

# WHERE YOUR TRADE STANDS

**27** /45

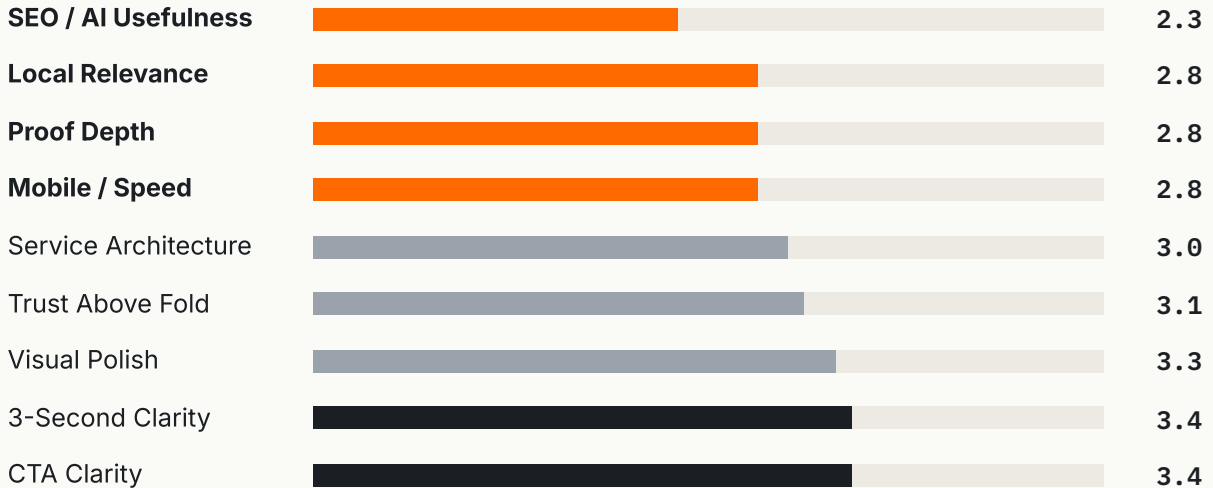
THE MARKET

**31/45**

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — cabinet-maker 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 cabinet-maker carries **10 reviews** nationally — but it runs from **24 on the Melbourne** to **3 in Hobart**. Your benchmark is whatever your buyers see locally:

Adelaide	9	Ballarat	5	Brisbane	18	Cairns	10
Canberra	5	Darwin	11	Geelong	5	Gold Coast	9
Hobart	3	Melbourne	24	Newcastle	11	Perth	10
Sunshine Coast	14	Sydney	16	Toowoomba	9	Townsville	7
Wollongong	18						

# YOUR ONE MOVE

## SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 2.3/5

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](https://guides.needatrade.com.au).

#### WHAT THE BEST GET RIGHT

##### Husk&Co.

Owner-led premium joinery model with quote from owner and purposeful design/practical solution framing.

#### COMPARE YOURSELF AGAINST

**BJF Joinery** — Gold Coast premium benchmark: award-winning, locally owned,...

**The Cabinetmaking Co.** — Luxury whole-home cabinetry positioning with suburb/entity...

**PASS IT ON** →

Know a cabinet-maker who's invisible online? **Send them this.** Anyone can read their trade's benchmark, free, at [sellmyservice.com.au/benchmarks/cabinet-maker](https://sellmyservice.com.au/benchmarks/cabinet-maker)

## SEE YOUR FULL BENCHMARK – FREE, UNGATED.

[sellmyservice.com.au/benchmarks/cabinet-maker](https://sellmyservice.com.au/benchmarks/cabinet-maker)

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 10), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (569 cabinet-makers 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](https://guides.needatrade.com.au/disclaimer).