This Mum

2026/27 EDITION

What people find when they look you up

A check of your online presence, for consultants, founders and senior leaders.



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Looked up before you're met



A NOTE BEFORE YOU START

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2026/27 edition
Every figure checked against its source, November 2026.

Helena Marsh, the example in this guide, is fictional.

By the time someone gets in touch, your name has usually been searched.

They type it into Google, read what an AI assistant says about you, open your LinkedIn profile and look at your website. It takes a few minutes, and it happens before the first call.

This guide follows that route. Each page covers one place people look, what is shown there and what you can change. Helena Marsh, a fictional consultant, is the worked example.

Search your own name before you read on. Then turn the page.

Cherise

82%
of the time, the supplier a buying group favoured before first contact won the work
6sense, 4,611 B2B buyers, 2026

81%
of B2B buyers used an AI language model at some point in an evaluation
6sense, 2026

2nd
most cited website in AI search answers was LinkedIn
Semrush, 325,000 prompts, 2026

THE ROUTE

Where people look

A look-up usually touches five places. Each has its own page in this guide.



FIRST · PAGE 4

Search results

Your name, typed into Google or Bing, often with your job title or company.

THEN · PAGE 5

An AI answer

A summary of you written by ChatGPT, Gemini, Copilot or Perplexity.

NEXT · PAGE 6

LinkedIn

Your profile, including the public version shown to people who aren't signed in.

AFTER THAT · PAGE 6

Your website

Your About page and how you describe what you do.

ALONG THE WAY · PAGES 4 AND 7

Everything else

Photos, talks, articles, reviews and public company records.

WHAT THEY ARE CHECKING

Is this the right person?

Your name, face and field are easy to pick out from anyone who shares your name.

Do the places agree?

LinkedIn, your website and other pages describe you in the same way.

Is there proof?

Someone other than you has written about, hosted or recommended your work.

PLACE ONE

Search results

What appears when your name is typed into Google or Bing.

helena marsh coo

All Images News Videos

LinkedIn
linkedin.com › in › helenamarsh

Helena Marsh - Founder and fractional COO for scale-ups | Operations from 20 to 200 people...

London · Marsh & Vale · I help founders build the operations their company needs as it grows from 20 people to 200.

Marsh & Vale
marshandvale.example › about

About Helena Marsh | Marsh & Vale

Fractional COO who sets up operations for companies growing from 20 to 200 people. Former COO, Fernhill Logistics.

Images



Scale-Up Sessions
scaleupsessions.example › speakers

What breaks at 50 people, with Helena Marsh

Recording and slides. The three processes to rebuild before a company reaches 50 people.

Company register
companyregister.example › officers

Helena MARSH: director appointments

Marsh & Vale Ltd, director. Appointed 2021.

Helena Marsh Ceramics
helenamarshceramics.example

Helena Marsh | Handmade stoneware

Small-batch ceramics made in Cornwall. Shop mugs, bowls and vases.

Your LinkedIn profile

Often near the top for a name search. The title shown is your name and then your headline, so its first words appear here as well.

Your own website

Google writes the short description mainly from the words on the page. An About page that states who you are and what you do in its first lines gives it good material.

Images

The same recent photo on LinkedIn, your website and speaker pages makes you easy to recognise.

Other people's pages

Talks, podcasts, articles and directories. This is proof that comes from someone other than you.

Public records

Open to anyone. Companies House in the UK lists a director's name, month and year of birth and service address.

Someone with your name

Name your field or company wherever you're described, so the right Helena is easy to pick out.

GOOGLE'S OWN TOOLS

Results about you

Finds results that show your phone number, home address or email. You can ask for their removal from Search.

Refresh outdated content

Ask Google to update a result when the page it points to has changed or gone.

Knowledge panel

If a panel about you appears beside the results, you can claim it and suggest changes.

PLACE TWO

AI answers

What an assistant such as ChatGPT, Gemini, Copilot or Perplexity says about you.

Who is Helena Marsh, the fractional COO?

AI answer

Helena Marsh is the founder of Marsh & Vale, a London consultancy that sets up operations for companies growing from 20 to 200 people. [1] [2] She was previously COO of Fernhill Logistics, which grew from 40 to 310 people during her time there. [1] She speaks about what changes in a company at around 50 people. [3]

SOURCES

1. linkedin.com
2. marshandvale.example
3. scaleupsessions.example

It starts with a question

People ask in full sentences and often add a role, a city or a sector.

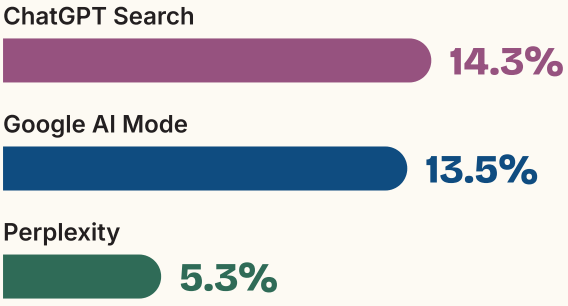
It repeats what it finds

The answer is assembled from pages about you. When those pages agree, the summary is accurate.

Sources are listed

Most assistants show where each statement came from. Those are the pages to keep current.

How often AI answers cite LinkedIn



Share of answers citing a LinkedIn page. Semrush, 325,000 prompts across 12 industries, January to February 2026. LinkedIn was the second most cited website in the study.

What was cited

People. On ChatGPT Search and Google AI Mode, 59% of LinkedIn citations were individual members.

Articles. They made up 50 to 66% of the LinkedIn content cited.

Small audiences too. Authors with fewer than 500 followers were cited as often as larger accounts.

Original writing. About 95% of cited posts were original, with reshares at about 5%.

A second study, by Peec AI, counted 30 million sources and ranked LinkedIn third, after Reddit and YouTube. Rankings differ by study and by assistant.

ASK IT YOURSELF

- Who is [your name], [your role]?
- Who would you recommend for [what you do] in [your sector]?
- What is [your company] known for?

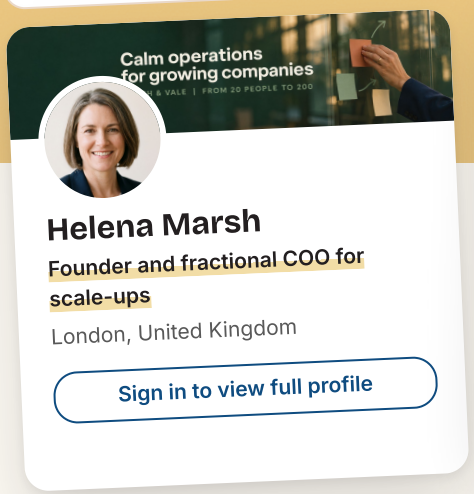
Run each one in two assistants. Check every statement against the source it lists, then correct the source page.

PLACES THREE AND FOUR

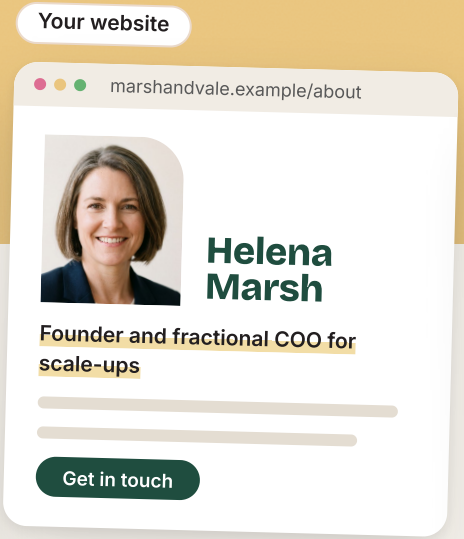
The places you own

Your LinkedIn profile and your website, saying the same thing.

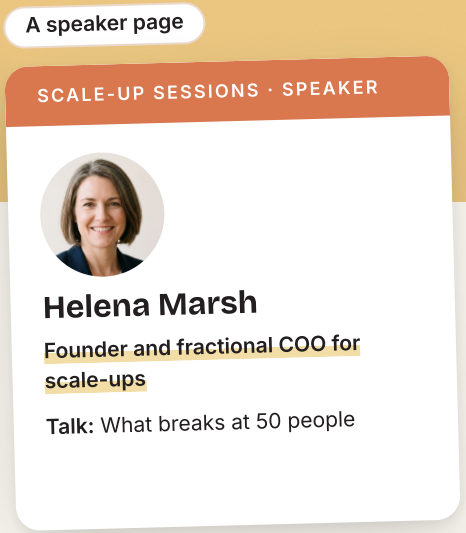
LinkedIn, signed out



Your website



A speaker page



Same name
One spelling and one form of your name on every page.

Same photo
One recent photo, so your face is familiar on every page.

Same line
One description of what you do, word for word.

LinkedIn public profile

People who aren't signed in see a shorter public version of your profile, and search tools such as Google and Bing show it too. Choose which sections appear under **Public profile & URL**.

Your About page

Open with your name, your role, who you work with and one piece of proof. Add a recent photo and a way to reach you. Google's description of the page comes mainly from these words.

Link them together

Link your website to your LinkedIn profile, and add your website under Contact info on LinkedIn. A developer can add **sameAs** links, which Google's profile page markup uses to connect one person's profiles.

WORTH KNOWING

Search results update slowly

After you change your public profile, search tools can take a while to show the new version.

Each profile section, in detail

The LinkedIn Profile Toolkit 2026/27 covers the photo, background, headline, About and more. Free at thismum.co.uk.

YOUR TURN

Score your look-up

12 checks. Tick each one that is true today.

Is this the right person?

- [ ] A search for my name and field shows me on the first page.
- [ ] My LinkedIn public profile is switched on and shows the sections I want.
- [ ] My LinkedIn address uses my name.
- [ ] An AI assistant asked who I am describes the right person.

Do the places agree?

- [ ] My name is written the same way on every page.
- [ ] The same recent photo appears on LinkedIn, my website and speaker pages.
- [ ] My role is described in the same words on every page.
- [ ] My website and my LinkedIn profile link to each other.

Is there proof?

- [ ] At least one result is someone else presenting my work: a talk, an article or a review.
- [ ] My LinkedIn profile has recommendations from the last two years.
- [ ] Something has been published under my name in the last three months.
- [ ] The first page of results is up to date and shows only the contact details I choose.

YOUR SCORE

_____ / 12

10 to 12
In good order. Run the check again in six months.

Six to nine
A few afternoons of work. Page 8 gives the order.

Five or fewer
Begin with LinkedIn and your About page. Both are yours to change today.

Before you score

Search in a private browser window, so the results aren't shaped by your own history. Use your name with your field, as on page 4.

Keep a record

Scored on _____ Next check _____

WHAT TO DO WITH THIS

Where to start

Three sittings, in this order.

30 minutes

See what is there.

- Search your name and field in a private window, on Google and on Bing.
- Ask two AI assistants who you are, using the prompts on page 5.
- Fill in the scorecard on page 7.
- Turn on Results about you if it is offered in your country.

An afternoon

Change the places you own.

- Update your LinkedIn photo, headline and About.
- Check your public profile sections and your LinkedIn address.
- Rewrite the first lines of your About page.
- Use one photo and one description everywhere, and link the pages to each other.

A month

Add proof and tidy the rest.

- Publish one LinkedIn article answering the question you are asked most.
- Ask two clients for a recommendation.
- Send organisers and directories your current photo and description.
- Request a refresh for any result that is out of date, then score yourself again.



WHERE I'D START

Run the search first. What you see tells you which page of this guide to open.

REFERENCE

Sources and This Mum

Where each figure and setting in this guide came from.

Sources

1. **6sense.** 2026 Global B2B Buyer Experience Report, 2 November 2026. Survey of 4,611 B2B buyers.
2. **Semrush.** LinkedIn AI visibility study, 10 March 2026. 325,000 prompts, January to February 2026.
3. **Peec AI.** Top domains cited by AI search, 31 March 2026. 30 million sources, United States.
4. **Google Search Help.** Find and remove personal info in Google Search results.
5. **Google Search Help.** Refresh outdated content.
6. **Google Search Help.** Get verified on Google, on claiming a knowledge panel.
7. **Google Search Central.** Control your snippets in search results, and Profile page structured data.
8. **LinkedIn Help.** LinkedIn public profile visibility.
9. **GOV.UK.** Your personal information on the Companies House register.

All sources checked in November 2026. Tools, settings and figures change, so check the source before you rely on a detail.

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This Mum

This Mum is the consultancy of Cherise Lindsey, a Chartered Marketer with more than 15 years in multinational companies and a private family office. The work covers brand, websites, copy, design and books.

LinkedIn Profile Rebuild. Your online presence is researched in depth, and your profile is rewritten and designed for you.

thismum.co.uk/linkedin-profile-rebuild

email@thismum.co.uk
linkedin.com/in/cheriselindsey

Read next

The LinkedIn Profile Toolkit 2026/27 covers every section of your profile. Free on the guides page at thismum.co.uk.

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