PARTNERSHIPS FOR NETWORKING MANUFACTURERS

# Be discovered where network decisions are made.

RouterHaus is an independent, manufacturer-neutral networking intelligence platform. People use it to diagnose a problem, compare systems, design a network and price it before they buy. Manufacturers can put accurate, clearly labelled information in front of them at those moments. They can't buy a recommendation.

## 27,043

**Google search impressions**

28 days, Oct 27 to Nov 23, 2026 · Google Search Console

## 4.6×

**Search impressions, compared with the previous 28 days**

From 5,842, Sep 29 to Oct 26, 2026 · Google Search Console

## about 1,650

**Browser visits, up 14.6% on the previous 30 days**

30 days, Oct 28 to Nov 26, 2026 · Cloudflare Web Analytics

## 28.5%

**Of browser page views on product, equipment, finder, planner and consultation pages**

30 days, Oct 28 to Nov 26, 2026 · Cloudflare Web Analytics

RouterHaus is early: search visibility is growing quickly from a small base, and the first sponsorship pilots have not started. Every figure here is what we can measure today, with its limits. Each figure is a separate measure with its own period; visits are not people.

SEARCH VISIBILITY

# Google search impressions are rising fast from a small base

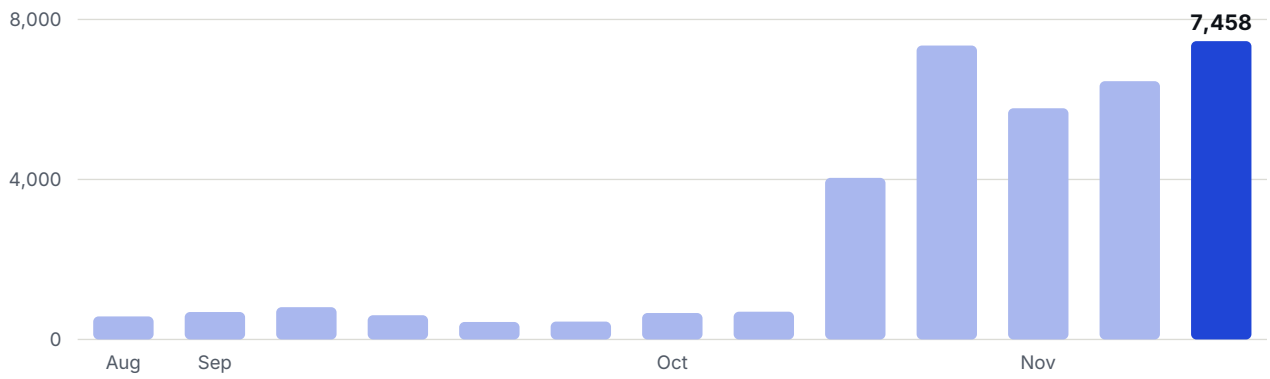
Source: Google Search Console export (web search), retrieved 2026-11-25.

**27,043**
**Google search impressions**
28 days, Oct 27 to Nov 23, 2026 · Google Search Console

**4.6×**
**Search impressions, compared with the previous 28 days**
From 5,842, Sep 29 to Oct 26, 2026 · Google Search Console

**162**
**Google search clicks**
28 days, Oct 27 to Nov 23, 2026 · Google Search Console

### Impressions per week, Aug 25 to Nov 23, 2026




| Period | Impressions | Clicks |
|---|---|---|
| Last 3 months | 36,087 | 203 |
| Last 28 days | 27,043 | 162 |
| Previous 28 days | 5,842 | 33 |

Last 3 months: Aug 24 to Nov 23, 2026. Last 28 days: Oct 27 to Nov 23, 2026. Previous 28 days: Sep 29 to Oct 26, 2026.

| Month | Impressions | Clicks |
|---|---|---|
| September 2026 | 2,661 | 6 |
| October 2026 | 10,848 | 59 |
| November 2026 (1 to 23) | 21,912 | 136 |

Average position 12.7 over the last 3 months. United States, last 3 months: 82 clicks, 14,366 impressions. Clicks by device: desktop 107, mobile 90, tablet 6.

### Topics that bring searchers in (clicks, last 3 months)




The site's expansion into business, smart-home and camera-system planning in late November is not yet meaningfully reflected in these periods.

BROWSER ACTIVITY

# Visits and page views on the site

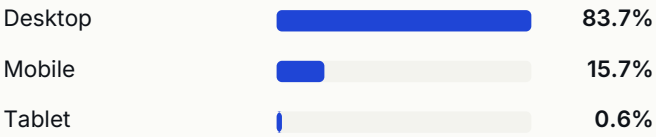
Oct 28 to Nov 26, 2026 (30 completed UTC days). Source: Cloudflare Web Analytics (browser beacon), read through the GraphQL API and filtered to www.routerhaus.com, retrieved 2026-11-27. All figures are approximate.

| Measure | This period | Previous 30 days | Change |
|---|---|---|---|
| Browser visits | 1,650 | 1,440 | +14.6% |
| Page views | 1,720 | 1,460 | +17.8% |

### Browser visits by country

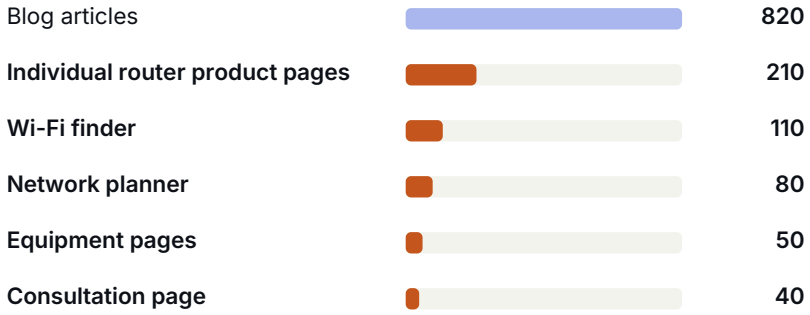



### Page views by device, share




The Singapore share is unusually high for a US-focused site, and likely to include automated browsers. The United States figure is the more dependable view of the intended audience.

### Page views by section




**28.5%**

**490 of 1,720 page views were on product, equipment, finder, planner and consultation pages.**

A page view there is research, not a purchase.

LIMITS OF THESE FIGURES

- Figures are approximate and rounded by the source.
- They may include automated browsers that run the analytics script, so they are an upper bound on human readership.
- A visit is not a person: one person on two devices, or on two days, counts more than once. RouterHaus does not measure unique individuals.
- Tool and form pages limit browser measurement to protect what visitors type, so their counts are partial.

AUDIENCE

# Who RouterHaus reaches, and who it is built for

### What the data shows

- **Home networks with a specific problem.** Double NAT, bridge mode and ISP gateway questions are the largest group of search clicks.
- **Smart-home and streaming setups.** Apple Home, Matter, Thread and Apple TV networking are among the five topics that bring the most searchers in.
- **New builds and wiring.** Structured wiring for a new home is the third-largest search topic.
- **Hardware comparison.** About 28.5% of measured page views land on product, equipment, finder, planner and consultation pages.

### What the platform is built to serve

- **Residential Wi-Fi and mesh:** Wi-Fi finder, network planner, router pages.
- **Prosumer and home lab:** Network Builder, multi-gig and wired access-point designs.
- **Smart home:** Smart-home platform comparison, Matter and Thread guides.
- **Small business and retail:** Builder designs for offices, shops and restaurants with point of sale.
- **Multi-site and enterprise planning:** Multi-site designs, licensed cloud-managed platforms, enterprise platform comparison.
- **Surveillance:** Camera-system comparison and recorder checks in the Builder.

Supported means the tools cover these needs. It is not a measured share of the audience: business and multi-site visits are still too few to report.

PLATFORM

## A decision platform, not only a blog

**474**
Catalogued devices, each from the maker's own specifications

**48**
Published compatibility rules in the Network Builder

**24**
Reference designs, from a studio apartment to a campus backbone

**24**
Ecosystems with documented controller, cloud and licensing requirements

**130**
Guides and articles on specific problems and purchase decisions

Counted from the live catalog on Nov 27, 2026. Tools: Network Builder, network planner, Wi-Fi finder, reference designs, ecosystem comparisons, Fix and Network Health.

THE DECISION JOURNEY

# Visible at the moments that shape a purchase

Each stage is a tool or page people already use on RouterHaus. Partner visibility sits beside the work, never inside a result.

| STAGE | WHERE IT HAPPENS | PARTNER VISIBILITY |
|---|---|---|
| 1 **Diagnose** What is actually wrong? | Fix · Network Health · Troubleshooting articles | None inside diagnostic results. |
| 2 **Learn** What should I know before I choose? | Guides · Topic hubs · Explainers | **Sponsored technical explainers and category sponsorships, labelled.** |
| 3 **Compare** Which system fits me? | Ecosystem comparisons · Product and equipment pages · Collections | **Labelled ecosystem blocks beside the facts, never inside them.** |
| 4 **Design** Will these parts work together? | Network Builder · Network planner · Reference designs | **A credit on a free tool page. Results never change.** |
| 5 **Price and buy** What will the whole system cost? | Priced parts lists · Maker's own store links · Remote consulting | None. Prices and store links work the same for every maker. |

USE CASES

# What partners can use RouterHaus for

### Launching a new router or travel router

Accurate specifications in the catalog from day one, plus labelled visibility on the category hub while buyers compare.

Launch briefing · Product submission · Category sponsorship

### Growing an access-point or prosumer ecosystem

Your own setup and training material beside the ecosystem facts, on the pages where systems are compared.

Ecosystem sponsorship · Corrections

### Explaining a new standard or feature

An accurate, clearly sponsored explainer on Wi-Fi 7, Matter, Thread or multi-gig, written to our standards.

Sponsored technical explainer

### Reaching installers and small-business planners

A credit on the free calculators built for PoE budgets, cabling and camera storage.

Tool sponsorship · Professional education

PARTNERSHIP FORMATS

# Four ways to be seen, each labelled “Sponsored”

Every paid format is fixed-term, agreed in writing and reported in aggregate. Pricing is agreed per campaign. The placements shown are illustrations with a made-up maker, Example Networks, not real sponsors.

OPEN FOR PILOT ENQUIRIES

## Ecosystem sponsorship

A labelled block for one maker on its ecosystem pages, for its own explainer, training or documentation link.

EXAMPLE PLACEMENT

SPONSORED BY EXAMPLE NETWORKS

**Setting up a wired access-point network**

The maker's own step-by-step guide to adopting access points on its controller.

Read the maker's guide →

| | |
|---|---|
| WHERE | Beside the facts on the maker's ecosystem and comparison pages, never inside a comparison table or verdict. |
| TERM | Fixed term, from 4 weeks |
| REPORTING | Eligible page views, placement impressions, sponsored-link clicks and click rate, in aggregate. |
| LIMITS | One sponsor per slot at a time. The block can't mention competitors, prices or RouterHaus verdicts. |

OPEN FOR PILOT ENQUIRIES

## Category sponsorship

A labelled block on a category hub, such as travel routers, smart-home networking or multi-gig.

EXAMPLE PLACEMENT

SPONSORED BY EXAMPLE NETWORKS

**Planning a multi-gig home network**

What a 2.5 GbE upgrade involves, from the maker's own planning guide.

See the planning guide →

| | |
|---|---|
| WHERE | Below the hub's introduction, separate from the hub's list of products and their order. |
| TERM | Fixed term, from 4 weeks |
| REPORTING | Eligible page views, placement impressions, sponsored-link clicks and click rate. |
| LIMITS | The hub's product list, order and picks are unchanged. The slot is set up per campaign. |

OPEN FOR PILOT ENQUIRIES

## Sponsored technical explainer

An educational article about a technology or product category, written to our editorial standards.

EXAMPLE PLACEMENT

SPONSORED EXPLAINER

**How Wi-Fi 7 multi-link operation works**

Written by RouterHaus to its editorial standards and paid for by the sponsor named at the top.

Read the explainer →

| | |
|---|---|
| WHERE | Its own page, marked sponsored at the top, listed apart from independent articles. |
| TERM | Published for an agreed term |
| REPORTING | Page views of the explainer and clicks on its links, in aggregate. |
| LIMITS | We write it. The sponsor can check facts, not approve conclusions. No comparisons with named competitors. |

OPEN FOR PILOT ENQUIRIES

## Tool sponsorship

A credit on a free calculator or planning tool page, such as the PoE budget or camera storage calculator.

EXAMPLE PLACEMENT

THIS FREE TOOL IS SUPPORTED BY EXAMPLE NETWORKS

**PoE budget calculator**

The sponsor has no access to the calculator's inputs or results.

About the sponsor →

| | |
|---|---|
| WHERE | A labelled credit line below the tool, outside its inputs and results. |
| TERM | Fixed term, from 8 weeks |
| REPORTING | Tool page views, credit impressions and clicks. |
| LIMITS | No access to, or influence on, the tool's results, defaults or the products it names. |

FOUNDING PARTNERS

# Founding partner pilots

The first manufacturers to work with RouterHaus do so through a fixed-term pilot, so both sides can judge the results before committing to more.

### A pilot includes

- ✓ One paid format for a fixed term, usually 8 weeks, on pages that fit the product.
- ✓ Pilot terms agreed in writing before anything starts.
- ✓ A mid-term check-in and a full aggregate report at the end.
- ✓ Free product submissions and corrections, as for every maker.
- ✓ The option to renew, with no obligation on either side.

### A pilot never includes

- × Guaranteed impressions, clicks, leads or sales.
- × Exclusivity in a category, or any lasting preferential treatment.
- × Any change to rankings, compatibility results or editorial coverage.

MEASUREMENT

# How campaigns are measured and reported

**Eligible page views** — REPORTED
Page views of the pages that carry the placement, from the browser beacon, in aggregate.

**Placement impressions** — REPORTED
Counted when at least half of the placement is on screen, once per page view, in browsers that allow analytics.

**Sponsored-link clicks** — REPORTED
Clicks on the placement's link, counted on RouterHaus before the visitor leaves, in browsers that allow analytics.

**Click rate** — REPORTED
Sponsored-link clicks divided by placement impressions.

**Audience mix** — REPORTED
Country and device shares for the carrying pages, in aggregate.

**Conversions on your site** — YOUR ANALYTICS
Measured by you with campaign tags on your own link. RouterHaus does not track visitors off its site.

**Unique reach and demographics** — NOT OFFERED
Not measured. We don't profile visitors.

**Lead lists or visitor details** — NOT OFFERED
Never shared or sold.

**Illustrative sample. Not a real campaign: the sponsor and every figure below are invented to show the format.**

### Example Networks: ecosystem sponsorship pilot

Ecosystem sponsorship · 8 weeks

| | |
|---|---|
| **240** Eligible page views | **160** Placement impressions |
| **4** Sponsored-link clicks | **2.5%** Click rate |
| **80%** Desktop share of impressions | **52%** United States share of impressions |

- Placement impressions are lower than page views because a placement counts only when at least half of it is on screen, and only in browsers whose visitors allow analytics.
- Clicks are counted on RouterHaus. What happens on the sponsor's site is measured by the sponsor.
- Figures may include automated browsers and are reported in aggregate only. Sales and leads are not reported because RouterHaus can't measure them.

## FREE FORMATS, AND FORMATS NOT OFFERED YET

- **Product submissions** (always open). Send the public datasheet, store page or announcement for a product we don't list yet.
- **Corrections** (always open). Report a wrong specification, price or lifecycle date with a link to your own documentation.
- **Launch briefings** (always open). Tell us about a new product or a firmware change that alters what works together.
- **Independent product evaluations** (not offered yet). Hands-on evaluations with our own published method, announced once the method is published.
- **Store links and affiliate programs** (not active). Product pages link to the maker's own store at its own price. No affiliate tracking is active.
- **Professional and installer education** (in development). Clearly sponsored training material for installers, IT generalists and small businesses.

## EDITORIAL INDEPENDENCE

# Manufacturers can buy visibility, never a recommendation

- **Rankings and results are closed to money.** The Builder, planner, Wi-Fi finder and comparisons never read sponsorship data, and automated tests fail if they ever do.
- **Sponsored means labelled.** Every paid placement says “Sponsored” and names who paid.
- **Listing and corrections are free.** They follow the same rules for every maker.
- **No advance sight or approval.** Sponsors never see or approve editorial coverage before it is published.
- **Visitors' details are never sold or shared.** Campaign reports are aggregate only.
- **Not a reseller or authorized partner** of any manufacturer, and no claim that a product or design makes anyone compliant with a standard.

## DEFINITIONS

**Search impression**
A RouterHaus page appeared in someone's Google results. One person can produce many impressions, and an impression is not a visit.

**Placement impression**
A sponsored placement was at least half on screen. Counted per campaign, separately from page views of the page that carries it.

**Search click**
Someone clicked a RouterHaus result in Google web search.

**Page view**
One page loaded in such a browser. A visit can include several page views.

**Edge requests**
Every file served to anyone, including bots, crawlers and monitoring. Never used here as an audience figure.

**Browser visit**
A session in a browser that ran the analytics script. It can include automated browsers, and one person can make several.

**Unique individuals**
Not measured. Browser analytics count visits, not people, so no figure here is a count of people.

**Business and multi-site audience:** not yet available. Reported separately from home users once there is a meaningful sample. Too few business visits so far to report.

**Qualified project inquiries:** not yet available. Not published until the sample is large enough to report without identifying anyone.

START A PARTNERSHIP ENQUIRY

## routerhaus.com/partners

Or email admin@routerhaus.com with “Partnership” in the subject. An enquiry commits neither side to anything.

Figures updated Nov 27, 2026. The same data: routerhaus.com/partners/media-kit.json