

WHERE YOUR TRADE STANDS

27 /45

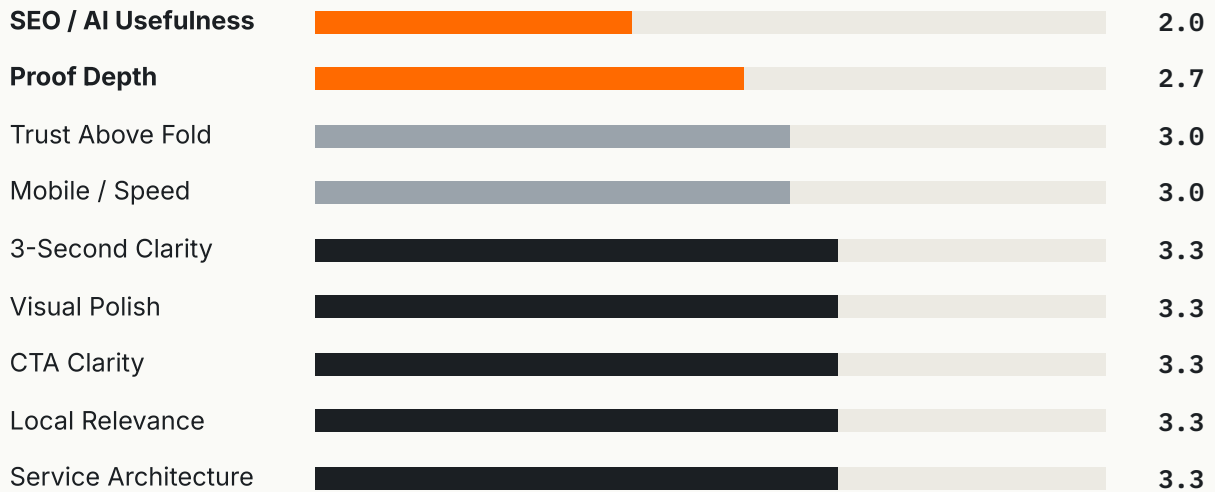
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — blinds sites land **below 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 blinds carries **42 reviews** nationally — but it runs from **77 on the Melbourne** to **5 in Cairns**. Your benchmark is whatever your buyers see locally:

Adelaide	64	Ballarat	25	Brisbane	18	Cairns	5
Canberra	57	Darwin	12	Geelong	33	Gold Coast	53
Hobart	54	Melbourne	77	Newcastle	73	Perth	36
Sunshine Coast	29	Sydney	68	Toowoomba	43	Townsville	12
Wollongong	57						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.0/5

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

Take the questions from your last twenty quote calls and answer each in writing. See how the independent homeowner guides do it at guides.needatrade.com.au.

WHAT THE BEST GET RIGHT

Franklyn

Local manufacturing, broad product categories, free quote path

COMPARE YOURSELF AGAINST

Shaderite Blinds — Longevity since 1961, family-owned story, regional expansion,...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/blinds

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 3), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (479 blindss 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.