

Your AI discovery. Where to focus next.

Executive brief | 22 October 2026

JGA already appears frequently for ordinary UK payroll hiring. The opportunity is to turn that relevance into a clearer employer route while adding more specific proof for leadership, change and domestic US mandates.

Scope	Recorded coverage
Buyer situations	11
Exact questions	44
Saved answers	352 across four tools, two observations
Detailed comparisons	Six firms

Three useful signals

Growth hiring: JGA is recommended in 27/32 answers for a Senior Payroll Specialist joining a small UK team. Replacement hiring: 25/32 for a UK Payroll Manager vacancy.

Leadership and transition: 13/32 for a confidential leadership replacement, 15/32 for systems transformation and 14/32 for interim/permanent succession.

US domestic director: JGA is recommended in 4/32 answers. Robert Half appears in 27/32 and Frazer Jones in 21/32. This is a different buyer task, not a clean UK-versus-US location experiment.

Start with the work closest to revenue.

1. Strengthen the UK employer decision page

Use the payroll-recruitment page as the employer hub. Separate operational hires from leadership/change mandates; explain the brief, actual assessment process, relevant proof and enquiry route. The page is already cited in 16 saved answers.

2. Make relevant proof easy to inspect

Add one approved replacement/growth example and one leadership/change example. State role, location, hiring problem, JGA contribution, dates and defined outcome. Do not substitute an advert or broad review score for placement evidence.

3. Verify and clarify the US offer

The US practice should confirm the exact domestic director mandate, entity, contact and releasable case evidence before a dedicated page is written. Three of the four US-task JGA recommendations identify its US business; the fourth is a group-brand reserve recommendation.

What the source rankings give you

A practical map of domains and pages already appearing in each tool. Use it to improve the evidence buyers can inspect, then recheck a fixed set of priority questions. The CSV and website keep source roles, countries, both observations and missing-capture sensitivity visible.

Read the results in context

These are dated descriptive observations, not market share or a causal ranking study. Consumer sign-in/routing conditions differ, seven source captures are partial, and all 352 complete answer texts are provided. The detailed report explains the actual method and limits.

Next review: confirm the proposed UK page content and available proof, then agree which changes to implement first. No JGA website has been changed.