

WHERE YOUR TRADE STANDS

31/45

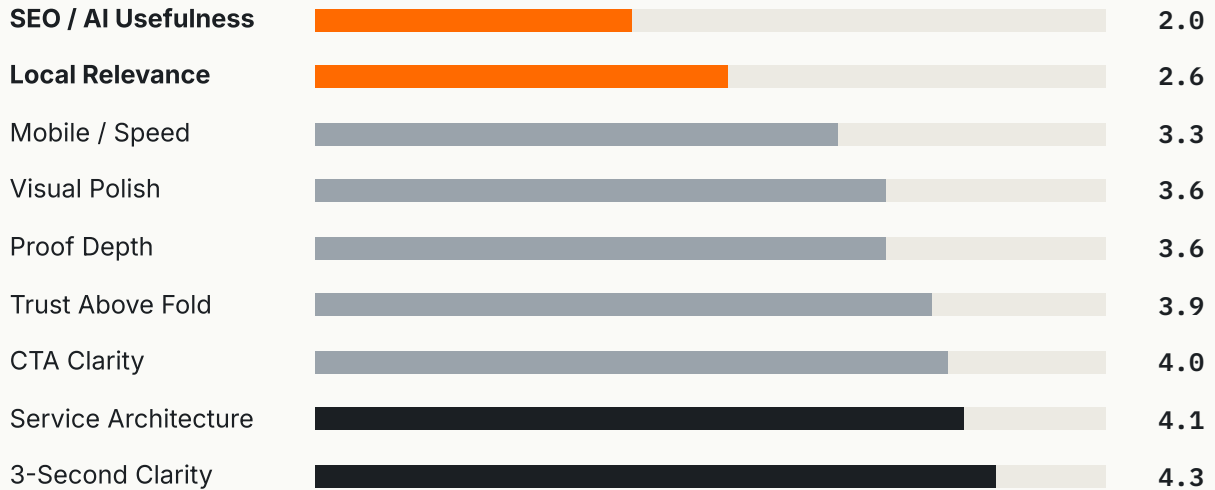
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — concreter 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 concreter carries **10 reviews** nationally — but it runs from **38 on the Melbourne** to **2 in Darwin**. Your benchmark is whatever your buyers see locally:

Adelaide	25	Ballarat	11	Brisbane	19	Cairns	5
Canberra	6	Darwin	2	Geelong	6	Gold Coast	10
Hobart	6	Melbourne	38	Newcastle	11	Perth	17
Sunshine Coast	10	Sydney	8	Toowoomba	5	Townsville	5
Wollongong	3						

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 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/concreter

WHAT THE BEST GET RIGHT

Brisbane Decorative Concrete

Copy the gallery + 20+ years + licensed/insured + on-time/on-budget trust stack.

COMPARE YOURSELF AGAINST

Melbourne Driveways — Copy the clean niche specialisation and online quote path.

Competition Concreting — Copy product/service cards for exposed aggregate and pool...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/concreter

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 (349 concreters 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.