

I've been doing this for 11 years, and if there is one thing I've learned, it's this: Clients don't hire consultants based on your resume. They hire you based on the "Digital Evidence Locker" you've left behind. When a potential lead types your name into **Google**, they aren't looking for a list of your past roles; they are looking for reasons not to hire you.

Most consultants treat their search presence like a neglected house. They have the front door (their website) painted, but the windows are broken, the neighbors (old LinkedIn profiles, abandoned blogs) are throwing trash in the yard, and the address is hard to find. Before we talk about strategy, we have to talk about reality. You cannot build a brand on a foundation of "vague expertise."

The Mandatory First Step: The Manual Google Audit

Before you spend a dime on a new logo or a fancy website, you must conduct a **Google Search (manual audit)**. Open an Incognito window—right now—and search your name, your company name, and your name plus "consultant."

I want you to look at the first two pages. What do you see? If you see a Medium profile you haven't updated since 2017 or a ghost town Twitter account, you have a credibility leak. Clients assume that if you are a consultant, you are an expert at managing information. If your search results are messy, they assume your consulting work is, too.

The "Bio Line" Hall of Shame

As I review profiles, I keep a running list of bio lines that sound completely fake. If <https://www.typecalendar.com/personal-brand-reputation.html> your bio sounds like a corporate buzzword bingo card, cut it. Examples of what to avoid:

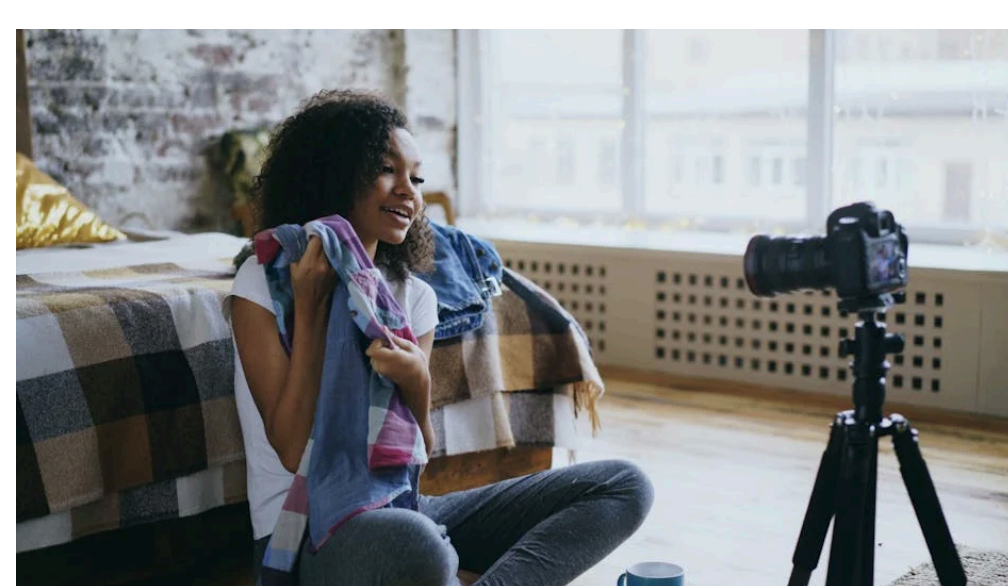
- "Results-driven industry leader with a passion for excellence." (Zero receipts.)
- "Global visionary helping organizations achieve scale." (What does that even mean?)
- "Strategic partner to C-suite executives." (Unless you have names, this is just fluff.)

Credibility Signals: How to Verify Expertise Online

To **verify expertise online**, you need to stop telling people you are an expert and start showing the mechanics of your work. Here is how we build the infrastructure of trust.

1. Tangible Output Over Vague Promises

Instead of saying "I improve project management," show a template. If you use tools like **TypeCalendar** to manage your consulting engagements, write a case study about how that specific scheduling workflow saved a client 10 hours a week. Tangible tools + specific problem = high-value credibility signal.



2. The Pricing Transparency Test

This is the most common mistake I see: **No prices, packages, or fees listed.** Many consultants are terrified that showing their rates will "lower their value" or "scare away the big fish." The opposite is true. Hiding your prices signals that you are either inconsistent or that you are making it up as you go. Even a "Starting at \$X" range acts as a powerful filter and a massive signal of professional confidence.

3. Managing the "Old Profile" Graveyard

You lose interviews and contracts every day because of old, conflicting profiles. If you have a professional page on a site you haven't logged into in five years, you have two choices: update it or delete it. A "Coming Soon" or "Abandoned" page is a credibility killer.

Comparison Table: Credibility Signals

Signal Type	Low Credibility (Avoid)	High Credibility (Do This)
Proof of Work	Generic "I help businesses grow" copy. Case studies with specific metrics and client tools (e.g., TypeCalendar).	"Contact for custom quote" (hidden). Clear packages or a "starting at" price point.
Pricing	Outdated, contradictory	LinkedIn profiles. A unified narrative across all indexed pages.
Search Results	Outdated, contradictory	Third-party mentions, client testimonials, and guest content.
Verification	Self-proclaimed "Industry Leader."	

Protecting Your Narrative

Once you clean up your search results, you have to defend them. I always advise my clients to set up **Google Alerts** for their name and their business name. If a new, unfavorable page pops up or an old profile gets scraped by a data-farming site, you need to know about it immediately.

Do not buy into the "page one in a week" snake-oil salesmen. Building **social proof for services** is a slow game of compounding interest. It's about ensuring that every time someone Googles you, the content they find is consistent, professional, and directly linked to the value you provide.

Next Steps for the Serious Consultant

Stop over-optimizing for search engines and start optimizing for human psychology. Here is your actionable to-do list for the next 14 days:

1. **Run the Audit:** Document every URL on the first two pages of your search results.
2. **The Purge:** Deactivate or update every profile that is older than 18 months.
3. **The Package:** Add a "Services & Pricing" page to your website. It doesn't need to be a complex checkout, just a clear explanation of your value proposition and your investment levels.
4. **The Alert:** Set your **Google Alerts** to notify you the moment your name appears in a new indexed result.

Remember: You are your own product. If you aren't willing to put in the work to manage your own brand's visibility, why should a client trust you to manage theirs? Keep the fluff to a minimum, keep your pricing in the light, and make sure that when someone searches for you, they find a consultant, not a ghost.

