

WHERE YOUR TRADE STANDS

34/45

THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — arborist sites land **above the market median of 31**. A directional read for the trade; the Google review benchmark below is the harder number.

WHERE YOU'RE STRONG — AND WHERE YOU LEAK

SCORE / 5



YOUR GOOGLE REVIEW BENCHMARK — AND IT'S LOCAL

MEDIAN REVIEWS, BY METRO

The median visible arborist carries **60 reviews** nationally — but it runs from **157 on the Brisbane** to **6 in Toowoomba**. Your benchmark is whatever your buyers see locally:

Adelaide	64	Ballarat	17	Brisbane	157	Cairns	37
Canberra	21	Darwin	46	Geelong	67	Gold Coast	101
Hobart	71	Melbourne	146	Newcastle	68	Perth	54
Sunshine Coast	44	Sydney	58	Toowoomba	6	Townsville	23
Wollongong	37						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.6/5

Build one answer-first FAQ block. Take the questions from your last twenty quote calls and answer each in writing, the way you'd say it at the kitchen table. It's what gets you into Google's AI answer — and the proof a frightened buyer came looking for.

THE QUESTIONS TO ANSWER ARE ALREADY WRITTEN

The independent homeowner guide for your trade lists what your buyers are actually asking — read it, then answer those questions on your site. That single move is what lifts the mark above.

guides.needatrade.com.au/arborist

WHAT THE BEST GET RIGHT

Plateau Trees

Deep service menu covering arborist consulting, reports, tree removal, planting, stump grinding, emergency, strata, infrastructure and council contracts.

COMPARE YOURSELF AGAINST

Forest Tree Service — Use the safety/standards proof stack: ISO quality, environment...

The Tree Company — Use visible review density, friendly team tone,...

PASS IT ON →

Know an arborist who's invisible online? **Send them this.** Anyone can read their trade's benchmark, free, at sellmyservice.com.au/benchmarks/arborist

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/arborist

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 7), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (328 arborists nationally) and are the harder number. A general industry benchmark, not advice for your business – confirm with current evidence from your own market. Published by Social Solutions Group Pty Ltd, consistent with the disclaimer at guides.needatrade.com.au/disclaimer.