

WHERE YOUR TRADE STANDS

33/45

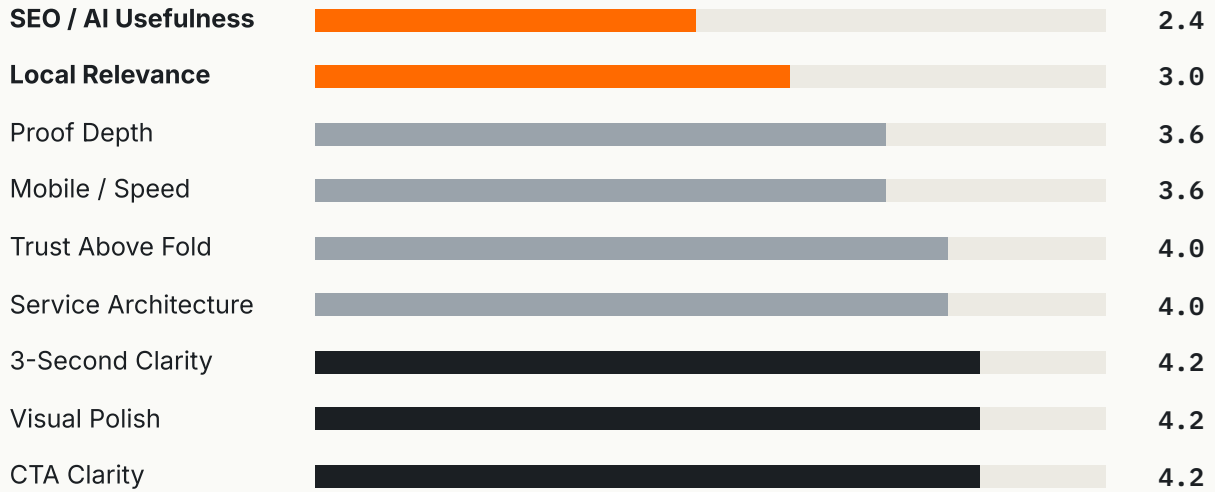
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — decking 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 decking carries **16 reviews** nationally — but it runs from **44 on the Sydney** to **4 in Darwin**. Your benchmark is whatever your buyers see locally:

Adelaide	33	Ballarat	17	Brisbane	17	Cairns	9
Canberra	39	Darwin	4	Geelong	16	Gold Coast	43
Hobart	21	Melbourne	34	Newcastle	17	Perth	20
Sunshine Coast	22	Sydney	44	Toowoomba	10	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/decking

WHAT THE BEST GET RIGHT

GJR Decking

Copy luxury outdoor-elegance positioning and architecture/builder/homeowner audience split.

COMPARE YOURSELF AGAINST

Melbourne Decking — Copy specialist focus, awards language and consultation CTA.

DeKing Decks — Copy detailed testimonial proof and project-management...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/decking

The /45 design score is an expert nine-dimension rubric, AU sample, at the audit date – per-trade samples are small (n 5), so read it as a directional signal, not a population stat. The Google review benchmarks draw on hundreds of listings (320 deckings 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.