each source role. Supporting citations, recruiter/contact links, retrieved source lists, other retrieved results and related content are kept separate. Ties share rank. Domain grouping follows the preserved Public Suffix List snapshot.

9. Capture gaps

Seven records have incomplete source capture: S01-A Claude/Perplexity observation 1, S01-B/C Perplexity observation 1, S11-A ChatGPT observation 2 and S11-D ChatGPT/Perplexity observation 2. The full answer text is saved in every case. For S11-D Perplexity, all 21 supporting events are retained; its separate ten-entry retrieved list is missing.

10. Denominators

Incomplete records stay in the selected-answer denominator, so observed source counts can be lower bounds. Complete-capture sensitivity uses the complete subset for both numerator and denominator. Citation frequency is not source authority, market share, model reasoning or sales attribution.

11. Evidence exports

The handover uses clearly labelled saved-text HTML/TXT/JSON exports, with original capture dates and answer hashes. These are not native product exports or reconstructed product screenshots. Original browser images remain private; two original ChatGPT images are unavailable, but their full text and accessibility captures survive.

12. Interpretation and proposed work

Public company-page research is separate from model-cited evidence. A service page or job advert does not verify completed placements; self-published outcomes are attributed. The proposed page copy and implementation actions require JGA factual approval. No uplift, search inclusion, recommendation or revenue is guaranteed.

Public research references

These company pages informed the comparator reviews and blueprint. Their statements are attributed public claims. The raw source-event register separately preserves what each product actually cited.

R01 | JGA payroll recruitment

<https://jgarecruitment.com/payroll-recruitment/>

JGA | Checked 2026-10-22

R02 | JGA UK homepage

<https://jgarecruitment.com/>

JGA | Checked 2026-10-22

R03 | JGA Payroll Jobs London

<https://jgarecruitment.com/payroll-jobs-london/>

JGA | Checked 2026-10-22

R04 | JGA Recruitment Test page

<https://jgarecruitment.com/recruitment-test/>

JGA | Checked 2026-10-22

R05 | JGA US homepage

<https://jgarecruitmentinc.com/>

JGA US | Checked 2026-10-22

R06 | JGA US payroll service

<https://jgarecruitmentinc.com/payroll-recruitment/>

JGA US | Checked 2026-10-22

R07 | Portfolio recruitment services

<https://www.theportfoliogroup.com/payroll/recruitment-services/>

Portfolio Payroll | Checked 2026-10-22

R08 | Frazer Jones payroll practice

<https://www.frazerjones.com/payroll/>

Frazer Jones | Checked 2026-10-22

R09 | Frazer Jones payroll consultation

<https://www.frazerjones.com/get-in-touch/book-a-consultation/payroll/>

Frazer Jones | Checked 2026-10-22

R10 | Frazer Jones practice lead

<https://www.frazerjones.com/consultants/john-obrien/>

Frazer Jones | Checked 2026-10-22

R11 | Oakleaf payroll capabilities

<https://www.oakleafpartnership.com/business-areas/payroll/payroll-capabilities>

Oakleaf Partnership | Checked 2026-10-22

R12 | Middlemore payroll search

<https://middlemore.co.uk/payroll-search/>

Middlemore | Checked 2026-10-22

R13 | Hays finance recruitment

<https://www.hays.co.uk/recruitment/accountancy-finance>

Hays | Checked 2026-10-22

R14 | Hays payroll jobs

<https://www.hays.co.uk/jobs/accountancy-finance/payroll>

Hays | Checked 2026-10-22

R15 | Robert Half UK finance recruitment

<https://www.roberthalf.com/gb/en/finance-accounting-recruitment>

Robert Half | Checked 2026-10-22

R16 | Robert Half US Payroll Director jobs

<https://www.roberthalf.com/us/en/jobs/all/payroll-director>

Robert Half | Checked 2026-10-22

R17 | Robert Half payroll case study

<https://www.roberthalf.com/gb/en/insights/case-studies/finance/payroll-team-expansion>

Robert Half | Checked 2026-10-22

R18 | Google guidance on AI features

<https://developers.google.com/search/docs/appearance/ai-features>

Google Search Central | Checked 2026-10-22

R19 | Google structured-data guidance

<https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data>

Google Search Central | Checked 2026-10-22