

WHERE YOUR TRADE STANDS

31/₄₅

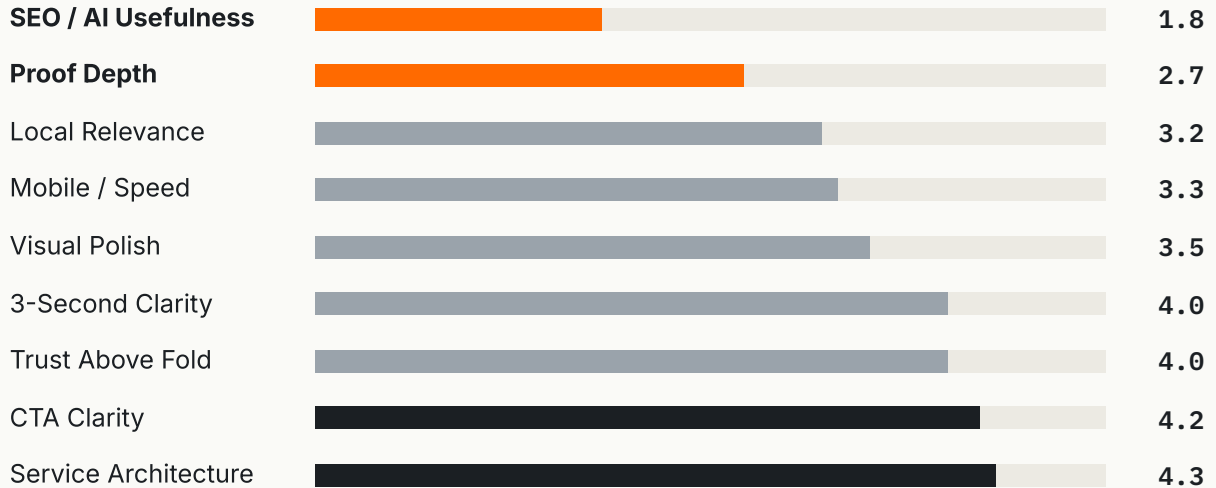
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — carpet cleaning 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 carpet cleaning carries **60 reviews** nationally — but it runs from **179 on the Brisbane** to **9 in Townsville**. Your benchmark is whatever your buyers see locally:

Adelaide	49	Ballarat	12	Brisbane	179	Cairns	27	
Canberra	61	Darwin	17	Geelong	90	Gold Coast	68	
Hobart	54	Melbourne	61	Newcastle	59	Perth	51	
Sunshine Coast	63	Sydney	82	Toowoomba	25	Townsville	9	
Wollongong	49							

YOUR ONE MOVE

SEO / AI USEFULNESS – YOUR WEAKEST MARK, AT 1.8/5

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

Go Green Carpet Clean

Copy eco-safe, IICRC and machine/process differentiation.

COMPARE YOURSELF AGAINST

Affordable Carpet & Pressure Cleaning

— Copy equipment differentiation and high-heat/truck-mounted proof.

Butler Carpet Cleaning — Copy 40-year authority and home/office service scope.

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/carpet-cleaning

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 6), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (407 carpet cleanings 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.