

Speaker at Techarena, photographed by Maze & Friends.

FREE SELF-CHECK

Personal Brand Self-Check

In 15 minutes, find out what Google and AI assistants say about you.

Before anyone calls you, they look you up. More and more often not just on Google, but also in ChatGPT and similar tools. This self-check shows you in 20 questions how visible you are, where you lose people and what to change first. All you need is a private browser window and 15 minutes.

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5.0 36 Google reviews · Trustpilot 4.4 Trustpilot · ProvenExpert 5.0 ProvenExpert

PART A AND B

What people find when they look you up.

Per question: yes = 2 points, partly = 1, no = 0. Write the points in the circle.

A Google

Private window, full name, add your city

- [ ] **At least three results on page one are really about you.** Not about people with the same name.
- [ ] **Your LinkedIn profile is in the top five.**
- [ ] **There is a page about you on your company website.** With photo, role and one sentence on what you stand for.
- [ ] **An interview, talk or expert article shows up.** Other people's sites count more than your own.
- [ ] **Image search shows current, good photos of you.**

B AI assistants

ChatGPT, Perplexity, Gemini or Copilot

- [ ] **“Who is [first name last name] from [city]?” gets a correct answer.**
- [ ] **The answer describes your topic the way you would.**
- [ ] **“Who are the experts for [topic] in [region]?” names you.** The toughest question in this check.
- [ ] **The sources cited are current and correct.** Old role, wrong company or outdated photo count as no.
- [ ] **“Why choose [company]?” describes your company with substance, not just an address.**

PART C AND D

What people see once they have found you.

Same scoring: yes = 2, partly = 1, no = 0.

C LinkedIn Your most important B2B profile

- [ ] **Profile photo: professional, current, face clearly visible.**
- [ ] **The banner says what you or your company stand for.** No stock image, no empty background.
- [ ] **Your headline names a topic, not just a job title.** "Managing Director" alone is not enough.
- [ ] **The first sentence of your About section says who you help with what.**
- [ ] **You published at least three posts of your own in the last 90 days.** Sharing without your own text does not count.

D Proof What makes your claims credible

- [ ] **There are public client reviews that mention you or your team.** Google, Trustpilot, website.
- [ ] **You spoke in front of an audience in the last twelve months.** Stage, panel, webinar, podcast.
- [ ] **At least one case study shows starting point, approach and result.**
- [ ] **A video shows you speaking, not just a photo.**
- [ ] **Your website links you to your profiles.** Visible to Google and AI, for example through structured data about the person.

YOUR RESULT

Your score

out of 40

0 to 15 POINTS

Invisible

People who do not know you personally find little. Start with LinkedIn and a page of your own on your website.

16 to 29 POINTS

Found, but not chosen

People find you, but nothing makes you the first choice. Proof works here: video, case study, stage.

30 to 40 POINTS

Found and chosen

You are visible and credible. Now it is about reach in the AI answers for your topic.

FIRST STEPS

The three levers that make the biggest difference.

If you change only three things, change these. In this order.

1 **One sentence on what you stand for**

Worded the same in your LinkedIn headline, About section and on your website. AI assistants pick up what is consistent everywhere.

2 **A page about you**

On your company website, with photo, topic, career stations, talks and links to your profiles.

3 **A video of you speaking**

Two minutes on your topic. It gets shared on LinkedIn, embedded on your website and found by Google.

WHAT COMES NEXT

Your result, discussed together.

Send us your score and your full name. We will look at what Google and the AI assistants say about you and tell you in 30 minutes where you can win fastest.

Discuss my self-check →

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MAZE & Friends

Get found by AI.
Chosen by humans.
Vienna, Austria

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