PoisedHQ · Research · Edition 1

The Boutique Recruiter LinkedIn Report 2026

What a hiring manager finds when they check out a small recruitment firm: 352 firms, eight public signals.

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Before a hiring manager replies to a business-development email from a small recruitment firm, they check the firm out. Usually they open the website, look for the person behind it, then click

through to that person's LinkedIn profile. We call this the **first click**. This report measures how well 352 small recruitment firms handle it.

This is the first edition. Every number below comes from a dataset we built from public registers and the firms' own websites on 16 November 2026. We didn't open, sign in to or scrape LinkedIn for any of it. The method and its limits are at the end of the report.

79%
of the small firm websites we checked link to no individual's LinkedIn profile

20%
name the owner on their homepage or About page

8%
show a dated insights post from the last six months

Key findings

1. **Most firms have an About page. Few of them name the owner.**
   84% of the 352 firms link to an About or team page, but only 20% name the owner on the homepage or About page. In 65% of firms there is an About page and the owner's name still isn't on it.
   A hiring manager who wants to know who they'd be working with has to go looking.
2. **The website rarely leads to the owner's LinkedIn profile.**
   79% of sites don't link to any individual's LinkedIn profile. Only 16% link to the owner's own profile, while 46% link to a company page.
   The person checking you out has to search your name and hope they find the right profile.
3. **Four in ten don't say what they recruit for at the top of the page.**
   59% name a sector in the page title, main heading or search description. That leaves 41% that don't.
   In search results and browser tabs, that line is often the only thing a hiring manager reads.
4. **Few speak to the people who hire.**
   Only 22% address employers, clients or hiring managers in that same top line, and 9% address job seekers there. 33% name neither a sector nor a client.
   Clients pay the fees, yet the first line rarely says it is written for them.
5. **Insights sections go quiet.**
   33% have a blog, insights or news section. Only 8% show a dated post from the last six months. Of the firms with a section, 77% show nothing dated in that time.
   An empty or stale insights page can say less than having none at all.
6. **Proof is thin on the homepage.**
   26% mention testimonials, client reviews or case studies on the homepage.
   If a firm has happy clients, the homepage is where a hiring manager would expect to see it.
7. **Fewer than 1 in 20 does the basics together.**

16 of 352 firms (5%) name the owner, link to the owner's LinkedIn profile and name a sector up front. The median first-click score is 35 out of 100, and 20% of firms score 50 or more.

None of these steps costs money, which is why this gap stands out.

8. **Newer firms are thinner online than established ones.**

   Among 277 UK firms incorporated in the last two years, 16% name the owner, 37% link a company LinkedIn page and 25% have an insights section. Among 72 established member firms in Australia and New Zealand, the figures are 33%, 78% and 61%.

   Firm age and region overlap in this sample, so read this as a description, not a cause.

The numbers

Share of 352 firms showing each signal on their own website. The range is a 95% confidence interval.

Signal	Firms	Share	95% range
About or team page	295	83.8%	79.6–87.3%
Owner named on homepage or About page	71	20.2%	16.3–24.7%
Links to the owner's LinkedIn profile	57	16.2%	12.7–20.4%
Links to any individual's LinkedIn profile	75	21.3%	17.4–25.9%
Links to a company LinkedIn page	161	45.7%	40.6–51.0%
Sector named in title, heading or description	209	59.4%	54.2–64.4%
Client language in title, heading or description	76	21.6%	17.6–26.2%
Job-seeker language in title, heading or description	33	9.4%	6.8–12.9%
Testimonials, reviews or case studies on the homepage	93	26.4%	22.1–31.3%
Has a blog, insights or news section	115	32.7%	28.0–37.7%
Dated post in the last 12 months	32	9.1%	6.5–12.6%
Dated post in the last 6 months	27	7.7%	5.3–10.9%

First-click score (0–100, rubric below): mean 33.3, median 35. 153 firms (44%) score below 30.

Score band	Firms
0–9	15
10–19	47
20–29	91
30–39	72
40–49	56
50–59	31
60–69	24
70–79	15
90–100	1

What good looks like

These are illustrative composites, not real firms. They follow patterns that were common among the highest-scoring sites. Replace anything in [brackets] with true details.

- **The top line names the work and the buyer.** “Specialist [tax] search for [regional accounting] firms.” In one line, a hiring manager knows the sector, the client and that the firm specialises.
- **The owner is on the page.** An About section that opens with “[Name] founded [Firm] after [eight] years running a [finance] desk”, with a photo and a direct link to their LinkedIn profile.
- **The LinkedIn profile matches the website.** The headline repeats the niche and who it's for, for example “Founder, [Firm] · [Construction] hires for [regional contractors]”, rather than “Recruiter | Connecting talent with opportunity”.
- **One dated note a month.** A short, specific market note, such as “What [site managers] are asking for in [spring]”. It's dated, so a visitor can see the firm is active.
- **Proof without breaking confidence.** One or two client testimonials, with permission, that mention the kind of role and the outcome, not the client's name.

A ten-minute first-click checklist

- **Search your firm's name** and read your page title and description as a stranger would. Do they name your sector and who you help?
- **Put the owner's name** and a photo on the homepage or About page.
- **Link to your personal LinkedIn profile** from the About page, and to the company page from the footer.
- **Make your LinkedIn headline match your site:** the niche, who you help and your firm. The free headline generator drafts options.
- **Rewrite the first three lines of your LinkedIn About section** for a hiring manager, not a candidate. See how to write a LinkedIn About section as an agency owner.
- **Date your insights posts,** or remove an empty blog page until you have something to put there.
- **Add one client testimonial** you have permission to use.
- **Run the free profile check** to see how your headline and About section read to a hiring manager.

Methodology and limitations

Sample. We started from 1,135 recruitment firms with a website, taken from public sources:

- UK companies registered with Companies House under the employment-placement and recruitment industry codes in the 24 months to October 2026, with one active director each.
- Agency owners listed in the RCSA professional member directory in Australia and New Zealand.
- A few founders named in public web search results.

We kept firms whose website loaded on 16 November 2026, was clearly a recruitment business, wasn't a holding page, and had enough readable text. That left 352 firms: 278 in the UK, 73 in Australia and New Zealand, and 1 elsewhere. Most are small firms. Many UK firms in the sample are newly incorporated.

What we measured. We checked eight yes-or-no signals on each firm's homepage, About page and blog index, worth 100 points in total:

- About or team page (10 points)
- Owner named (15)
- Link to the owner's LinkedIn profile (15)
- Sector named in the title, heading or description (15)
- Client language in the same places (10)
- Testimonials, reviews or case studies (10)
- A dated insights post in the last six months (15)
- Link to a company LinkedIn page (10)

We read only the address of each LinkedIn link and never opened it.

What we left out. We tried to read owners' LinkedIn headlines from public search-engine results. The results were too often cut short or matched the wrong person to meet our evidence bar, so this edition reports no headline figures. The next edition will score headlines only for owners who submit their own profile.

Limitations.

- Sites that build their pages with scripts can show less text to a simple reader, so some signals may be undercounted.
- Keyword rules miss some synonyms, and an owner who uses a nickname may be counted as not named.
- Undated blog posts count as not recent.
- Companies House lists directors, who aren't always the founder.
- Region and firm age overlap, so comparisons between groups are descriptive.
- All data is a single snapshot from 16 November 2026.

We don't publish scores for individual firms.

Citing this report. “The Boutique Recruiter LinkedIn Report 2026, PoisedHQ, 352 small recruitment firms, website signals collected 16 November 2026.” For press questions, email hello@poisedhq.com.

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