

WHERE YOUR TRADE STANDS

28/45

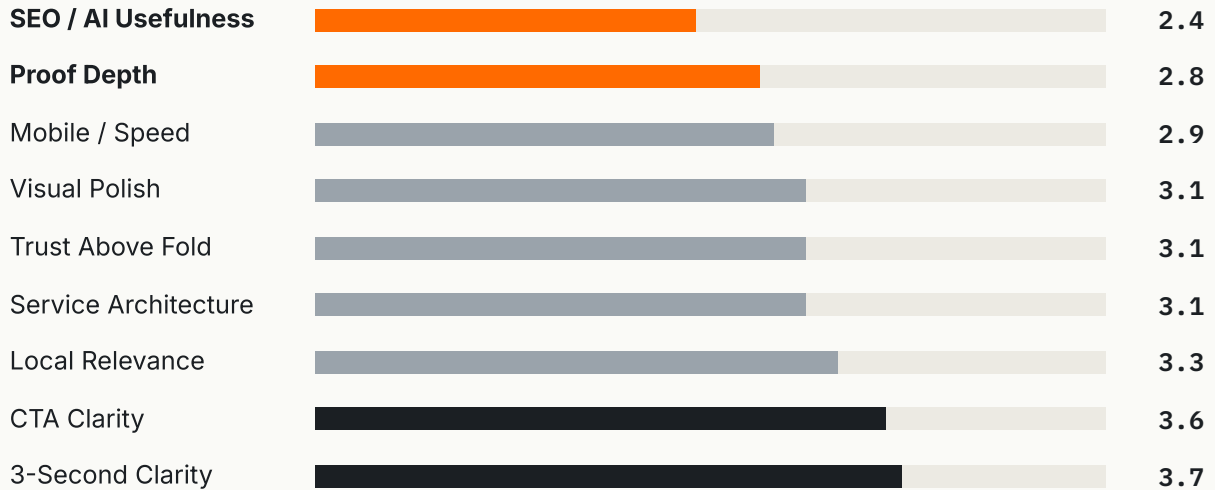
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — carpenter 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 carpenter carries **8 reviews** nationally — but it runs from **15 on the Melbourne** to **3 in Ballarat**. Your benchmark is whatever your buyers see locally:

Adelaide	14	Ballarat	3	Brisbane	10	Cairns	4
Canberra	9	Darwin	6	Geelong	9	Gold Coast	3
Hobart	3	Melbourne	15	Newcastle	6	Perth	15
Sunshine Coast	10	Sydney	13	Toowoomba	4	Townsville	7
Wollongong	15						

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/carpenter

WHAT THE BEST GET RIGHT

The Sydney Carpenters

Trade-specific service menu and compliance language for Sydney carpentry.

COMPARE YOURSELF AGAINST

Custom Carpentry & Design — Design-driven one-off build positioning; excellent for...

Marek & Co — Gold Coast outdoor living model with premium design language...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/carpenter

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 9), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (272 carpenters 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.