

WHERE YOUR TRADE STANDS

33/45

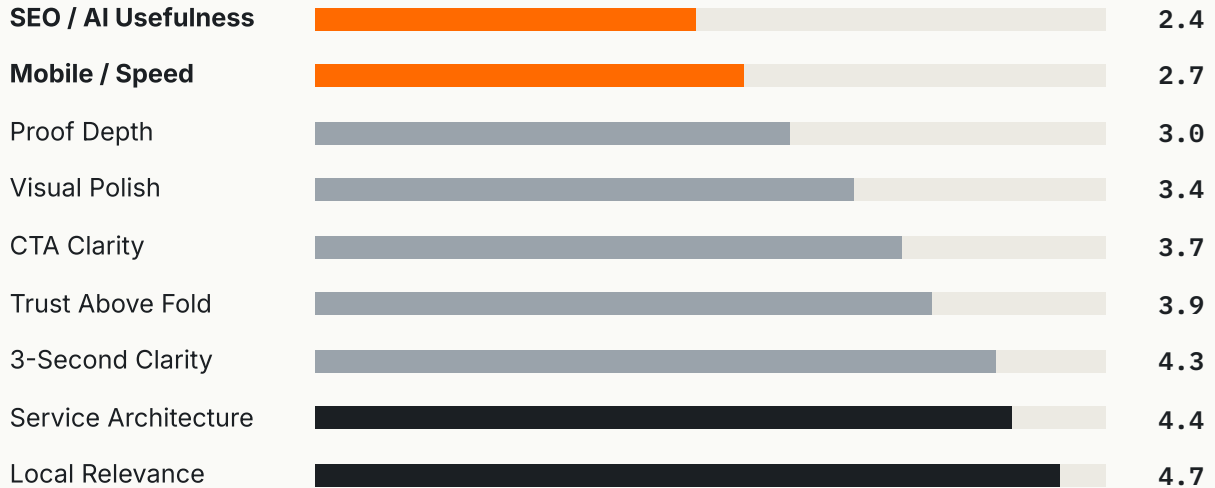
THE MARKET

31/45

Scored on the nine-dimension design rubric we ran across **289 Australian trade sites** — demolition 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 demolition carries **10 reviews** nationally — but it runs from **26 on the Sydney** to **2 in Hobart**. Your benchmark is whatever your buyers see locally:

Adelaide	16	Ballarat	14	Brisbane	10	Cairns	4
Canberra	5	Darwin	3	Geelong	23	Gold Coast	13
Hobart	2	Melbourne	25	Newcastle	8	Perth	17
Sunshine Coast	7	Sydney	26	Toowoomba	5	Townsville	4
Wollongong	13						

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/demolition

WHAT THE BEST GET RIGHT

Eco Demolition & Civil

Fixed-price/compliance model combining demolition, asbestos, civil and handover readiness.

COMPARE YOURSELF AGAINST

Abyss Demolition — Very strong safety/compliance model: A-Class asbestos,...

East Coast Demo — Service-category architecture and clear 'trusted names'...

PASS IT ON →

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

SEE YOUR FULL BENCHMARK – FREE, UNGATED.

sellmyservice.com.au/benchmarks/demolition

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 (426 demolitions 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.