

WHERE YOUR TRADE STANDS

27 /45

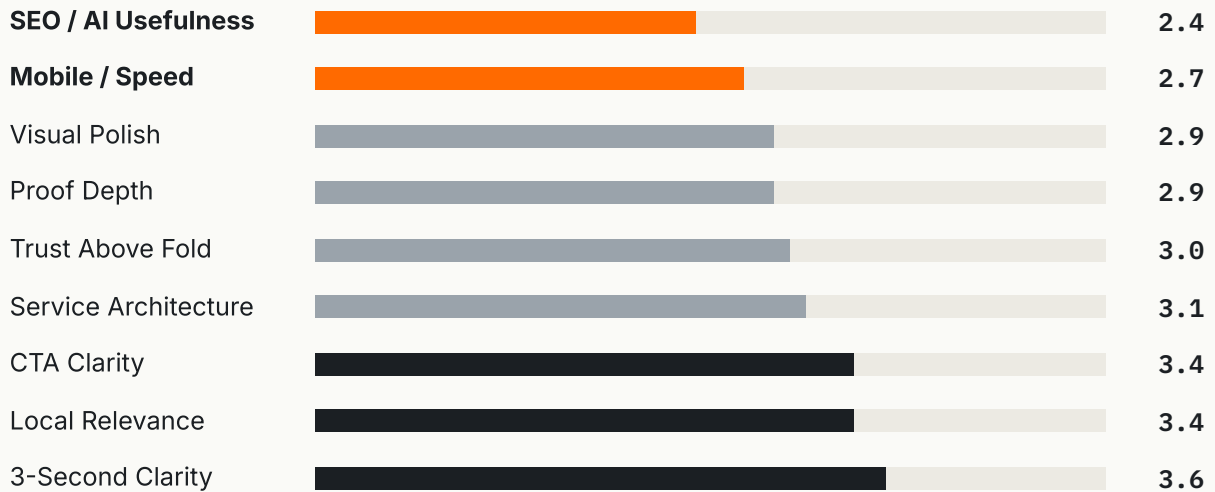
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — bricklayer 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 bricklayer carries **3 reviews** nationally — but it runs from **14 on the Melbourne** to **1 in Adelaide**. Your benchmark is whatever your buyers see locally:

Adelaide	1	Ballarat	1	Brisbane	2	Cairns	2
Canberra	1	Darwin	3	Geelong	2	Gold Coast	8
Hobart	1	Melbourne	14	Newcastle	2	Perth	5
Sunshine Coast	5	Sydney	9	Toowoomba	1	Townsville	1
Wollongong	1						

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.4/5

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/bricklayer

WHAT THE BEST GET RIGHT

BKS Stonemasons

Copy the accreditation, heritage restoration and suburb targeting.

COMPARE YOURSELF AGAINST

Brickit — Copy the premium craftsmanship and high-end...

Coastal Masonry — Use the 4-generation/70-year craft story and Gold...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/bricklayer

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 (316 bricklayers 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.